

SESSIONS AT A GLANCE

Day-of: Presentations followed by Q&A chat

Later: Presentations available on-demand

9:00-9:45am

Tell This Story

Tina Cleavelin & Peter Griffin,
Jostens
YEARBOOK

How to Cover Sporting Events

Lynn Klyde-Allaman, Univ. of
Northern Colorado
GENERAL

Take Your Best Shot!

Kelly Duggan & Nick Monastra,
Walsworth Yearbooks
PHOTO, YEARBOOK

Podcasting & Recording from Home

Jared Browsh, CU-Boulder
BROADCAST

Ideas from the Professionals

Laura Schaub, OU Professor
Emerita
GENERAL

Beyond the Classroom Walls

Justin Daigle, Brighton HS
YEARBOOK

Best of Writing

Elise Carlson, CSMA
GENERAL

10:00-10:45am

Journalism 2030: What Will It Look Like?

Michael Humphrey, CSU
GENERAL, BROADCAST

Women in Sports Media

Julie Browman, Podcast Host
Jenny Cavnar, AT&T SportsNet
Alison Vigil, AT&T SportsNet
Susie Wargin, Denver Broncos
BROADCAST

Interview Do's and Don'ts

Tina Griego, Colorado News
Collaborative
NEWS, BROADCAST

How to Make a People-Driven Yearbook

Genise Cushman & Rebecca
McGrath, Herff Jones Yearbooks
YEARBOOK

Advanced Broadcast Writing

Patrick Moring, Rampart HS
BROADCAST

Stories That Matter

Jessica Hunziker, Castle View HS
GENERAL

Let Your Content Drive Your Yearbook

Mike Taylor, Walsworth Yearbooks
YEARBOOK

Best of Design

Elise Carlson, CSMA
GENERAL

12:00-12:45pm

Let's Talk About Type

Kristi Rathbun, Rock Canyon HS
GENERAL

Win the War on Truth

Jeff Browne, Quill & Scroll
GENERAL

Unposing Your Subjects

Helena Gill, Liberty HS
PHOTO

Shrugging Off the Past

Jack Kennedy, The Best
NEWS

Ethics in New Media

Young Eun Park, CSU
NEWS

Yearbook Interrupted

Yvette Manculich, Powell MS
YEARBOOK

Best of Broadcast

Elise Carlson, CSMA
BROADCAST

1:00-1:45pm

Am I Doing This Right?

Christine Fry, Arvada West HS
ADVISERS

Colorado Student Journalism Laws: Understanding How to Use Them to Make Changes in Your Own Programs

Patrick Moring, Rampart HS
Sergio Yanes, Arvada HS
GENERAL

Sports, Race & Journalism

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Safety Protocols for Video Production in a Pandemic

Steve Weiss, CSU
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Finding Stories in Your Community That Matter

Jake Sherlock, Rocky Mountain
Student Media
NEWS

Advertising Your Best Self

Christina Minihan, CSU
Eric Reno, Northeast Lakeview
College (ret.)
GENERAL

Best of Photography

Elise Carlson, CSMA
PHOTO

J-DAY 2020



WE'VE GOT IT COVERED

NEWS & STORYTELLING

Reporting | Editing | Writing | Photojournalism | Documentaries | Podcasts

MEDIA PRODUCTION

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

STRATEGIC COMMUNICATION

Public Relations | Advertising | Integrated Marketing Communication | Branding

JOURNALISM.COLOSTATE.EDU



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.

SESSION DESCRIPTIONS

Day-of: Presentations followed by Q&A chat

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Tell This Story

Tina Cleavelin & Peter Griffin, Jostens

Instead of concentrating on what is not happening, let's focus on what is happening. If events, clubs and/or sports have canceled or postponed for your school, this session provides ideas and strategies for design and content gathering.

YEARBOOK

How to Cover Sporting Events

Lynn Klyde-Allaman, Univ. of Northern Colorado

Have you ever thought about becoming a sports reporter? Learn to prepare for and cover a sporting event from a former professional sports journalist. This session is for anyone who wants to learn about sports reporting, whether for print, video or online news.

GENERAL

Take Your Best Shot!

Kelly Duggan & Nick Monastra, Walsworth Yearbooks

Yearbook staffers might not realize it, but many of them already walk around with a state-of-the-art digital camera in their pocket – their phones. This session will review basic photo composition rules and show you 10 ways to get a print-ready photograph from a phone.

PHOTO, YEARBOOK

Podcasting & Recording from Home

Jared Browsh, CU-Boulder

We will look at strategy and tips for recording podcasts and other audio media from home, utilizing free and low cost equipment, software, and applications to produce content without access to studios. This includes producing individually and through conferencing tools like Zoom and Skype for personal productions and student media outlets.

BROADCAST

Ideas from the Professionals

Laura Schaub, OU Professor Emerita

Design and story inspirations are everywhere. From television to magazines to the internet and even shopping malls, ideas are all around us. We just need to learn to see them and apply them to our publications.

GENERAL

Beyond the Classroom Walls

Justin Daigle, Brighton HS

2021 may feel uncertain, but one thing we know that is certain is education will still happen in some form. Finding that traditional academic coverage may have to shift and look different. Learn how to brainstorm ways to include academic coverage no matter what setting you are in.

YEARBOOK

Best of Writing

Elise Carlson, CSMA

Best of Colorado recognizes the top work of students, but what is it that makes those stories stand out? Join this session to see what the winners have in common and what you can do to take your work to the next level.

GENERAL

10:00-10:45am

Journalism 2030: What Will It Look Like?

Michael Humphrey, CSU

Will there be jobs in journalism ten years from now? Yes. What should you be doing to prepare for those jobs? Some of the answers are clear, but for the rest you need a way to predict what is worth your focus and energy and what is just a fad. We will discuss technologies, skills, and cultures as we look ahead and get prepared.

GENERAL, BROADCAST

Women in Sports Media

Julie Browman, Podcast Host

Jenny Cavnar, AT&T SportsNet

Alison Vigil, AT&T SportsNet

Susie Wargin, Denver Broncos

This panel combines decades of experience from producing to on-air talent in radio, TV and podcasting from four groundbreaking women in the Denver market. They share experiences from the ever-changing landscape of sports media from a woman's perspective while adding humor, insight

and advice to those seeking a career as talent or behind-the-scenes production.
BROADCAST

Interview Do's and Don'ts

Tina Griego, Colorado News Collaborative

You know you should do your homework. You know to be prepared for follow-ups and you shouldn't speak over your subject. But in the space between the basics lies the art of the interview. This will focus on interviewing those who may have never been interviewed before and/or who have been through trauma.

NEWS, BROADCAST

How to Make a People-Driven Yearbook

Genise Cushman & Rebecca

McGrath, Herff Jones Yearbooks

How will we get photos? What will we do about our ladder? In a year with many gray areas, it helps to switch your thinking from an event-driven yearbook to one that will tell the stories of your people. Get answers to these questions and more in this session.

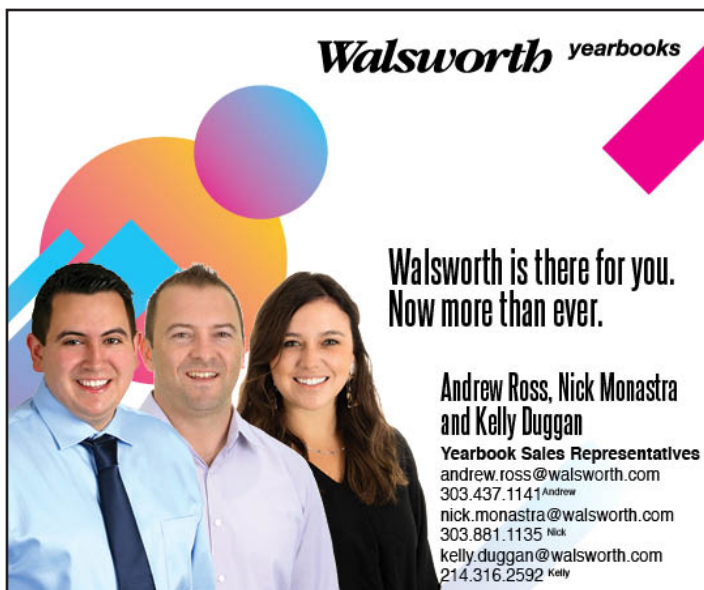
YEARBOOK

Advanced Broadcast Writing

Patrick Moring, Rampart HS

You might think it's all video all the time, but the best broadcasters understand the importance of good writing for broadcast. Learn some tips and tricks that will help your program improve the production quality through writing.

BROADCAST



Walsworth yearbooks

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SESSION DESCRIPTIONS

Day-of: Presentations followed by Q&A chat

Later: Presentations available on-demand

Stories That Matter

Jessica Hunziker, Castle View HS
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 (for 2020 and beyond!) while sharing strategies all storytellers can use to find, report, and share stories that matter.
GENERAL

Let Your Content Drive Your Yearbook

Mike Taylor, Walsworth Yearbooks
Gather those photos, stories, facts and of course some great inspiration. Then watch how you can design fantastic spreads for your 2021 yearbook.
YEARBOOK

Best of Design

Elise Carlson, CSMA
Best of Colorado recognizes the top work of students, but what is it that makes those designs stand out? Join this

session to see what the winners have in common and what you can do to take your work to the next level.
GENERAL

12:00-12:45pm

Let's Talk About Type

Kristi Rathbun, Rock Canyon HS
Let's talk about type! We'll take a look at typography - from basic definitions to how type and fonts are used to convey thematic and conceptual ideas. We'll see lots of examples from students and pros and, hopefully, you'll walk away with a few ideas for how you and your staff will use type in your publications this year.
GENERAL

Win the War on Truth

Jeff Browne, Quill & Scroll
Build a culture of credibility in your newsroom by focusing early and often on the key principles of ethical journalism. This session will take you through a plan that will allow you and

your staff to become a credible news organization by launching a fact-checking enterprise in your student media.
GENERAL

Unposing Your Subjects

Helena Gill, Liberty HS
Your yearbook is full of pictures. It is the moments of your year, but is it really if the tagline is always "SMILE!"? Let's work candid and I'll show you how to get the best images in an unposed moment.
PHOTO

Shrugging Off the Past

Jack Kennedy, The Best
Imagine fully committing to all the implications choosing to publish just a few times a semester. We never really were newspapers, even in the heyday of print, but now? Most schools are publishing once a quarter or a couple times a semester. Yet many student publications continue using organizational, design, and coverage standards that were invented by daily journalists. It's a bit frightening for many of us to jettison the comforting traditions of the past. But it's also (maybe?) our way forward as we explore how print and online journalism can be more effective.
NEWS

Ethics in New Media

Young Eun Park, CSU
Social media influencers are considered as new gatekeepers in society. Do you want to be an influencer? OR...In the future, you could work with influencers to deliver your information. Influencers need to be ethical and should understand their responsibilities to the audiences. This session will discuss examples and research on ethics in new media.
NEWS

Yearbook Interrupted

Yvette Manculich, Powell MS
Tired of stale coverage and redundant design? This session will explore topical ideas for alternative coverage spreads that "interrupt" the flow of traditional coverage. We'll see how yearbook staffs have effectively utilized what is now termed "modes of coverage" throughout their publications.
YEARBOOK

Best of Broadcast

Elise Carlson, CSMA
Best of Colorado recognizes the top work of students, but what is it that makes those segments stand out? Join this session to see what the winners have in common and what you can do to take your work to the next level.
BROADCAST

Jostens
COMPARE. CONTRAST. DECIDE. CREATE.
Determine which yearbook software is the better fit for you and your school.

layout pro	monarch
USER-FRIENDLY Create beautiful publications without the advanced-level technical knowledge often needed with traditional page design software.	ADOBE-POWERED Monarch helps students develop highly-valuable InDesign and Photoshop skills from anywhere at anytime.
COLLABORATE WITH COMMENT PANEL View, add, comment and reply, all in one place with the comment panel. When the panel is closed, comments are hidden as to not clutter your view.	TEAMWORK MADE EASY Easily view the progress of the entire book, including live spread thumbnails with important dates and status information.
SNAP EDIT FEATURE Fix photos fast with our new image editing tool, Snap Edit. It makes it easy to edit, enhance and adjust photos right on your page.	THE POWER OF PHOTOSHOP Adobe Photoshop at your fingertips. Unleash your creativity with the be-all, end-all in photo editing software. Not even the sky is the limit.
TURN BACK TIME Made an edit, then regretted it? Just drag-and-drop previous versions of a page right back into the designer.	MAKE HISTORY Save versions of your spread, create different layers, and recover unsaved work.
ODDLES OF EASY OPTIONS Choose from thousands of templates, color combinations and font favorites. All included and ready to use or customize.	LIMITLESS DESIGN With the combined power of InDesign and Photoshop, you have unlimited control over your spreads — freedom to think outside any and every box.
NOT A CONCEPT. A REALLY REAL REALITY. There are no "ifs, ands, or whens" about it. Layout Pro is already here, doing great things.	TRIED AND TRUE Monarch has been helping students create yearbook masterpieces since 2014.

For more on Layout Pro, visit yrbklove.com/layoutpro.

Learn more about Monarch at yrbklove.com/monarch.

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SESSION DESCRIPTIONS

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Later: Presentations available on-demand

1:00-1:45pm

Am I Doing This Right?

Christine Fry, Arvada West HS
Everyone's first year is one of learning while trying to build the airplane, and we often turn to the mirror and ask "Am I doing this right?" With a new school, journalism and yearbook terminology, COVID, and so much more to deal with while taking on a yearbook publication I learned a lot. In this session, we will explore some of the missteps, things to redo, and lessons I took away from my first year as an adviser and hopefully end with "You are doing just fine."

ADVISERS

Colorado Student Journalism Laws: Understanding How to Use Them to Make Changes in Your Own Programs

Patrick Moring, Rampart HS
Sergio Yanes, Arvada HS
The recent passing of HB20-1062, or the changes in Colorado Student Journalism Law, can have an incredible affect on your own district, school, and program. Chat with two of the CSMA board members that not only assisted in the process of getting the law passed, but are also using it to make positive change in their own districts. The key to it all is getting students involved!

GENERAL

Sports, Race & Journalism

Patrick Ferrucci, CU-Boulder
This session will explore how language used by sports journalists and broadcasters can have effects. I will explore the coded language often utilized when describing athletes of different races and then talk about why this matters.

GENERAL

Safety Protocols for Video Production in a Pandemic

Steve Weiss, CSU
A discussion of how video-focused academics and professionals are operating safely during the COVID-19 pandemic. From equipment checkout to field production techniques, this session will help students understand what they need to be safe and successful.

BROADCAST

Finding Stories in Your Community That Matter

Jake Sherlock, Rocky Mountain Student Media, CSU
This session will start at story creation and carry through to story conclusion as we discuss how to tell the interesting stories in your community. Topics will include a look at what makes news, how to come up with story ideas, and how to arrange and conduct interviews. We'll also discuss storytelling on multiple

platforms, including for audio, video and print.
NEWS

Advertising Your Best Self

Christina Minihan, CSU
Eric Reno, Northeast Lakeview College (ret.)

This session is all about you and your own personal growth. We will discuss various methods to consider as you move forward and advertise yourself. Questions will be posed to help you reflect on ways you may promote the best version of yourself.




GENERAL

Best of Photography

Elise Carlson, CSMA
Best of Colorado recognizes the top work of students, but what is it that makes those photos stand out? Join this session to see what the winners have in common and what you can do to take your work to the next level.

PHOTO



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2020 Eric Benson Scholarship Winner



Annika Sisac

Grand Junction HS
Attending University of Denver

This is a one-time \$1,000 scholarship funded by Sue and Bruce Benson in honor of their son.

According to selection committee member Sheila Jones, Sisac's portfolio offered a well-rounded picture of her journalistic self. "What distinguishes Annika's application from the others is its diversity of stories, themes, media, and moods. She writes about a wide range of topics of high interest to teens, but manages to find something unique in each that engages the reader from beginning to end, even an older reader like myself."

Regardless of what media she chooses, Jones went on to write, her work is never humdrum.

AT YOUR HANDS HISTORY IS MADE



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