

## SESSIONS AT A GLANCE - J-DAY 2019

### Session 1 9:30 - 10:15

Kenn Bisio: Master the Machine.  
**Lory Theater** (seats 450)  
PHOTOJOURNALISM

Kirstin Boyd: The Real World: A Day in a TV Newsroom. **Ballroom A** (seats 325) VIDEO/MULTIMEDIA

Justin Daigle & Carrie Hendrix: Start It Off Right. (seats 325) **Ballroom B** REPORTING/WRITING

Nick Monastra & Peighton Crawford: Theme Copy – Grip Your Readers With A Familiar Story. (seats 325) **Ballroom C** YEARBOOK

Jessica Hunziker: Be a Storyteller. (seats 325) **Ballroom D** LEADERSHIP/ORGANIZATION

Greg Luft: The Importance, the Impacts and the Personal Risk of Covering Tragedy. **Cherokee Park** (seats 150) REPORTING/WRITING

Kristi Rathbun: Read Easy, Write Hard. **North Ballroom** (seats 200) REPORTING/WRITING

Patrick Moring: Improving Broadcast Techniques. **304-306** (seats 70) VIDEO/MULTIMEDIA

Castle View Media: Making Friends with the Enemy. **308-310** (seats 70) ORGANIZATION/LEADERSHIP

Tina Barber: Be Excellent...Not Exhausted. **322** (seats 60) GENERAL

CMCI from CU Boulder: Experience Virtual Reality Now. **324** (seats 40) GENERAL

Julian Bouquet: Guiding Middle Schoolers to Their Journalistic Passions. (seats 70) **372-374** GENERAL

Zeb Carabello: Help Create Colorado's New Media Literacy Standards. **376-378** (seats 70) GENERAL

Michael Humphrey: Journalism 2029 – What Will It Look Like?. **382** (seats 140) GENERAL

Alex McNamee: Breaking the Wheel. **Room 386** (seats 100) ONLINE

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

David Freed & Steve Weiss: Real Journalism vs. Fake News. **Lory Theater** (seats 450) GENERAL

Peter Griffin: A Modern Yearbook Program. Design & Social. **Ballroom A** YEARBOOK

Rob Rathbun: Captions Beyond Captain Obvious. **Ballroom B** REPORTING/WRITING

Laura Schaub: Just Your Type. **Ballroom C** GENERAL

Yvette Manculich: How to Make Alternative Coverage Thematic. **Ballroom D** YEARBOOK

Anastasia Harrison: Let's Get Organized. **Cherokee Park** GENERAL

Tony Phifer: Sports Writing Beyond the Tweet. **North Ballroom** REPORTING/WRITING

Patrick Moring: Writing for Broadcast. **304-06** VIDEO/MULTIMEDIA

Hannah Shapiro: Stay With Us – Intro to Podcasting. **308-310** PODCAST

Deirdre White: You Need to Be Versatile – Running Print and Online News with a Small Staff. **Room 322** GENERAL/HYBRID

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

Jenny Fischer: Designing Tabloids with Punch. **372-374** DESIGN

Jeff Dodge: The Dark Side – From Journalism to PR. **376-378** GENERAL

Bonnie Katzive: Combined Journalism Production Classes – Defining Your Program. **382** LEADERSHIP/ORGANIZATION

Alex McNamee: SNO Therapy. **386** ONLINE

### Session 3 11:20 - 12:05

Kenn Bisio: The HOW of Photography. **Lory Theater** PHOTOJOURNALISM

Kevin Dale & Ryan Warner: Public Radio Is Growing. **Ballroom A** GENERAL

Tina Griego: The Art of Being Nosy. **Ballroom B** REPORTING/WRITING

Jesse Kurtz: Setting Yourself Apart as a Storyteller. **Ballroom C** VIDEO/MULTIMEDIA

Jed Palmer: Photographers – Stand Here. **Ballroom D** PHOTOGRAPHY

Kris Kordrich: Storytelling for Journalists. **Cherokee Park** REPORTING/WRITING

Rock Canyon Media: Just Try It! – Trello, Teambuilding, and Training. **North Ballroom** LEADERSHIP/ORGANIZATION

Jared Brown: Audio Broadcasting from Home **304-306** MULTIMEDIA

Pat Ferrucci: Sports, Race and Journalism. **308-310** GENERAL

Jivan West/Fairview HS: 7 Techniques to Make Your Sports Photography Stand Out. **Room 322** PHOTOGRAPHY

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

Kathleen Ryan: Immersive Storytelling as Journalistic Practice. **372-374** GENERAL

Henry Larson/Fairview HS: Advocating for Truth (Without Getting Expelled). **376-378** PRESS LAW & ETHICS

Dan Mohrmann: The Changing World of Online Sports Coverage. **382** ONLINE/SOCIAL MEDIA

Alex McNamee: Website Must-Haves. **386** ONLINE

### Session 4 12:15 - 1:00

Annie Gorenstein Falkenberg & Genise Cushman: 10 Ways To A Better May. **Lory Theater** YEARBOOK

Pat Clark: Storytelling with 360 Video. **Cherokee** (150) VIDEO/MULTIMEDIA

Ben Reed: Short Reads for Print Publications. **North Ballroom** REPORTING/WRITING

Tom Patrick: Political Endorsements in School Publications. **304-306** GENERAL

Helene Gill: High School Design to Collegiate Graphic Designers. **308-310** DESIGN

Angela Banfield: Headline Writing That Makes Sense. **322** REPORTING/WRITING

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

Rhema Zlaten: Trademasters – How Digital Journalists Are Carving Out New Audiences. **372-374** ONLINE

Karen Slusher: Controversy Happens. **376-378** PRESS LAW & ETHICS

Castle View Grads Caleigh Gearheart & Kristen Plonsky: Life After Student Media. **382** GENERAL

Alex McNamee: Reading Google Analytics. **386** ONLINE

**Why not Tweet it out?**

**#jday19**

**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.

#### **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 during 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.)

# TRUTH MATTERS

**#jday19**

Colorado Student Media

Association welcomes you to

**J-Day 2019**



# Media literacy: how can we help?

Everyone needs to be responsible for separating facts from fiction. There are no foolproof tools to do the work for us.

One thing student media can do is to practice “radical transparency” – letting readers and viewers see behind the scenes and understand how stories were reported and how coverage decisions are made.

“Trust us,” just doesn’t cut it these days, and maybe it never really did. What if our “big” volleyball story came with something like the boxed example to the right?

## FULL DISCLOSURE

Story reported and written by Ernie Kenerski, staff reporter, over 10 days beginning Sept. 7. Sources included senior setter Alice Fay, junior outside hitter Mary Stovall, junior libero Beth Bumpit, manager Ellen Post, and varsity coach Rota Boatashore. Ernie also observed practice on Sept. 10, and the varsity volleyball match with Roosevelt HS on Sept. 12. Photos were taken by Ernie at the practice and by staff photographer Heather Aperture during the match. Sports editor Grace Olson designed the package and edited the text, sidebars, and headlines.

Why keep the process a secret? What if our more in-depth reporting regularly came with this sort of context? What can your medium add to make the example even more useful?

# TRUTH MATTERS

## 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.**

**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.

**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 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 ninth 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 Saturday noon this week, and this fun competition honors your best work thus far this school year.

## CSMA PARTNERS & SPONSORS

Colorado State University  
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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.*

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University of Denver  
University of Northern Colorado

## For your planner

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

**ONE DAY coverage challenge date is Friday, Dec. 6** and submissions are due by Jan. 10, 2020.

**Winter Professional Development** - Jan. 25, 2020, on the CU Boulder campus. Focus on mental health coverage.

**Greer Scholarship** online portfolios due - Feb. 15, 2020.

**Capitol Hill Press Conference** - March 2, 2020, at in the state capitol, 7:30 a.m. start time (new time for this event).

**Best of Colorado** individual contest entries deadline - April 7, 2020.

**Photographer, Broadcaster, Designer, Reporter and Middle School Journalist of the Year** portfolio deadlines - April 15, 2020.

**Eric Benson Scholarship** application deadline - April 15, 2020

**All-Colorado** critique entries - June 3, 2020

**Administrator of the Year and Adviser of the Year** nominations - June 30, 2020.

## MANY THANKS

J-Day is the official state conference of the Colorado Student Media Association, now in its 49th year supporting scholastic journalism in Colorado. We are celebrating nearly half a century supporting student media in Colorado all year long, with our 50th “birthday” in October of 2020.

### 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

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

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

Program printed by Publication Printers.

## NEWS & STORYTELLING

Reporting | Editing | Writing | Photojournalism | Documentaries | Podcasts

## STRATEGIC COMMUNICATION

Public Relations | Advertising | Integrated Marketing Communication | Branding

## SOCIAL ENGAGEMENT & DESIGN

Analytics | Mobile Media | Digital Design | Entrepreneurship | Community Impact

## MEDIA PRODUCTION

Video | Audio | Photography | Websites | Infographics | Live TV Production



### Journalism and Media Communication

Students work closely with outstanding faculty, who offer broad professional experience and research expertise. Technology is state-of-the-art, with six PC/Mac computer labs; an HD television studio; scores of photo and video cameras; video drones; on-campus and online learning services, and mobile production capability for concerts, stage performances, and academics. The department is accredited by the leading journalism and mass communication accrediting association - meeting strict standards for teaching, curriculum, facilities, faculty, and professional engagement.

### Rocky Mountain Student Media

More than 300 students staff a wide variety of positions in Student Media. Students work at the Rocky Mountain Collegian, KCSU-FM, Collegian Television, College Avenue Magazine, Student Video Productions, and in a professionally-supervised advertising division that helps to support student work. The Rocky Mountain Collegian this year was named by the Princeton Review as the overall sixth best student news publication in the country. The Collegian was ranked highest when compared to student news operations at public universities.

## PHOTOJOURNALISM

Kenn Bisio: Master the Machine. Lory Theater (seats 450)

First you have to master the machine and the photographic process before making aesthetic decisions. This session is for beginners and experienced photographers... and everyone on the staff needs to become a photographer!

## VIDEO/MULTIMEDIA

Kirsten Boyd: The Real World: A Day in a TV Newsroom. Ballroom A (seats 325)

Hear from an Executive Producer in a Denver TV Newsroom about what life is like in a fast-paced, competitive and evolving media marketplace. It's not just about breaking news and weather. You will hear about how you can make a difference in your community by holding the powerful accountable and helping those in need.

## REPORTING/WRITING

Justin Daigle & Carrie Hendrix: Start It Off Right. Ballroom B (seats 325)

Most readers don't read past the lead of a story unless you catch their attention right away. This interactive session will focus on different types of lead writing to get your stories read.

## YEARBOOK

Nick Monastra & Peighton Crawford: Theme Copy – Grip Your Readers with a Familiar Story. Ballroom C (seats 325)

Incredible theme copy will reconnect your readers to a story they already know. Filled with personal details and inside jokes, it is all about showing what life is like at YOUR school, THIS year. The big events are important, but it's the everyday shared experiences and the details that are going to make your theme copy special.

## LEADERSHIP/ORGANIZATION

Jessica Hunziker: Be a Storyteller. Ballroom D (seats 325)

Telling stories "using any medium" is the most important thing student journalists do. In this session, we'll discuss, look at and analyze samples of effective storytelling while sharing strategies all storytellers can use to find, report and share stories that matter.

## REPORTING/WRITING

Greg Luft: The Importance, the Impacts and the Personal Risk of Covering Tragedy. Cherokee Park (seats 150)

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.

## REPORTING/WRITING

Kristi Rathbun: Read Easy, Write Hard. North Ballroom (seats 200)

Alternative copy formats make reading easy for your audience, but they still require research and reporting. Come take a look at examples from both pros and peers that will inspire both you and your readers. You'll leave with a plan for implementing alternative story formats in your media right away.

## VIDEO/MULTIMEDIA

Patrick Moring: Improving Broadcast Techniques. 304-306 (seats 70)

Looking for ways to increase production value? Starting with basics like getting quality sound, interviews, and B roll every time and finishing with more nuanced techniques such as quality lower thirds and motion graphics, this presentation discusses how to take your broadcast from amateur to professional.

## LEADERSHIP/ORGANIZATION

Caste View Media Editors Lillian Henak & Annie Kiyon: Making Friends with the Enemy. 308-310 (seats 70)

In this session, presenters will discuss strategies and tools for collaborating with different publications at a high school. Participants can expect to leave with a number of ways to successfully utilize the tools that each program brings to the table.

## 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.

## GENERAL INTEREST

Tina Barber: Be Excellent... Not Exhausted. 324 (seats 60)

Have you spent more hours in your newsroom/publication lab in the last week than you care to admit? Have you ever woken up in the middle of the night worried about your publication? Do you have trouble not thinking about your publication/staff all the time?

## GENERAL INTEREST

Julian Bouquet: Guiding Middle Schoolers to Their Journalistic Passions. 372-374 (seats 70)

This session will focus on how middle school advisers and staff can guide their students/classmates in discovering different interests in yearbook journalism. We will focus on what potential journalism topics can excite middle schoolers as well as how to expand what subject matter your yearbook covers. We will also discuss general tips for managing and motivating a middle school yearbook staff.

## MEDIA LITERACY

Zeb Carabello: Help create Colorado's New Literacy Standards. 376-378 (seats 70)

Earlier this year, the Colorado legislature passed the Media Literacy bill (HB19-1110). The law says that we will establish media literacy standards for reading, writing, and civics classes for both elementary and secondary students. Areas of focus:

- Media Literacy (how to find accurate information online, essentially)
- Digital Citizenship (how to use social media responsibly)

As one of two teachers on this committee, Zeb would like to use this session to solicit input from student media advisers and media students around what they would like to see the new standards encompass. He will bring these recommendations back to the committee's next meeting in early October.

## GUIDED TOURS DURING SESSIONS 2 AND 3

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. **Reserve your spot in advance.**

## GENERAL INTEREST

Michael Humphrey: Journalism 2029 – What Will It Look Like? 382 (seats 140)

Ten years ago, most people did not have a smartphone, no one had an Instagram account, and if you asked people what AR stood for, many would have said it was the postal abbreviation for Arkansas. Technology changes fast, so how do you know which skills to learn as you prepare for the future of media? This conversation will help you think about specific technologies that might matter in 2029 and how to prepare for navigating constant change.

## ONLINE

Alex McNamee: Breaking the Wheel. 386 (seats 100)

So you have a great website that wins awards every year. Why change it, right? I'd argue, where's the fun in that? This advanced session gives you a look at the SNO tools you can use to add new wrinkles to an already exceptional site without doing a full redesign.

**Keep a folder of your best work, and compete for title of 'best of the best' in the CSMA individual contests next spring.**

CSMA offers \$250 prizes to the first place winners **and** to their media programs, and these contests are open to all grade levels, in all media.

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

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

Find out all the details on [www.colostudentmedia.com](http://www.colostudentmedia.com) under Student Contests & Awards

# 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 inductee, 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



**Angela Banfield, CJE, NBCT**  
Journalism Pathway - CTE

Adviser for 13 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 began the new program at Early College HS in Colorado Springs. 2013 JEA Rising Star Award Winner, 2017 Rotary Diamond Award Winner, 2018 Crystal Apple Award Nominee.



**Tina Barber, CJE**  
English/Journalism Teacher

Tina Barber currently advises The Guide and The Legend at Cherokee Trail High School in Aurora. 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). Both CTHS publications have been recognized annually by CSMA. In addition, both publications annually receive All-American marks of distinction in their NSPA critiques. Her motto as an educator and adviser is: You don't have to be exhausted to be excellent.



**Kenn Bisio**  
Professor of Photojournalism and Social Documentary, Metropolitan State University of Denver

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.



**Julian Bouquet**  
Electronic Publishing and Multimedia Instructor, Rocky Heights Middle School

Julien Bouquet started his teaching career at Rocky Heights Middle School in 2017. He has been teaching Electronic Publishing (yearbook) and video production classes to seventh and eighth grade students since the beginning of his teaching career. The RHMS yearbook has three separate sections with over 60 middle school staff in total, and has won multiple state and national awards including several All-Colorado Yearbook Awards from CSMA, and Columbia Scholastic Press Association Gold Crown Award.



**Kirsten Boyd**  
Morning Executive Producer, Denver7

Kirsten Boyd is the morning executive producer at Denver7, the ABC affiliate in Denver. She started at Denver7 nearly six years ago as an associate producer and worked her way up. She graduated in 2011 from Elon University in North Carolina with a degree in broadcast journalism and started her first producing job at KOAA in Pueblo, Colorado. Kirsten has been awarded two Heartland Emmy Awards for newscasts she produced.

**ADVISERS:** Want to know about the future of CSMA, from the slate of candidates for the 2019-21 board to how the search for a new executive director is going? Want to provide some ideas as to how you hope our association proceeds?

**Stop by Long's Peak either Session 2 or 3** for some lunch/snacks and conversation with CSMA board members.

CSMA is looking for its 8th executive director, with that person taking over administration of the organization next summer. The 2019-21 CSMA executive board will officially begin its duties on Dec. 7, and will be led by incoming President Jessica Hunziker, from Castle View HS, and Past President Annie Gorenstein Falkenberg, from Longmont HS. Jess and Annie will be available to discuss the search, options the board is exploring in terms of organizations that might partner with CSMA, and more. CSMA is only as strong as the advisers who represent student media from across the state.

The slate of candidates for the 2019-21 board will be presented, and nominations for offices can be made from the general membership today.

## GENERAL INTEREST

**David Freed & Steve Weiss: Real Journalism vs. Fake News.** Lory Theatre

We live in a new world of "alternative" facts, when the president routinely accuses journalists of inventing "fake news," and when legacy news media outlets like the New York Times accuse the president of routinely lying. What steps are news media outlets taking to ensure that their audiences are accurately informed? How can the public distinguish between the real news it needs to make informed decisions, and the often malevolent propaganda posted online intended to sway public opinion? What does it all mean for the future of American journalism and the public's constitutional right to know?

## YEARBOOK

**Peter Griffin: A Modern Yearbook.** Design & Social. Ballroom A

Combine your thematic concept with a modern social media strategy to make your program relevant to your entire school community.

## REPORTING/WRITING

**Rob Rathbun: Captions Beyond Captain Obvious.** Ballroom B

Learn to make your photos tell more about what goes on by expanding your captions beyond what the viewer can see. We all know what's happening in the photo, but what else is hidden that the reader should really know? Learn ways to expand your captions beyond the obvious to give your reader the best information possible through your observation, interviewing, and writing.

## GENERAL INTEREST

**Laura Schaub: Just Your Type.** Ballroom C  
Typography can make or break your yearbook or magazine. Learn the basic rules of typography to create a readable look; then learn how and why to break the rules to "visually speak" your message.

## YEARBOOK

**Yvette Manculich: How to Make Alternative Coverage Thematic.** Ballroom D

Do your mod ideas need an overhaul? It's as easy as 1-2-3. Learn how to take your book's verbal tagline and create spin-off themes for alternative coverage and secondary story packages.

## GENERAL INTEREST

**Anastasia Harrison: Let's Get Organized.** Cherokee Park

Looking for ideas on how to organize your staff? Your photo checkout? Your workflow? Come to this session to see how we get organized, from press passes to photo checkout and more. Get ideas for how to get organized to become a more productive staff.

## REPORTING/WRITING

**Tony Phifer: Sports Writing Beyond the Tweet.** North Ballroom

Covering sports for high school publications is really tough. We'll discuss ways to make sports coverage the best-read part of your newspaper or website, focusing on profiles, feature stories and other storytelling methods that aren't dictated by time.

## VIDEO/MULTIMEDIA

**Patrick Moring: Writing for Broadcast.** 304-06

One of the foundations of broadcast journalism is strong writing, but so many students forget how important it is. This session will discuss how writing for broadcast is different, and how to use it effectively to increase the production value in a high school or middle school program.

## PODCASTING

**Hannah Shapiro: Stay With Us – Intro to Podcasting.** 308-310

Everything you know to launch a successful and fun podcast program at your school. In this session, you'll learn how to structure various types of podcasts, get planning and organization materials, recommendations for microphone and equipment, basic sound editing advice, and listen to samples from a state and nationally recognized podcast program.

## GENERAL/HYBRID

**Deirdre White: You Need to Be Versatile – Running Print and Online News with a Small Staff.** 322 (seats 60)

In a small high school, there just never seems to be enough staff or equipment to allow kids to specialize. So if you want to produce both print and online news, kids have got to be prepared to do it all. Although Hybrid may come with high expectations, it doesn't always have to mean high stress. Come hear what this adviser has learned about going online and social... without losing the print paper.

## 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.

## DESIGN

**Jenny Fischer: Designing Tabloids with Punch.** 372-374

We'll take a look at tabloid paper design from a storytelling perspective, and have a conversation about how to interact with your readers through the printed page. This session will leave you with a few ideas for breaking stories into visual chunks, and inspiration for punching up your page design (within style limits, of course).

## GENERAL INTEREST

**Jeff Dodge: The Dark Side – From Journalism to PR.** 376-378

In recent decades, more and more journalists have joined the field of public relations. In this presentation, former journalist Jeff Dodge talks about his path to what he jokingly refers to as "the Dark Side." He'll also discuss the interaction between PR professionals and reporters, how journalistic skills can translate beyond the field of journalism, as well as the similarities and differences between the two worlds of media and public relations.

## LEADERSHIP/ORGANIZATION

**Bonnie Katzive: Combined Journalism Production Classes – Defining Your Program.** 382

This session will provide planning and management help for programs that have recently combined journalism classes or for schools that might be facing that possibility in the near future. I'll share a model that worked for me and criteria for developing a plan that works for you. This session might also be helpful for new advisers who are trying to define their program.

## ONLINE

**Alex McNamee: SNO Therapy.** 386

Rather than a lecture, stop into this session with your laptop for some unstructured one-on-one time with a SNO trainer. Bring your questions; we have answers.

## 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



**Jared Browsh**  
Instructor and  
General Manager  
of KVCU

Jared Bahir Browsh, PhD, has over 10 years of experience in media including six years working with student media. His research analyzes representations of race, gender, and sexuality in news, sports, and popular culture.



**Zeb Carabello, CJE**  
Former Raider  
Review adviser,  
Rangeview HS

Zeb Carabello taught and advised journalism for 13 years at Rangeview High School, worked as a daily newspaper reporter for several years before that, and is a proud graduate of CSU and one of the best college news organizations in the country, *The Rocky Mountain Collegian*, where he served as managing editor. In 2018, Zeb was selected as a JEA Rising Star and won the JEA's future administrator scholarship. Zeb is a currently part of the Colorado Department of Education's Committee on Media Literacy Standards, and he would like your help around this work.



**Castle View HS  
Student Media Editors**  
Lillian Henak & Annie Kiyan

Lillian Henak is Editor-in-Chief of *The View* Newsmagazine at Castle View High School in Castle Rock. Henak has been on staff since she was in 9th grade. Henak is especially passionate about sports media. She plans on attending the University of Kansas next year to major in Journalism and Mass Communications. Annie Kiyan is Editor-in-Chief of *Vieo* yearbook at Castle View High School in Castle Rock. Kiyan has been on staff since she was in 9th grade. Kiyan is especially passionate about storytelling photography. She plans on attending the University of Colorado next year to major in Social Media Marketing and Public Relations.



**Castle View  
Student Media  
Former Editors,  
current CU  
seniors**  
Caleigh Gearheart  
& Kristen Plonsky

Caleigh Gearheart is a senior at the University of Colorado Boulder, majoring in Media Design and minoring in Journalism. During her years at Castle View High School she was the Editor in Chief for two years, and won more than a handful of yearbook awards, including the NSPA All American award in 2016. Now she has a specialty music show on KVCU Radio 1190 and does a side podcast with Kristen Plonsky called "Fresh Off The Deadcat."

Kristen Plonsky is a senior at the University of Colorado Boulder, majoring in Ecology & Evolutionary Biology and Spanish Language & Culture. In high school, Kristen worked on the Castle View yearbook staff in Castle Rock where she was the design editor in 2016 and the editor-in-chief in 2017, with both yearbooks earning NSPA All-American status. Now she has focused on other passions and career paths, but still dabbles in design and hosts a side podcast with Caleigh Gearheart.



**Pat Clark**  
Instructor - College  
of Media,  
Communication  
and Information

Pat Clark teaches media production courses at the University of Colorado Boulder in the College of Media, Communication and Information. He has led numerous workshop on immersive media, virtual reality and 360 photo/video and is currently collaborating with a team at UC Health exploring 360 technology for mindfulness.



**Peighton CRAWFORD**  
Walsworth  
Yearbook  
Representative

Peighton Crawford is one of three Walsworth Yearbook Representatives for the state of Colorado. Yearbooks have been her life since her days working on the yearbook staff at Eaglecrest High School. Luckily, she was able to turn her passion for yearbooks into a career. Her love for yearbooks shines through in every way, and she is dedicated to sharing her knowledge to inspire kids in the same way that yearbooks inspired her.



**Genise Cushman**  
Herff Jones  
Yearbook Guru

Genise Cushman, CJE has been a Herff Jones Yearbook Representative for 13 years. Before becoming a rep, she was a high school/middle school teacher and coach. Her goal is to make a positive impact on today's youth. When yearbook students understand that yearbook can make a huge difference in someone's life because you chose to listen to their story and that they aren't invisible, she gets super excited!



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

Justin Daigle, CJE, advises the Reflections yearbook at Brighton High School. His students' publications have earned state and national awards including eight All-Colorado honors from CSMA, four CSPA Silver Crowns and a NSPA Pacemaker Finalist. Daigle has named the 2009 Colorado Student Media Association (CSMA) Adviser of the Year as well as JEA Rising Star in 2010 and Special Recognition (2014) and Distinguished (2016) JEA H.L. Hall Yearbook Adviser of the Year.



**Jeff Dodge**  
Senior PR  
Specialist/Writer  
CSU

Jeff Dodge was an editor, reporter and photographer at Colorado print journalism outlets for almost 20 years before joining the public relations staff at Colorado State University in 2014. He holds an undergraduate degree in English from the University of Texas at Austin and a master's degree in journalism from the University of Colorado Boulder.



**Pat Ferrucci**  
Assistant  
Professor and  
Associate Chair for  
Graduate Studies,  
CU Boulder

Patrick Ferrucci is an assistant professor of journalism and the associate chair for graduate studies. His research broadly examines various aspects of media sociology, specifically how economics and technology influence digital news. He also studies the intersection of race, gender and sports journalism. Before entering academia, Ferrucci spent nine years as a music journalist.

Plan to attend our annual

**Capitol Hill Press Conference**

March 2, 2020

It's your government, after all!



## Why you are here

A quick look back at some of last year's fun at J-Day.

Photos by Greg Luft, who you will meet at the Opening Ceremony

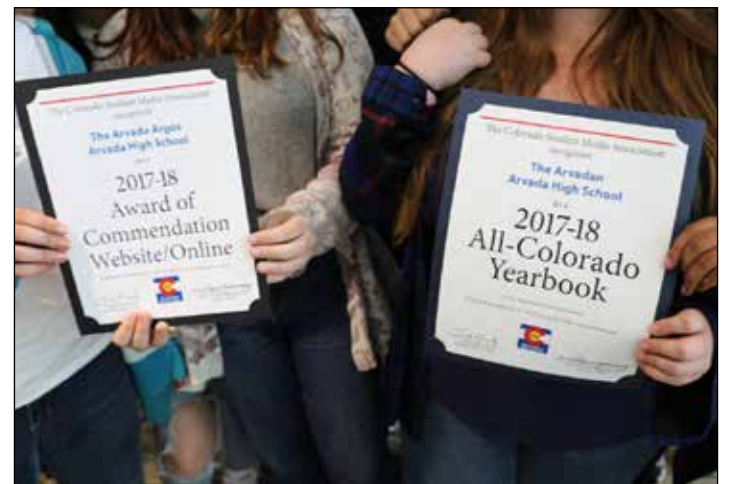


J-Day offers 52 learning sessions, led by top educators and professional journalists. Above: Nic Garcia, who recently moved to the Dallas Morning News from The Denver Post, discusses finding great stories. Right: Mary Beth Tinker, last year's special keynote speaker, takes time to hear from students last J-Day. You really can't go wrong, no matter what sessions you choose. **Pro tip:** organize students from YOUR school to cover as many of the sessions as you can.



The exhibitor area just outside the Grand Ballroom features 17 sponsoring organizations this year. They want to meet you and you definitely want to meet them. Best of all, you will meet about 1,500 other people who share your interest in student media.

Today will end with the Awards Ceremony, where All-Colorado certificates are distributed, where you can join us in welcoming the Rocky Heights MS Nighthawk yearbook into the All-Colorado Hall of Fame, and learn who the winners are in the Best of Show competitions. There may even be some singing!



### A timely and fun winter coverage contest

Our **ONE DAY** competition returns this winter, with **Friday, Dec. 6, the designated day to cover**, however you wish and with whatever media you wish.

A **new wrinkle** is that submissions, which will be through our BetterNewspaperContest.com contest service, will be due by 10 p.m., Friday, Jan. 10, 2020.

**You have many options**, from video segments, to podcasts, to print coverage (spreads or single pages and special sections), to photo essays and more. In fact, you can combine your coverage into a true multimedia package that makes a "day in the life" of your school community come alive.

CSMA member media are eligible to enter this winter contest, and **the top entries will earn vouchers** to attend CSMA events in 2020. Last year, Mountain Vista, Rampart, Castle View, Eagle Valley, and Cimarron MS each earned a \$200 voucher. This could be YOUR year.

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



Dorothy Greer Scholarship Winner  
Taylore Todd, Castle View HS



Eric Benson Scholarship Winner  
Avery Doan, Eagle Valley 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 CSMA now awards a \$3,000 scholarship in her name (plus a \$1,500 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 \$1,000 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

## reTHINK

**Get the look**

**Grids**  
What is a grid?  
A page grid is like the framework of a building. It defines its overall size, the spaces inside and out, and its relationship to the furniture within it.

**Why use a grid?**  
"Grids are used in situations where unpredictable graphic elements must be contained in a rapid and orderly way."  
Richard R. Ruggendorf

**VIDEO/MULTIMEDIA**  
What kind of video/multimedia could be used to supplement the post piece or report with coverage?

- Soundbites
- Event Clips
- Interview Clips
- Podcasts/Audio
- Subgrid Story

**STORY TELLING DEVICES**  
These alternatives to traditional text are handy to post or on the web. Just consider the way your readers will best understand all the information we will include in this package:

- Quote Collection
- Opinion Poll
- Fast Fact Box
- Bio Box
- Tab
- Chronology
- Checklist
- Q&A
- Map
- Bloggers
- Step-By-Step Guide
- Timeline
- Interview or Live
- Chart
- Bar Chart
- Pie Chart

**Editorial Leadership**  
If not us, who?



**PUSH IT TO THE LIMIT NEXT JUNE**

**reTHINK and the Summer Adviser Workshop**  
June 3-5, 2020 / at Rock Canyon HS

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

**Summer Adviser Workshop**  
runs concurrently and will reinvigorate veteran advisers and provide a foundation for new advisers – a CSMA tradition for many years