A new adventure. A challenge. That is how I want you to look at the 84th annual ILPC Spring Convention.

We are headquartered in Welch Hall again this year, and that means, you will have to go on adventures to find your perfect sessions. We have many sessions in Welch, but we also use five other buildings. For the first time, we are using the Mary Gearing Building and the Pharmacy Building. Both have great classrooms and are within close walking distance to Welch Hall. Use the maps on page 29 and 32 to help you navigate the campus.

We also will have UIL/ILPC staffers around to help you. Please don’t hesitate to ask for directions. We are here to help.

So I challenge you to journey outside of Welch to get to know the campus and get to see some of the best presentations we have to offer.

Enjoy the adventure.

ILPC History

For the past 83 years, students and teachers from all points of Texas have converged on Austin each spring to attend the state scholastic journalism convention. In that time, famous and infamous have been here as students and teachers. The famous, ranging from Walter Cronkite to U.S. Representatives such as Martin Frost and Kay Granger to celebrities such as Sissy Spacek and writers such as Rob Thomas have learned from the best of the best in Texas scholastic journalism.

ILPC’s involvement in education began approximately 83 years ago. The University of Texas Department of Journalism hosted a small group of high school students and advisers for the first Interscholastic League Press Conference convention. The convention had its beginning with Paul J. Thompson, a UT journalism professor who believed that wherever journalism was taught, it should be taught well.

To that end, he was instrumental in setting up summer courses for high school journalism teachers. He originated the idea of spring meetings for high school journalism students. The first two-day conference was conducted on May 8-9, 1925. According to an article in the Interscholastic Leaguer, 30 delegates attended.

The second conference was held in the spring of 1928. This time lapse occurred because Governor Miriam Ferguson had vetoed the appropriation for the UT Department of Journalism in 1926, and the department was not reinstated until the fall of 1927. That same year, DeWitt Reddick assumed responsibility of the ILPC program. Under his guidance, ILPC grew into one of the nation’s largest student press associations and directors such as Reddick, Max Haddick, Bobby Hawthorne and Randy Vonderheid have been instrumental in making Texas scholastic journalism the best in the nation.

Today, we expect to host as many as 1,100 students and advisers for whom we have scheduled more than 100 instructional sessions presented by leaders in scholastic journalism, university journalism and professional media. We hope you’ll take advantage of this rare opportunity to exchange ideas and information and to ask questions of the most knowledgeable people in scholastic journalism and to make new friends.

Joy Wood

We lost one of our own this year. Forney journalism adviser Joy Wood passed away on Dec. 23 after a brief battle with cancer. Please keep her family, friends and students in your thoughts as you attend the convention this weekend. Joy was a strong advocate for high school journalists, and she will be missed.

Questions

Don’t be afraid to ask questions of me and of any veteran teacher/adviser here. Journalism teachers are the best bunch of people to know.

If we’ve never met, please stop by the registration table and introduce yourself.

In the beginning of this welcome, I said “we host.” I did not, nor could not, organize this convention by myself. Jack Miles, my assistant, and Julianne Coyne, my intern, did a huge amount of hard work to make this convention a success. Bobby Hawthorne, former UIL academic director, and Randy Vonderheid, the former ILPC director, also gave us much needed advice and direction. Finally, I must thank the advisers who volunteered their time to present a session or two or three or six. We couldn’t put on this show without them. Thanks.

JEANNE ACTON
ILPC Director
On behalf of the University Interscholastic League, it is my honor to welcome you to The University of Texas at Austin for the 84th annual ILPC State Convention.

For more than eight decades, the UIL and The University of Texas at Austin have worked closely to provide student journalists with the best possible resources to develop a passion for journalism because we understand the educational benefits derived from participation in a quality student journalism program. It is our hope that you will develop a deep appreciation for the communications process and a greater understanding of the press in our society. The press brings us a better understanding of the world around us and should be truly appreciated.

Whether you later attend The University of Texas at Austin or another university to pursue a career in journalism or follow another path to the future, we are pleased to introduce you to Austin and The University. I hope you have a successful convention. Welcome to Austin!

Charles Breithaupt
UIL Executive Director

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**REGISTRATION**

The registration desk is located on the ground floor of Welch Hall from 8:30 a.m. to 3 p.m. Saturday. On Sunday, the registration desk will be open from 8 - 10 a.m.

**IN-SERVICE CREDIT**

We will have professional development in service certificates at the registration desk.

**ADVISERS, ARE YOU HUNGRY?**

Stop by the Taylor Publishing Company Luncheon, 11:45 a.m. - 1 p.m. Saturday in WEL 2.304.

TAJE will have coffee and pastries for advisers and presenters Sunday morning at 8:30 a.m. in WEL 2.256.

**VISIT EXHIBITORS**

Check out the exhibits on the ground floor of Welch. Exhibitors will have a wide range of instructional material, handouts and assorted other goodies. Check them out!

**CERTIFICATES**

Certificates, lists of award winners, newspaper rating booklets and other materials will be mailed to schools after the convention. Unclaimed medals and plaques will also be mailed after the convention.

**TOPS IN TEXAS IAAs**

Winners of the Tops in Texas individual Achievement Awards will be announced and medals presented at 5 p.m. Saturday in WEL 2.224. Those eligible for Tops in Texas IAAs are the first place winners in each conference of the yearbook and newspaper IAA contests.

This awards assembly generally takes no more than 30 minutes to complete.

**MEDALS**

All other IAA medals can be claimed at the registration desk. Extra medals are $5 each and may be purchased at the registration desk also. Tops in Texas medals are $10 each. Unclaimed medals will be mailed to the schools during the week following the convention.

**PARKING**

Please park in the garage or in a legal parking spot. If you get a ticket, it’s yours. We can’t make tickets go away.

**BADGES**

You can pick up your badges from the registration desk. Please wear them.

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**UIL Executive Director welcomes you**

On behalf of the University Interscholastic League, it is my honor to welcome you to The University of Texas at Austin for the 84th annual ILPC State Convention.

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**CONVENTION STAFF**

• Jeanne Acton — convention director
• Kelly McCollum — technology coordinator
• Jack Miles — administrative assistant
• Mary Rocha — convention assistant
• John Trowbridge — convention assistant
• Julianne Coyne — student intern

**BUILDING KEY**

• WEL - Welch Hall
• WCH - Will C. Hogg Building
• PAI - Painter Hall
• WAG - Waggoner Hall
• GEA - Mary Gearing Building
• PHR - Pharmacy Building
Welcome to the 2011 Convention

2011 ILPC Spring Convention

Overview of Schedule

Saturday, April 9

8:30 a.m. - 3 p.m. — Registration in Welch Hall (ground level)
8:30 a.m. - 3 p.m. — IAA winners on display and exhibits in Welch Hallways
10:45 - 11:45 a.m. — Keynote Speaker • Jack Kennedy, Journalism Guru, WEL 2.224
11:45 a.m. - 1 p.m. — Advisers’ luncheon • WEL 2.304
1 - 1:45 p.m. — Break-out sessions
2 - 2:45 p.m. — Break-out sessions
3 - 3:45 p.m. — Break-out sessions
4 - 4:45 p.m. — Break-out sessions
5 - 5:30 p.m. — Announcement of Tops in Texas IAA champions • WEL 2.224

Sunday, April 10

9 - 9:45 a.m. — Break-out sessions
10 - 10:45 a.m. — Break-out sessions
11:10 a.m. - 12:15 p.m. — Grand Awards Assembly at LBJ Auditorium

Important Stuff You Should Know

Tops in Texas

Winners of the Tops in Texas Individual Achievement Awards will be announced and medals presented at 5 p.m. Saturday in WEL 2.224. Follow the signs. This awards convocation should last no more than 30 minutes. Medals not received during the presentation will be mailed to schools after the convention.

TAJE Meeting

4 p.m. Saturday, April 9

This semi-annual general meeting of the Texas Association of Journalism Educators provides teachers a chance to get involved, to make their voices heard and to discuss issues and events affecting Texas scholastic journalism. Officers will be introduced and committees will report during the meeting. WEL 2.224
Our advice to you ...

• BE POLITE. Nothing is more irritating than a student jabbering away while others are attempting to lecture or listen. If you must chat, do it outside.

• BE SAFE. For your own safety, avoid traveling after dark unless accompanied by a group of friends and adult chaperones. Never go anywhere alone. Make certain your advisers know where you’re going and when you’ll be back. Austin is a big city. Be smart and keep yourself safe.

• OBSERVE CURFEWS. The city of Austin has a curfew on Sixth Street for persons 17 years of age and under. On Friday and Saturday, the curfew is 12:30 a.m.

What does it take to win? Come find out.

The newspaper, photography and yearbook individual achievement award winners will be on display in Welch 2.256 from 9 a.m. to 3 p.m. on Saturday ONLY. Look for the signs. The exhibits will be removed Saturday afternoon, so stop by as quickly as possible. Please do not remove any entries.

The EXCHANGE ...

Share your school’s newspaper and pick up others in WEL 3.402.

The 2011 ILPC Summer Workshop

Since 1980, ILPC summer publications workshops at The University of Texas at Austin have set the standards for excellence. Our reputation as a workshop that stresses “work” is unequalled, and staffs that are serious about producing high-quality, journalistic publications return to UT each year. For four days, students and advisers participate in an intensive learning environment, headed by many of the nation’s finest journalism instructors. These instructors are dedicated to one goal: helping others create the finest school newspapers and yearbooks possible. Students and advisers alike return to school in August ready to tackle their jobs, whether they’re beginning reporters or veteran advisers. Plan now to join schools from across Texas for a unique experience!

◆ Enrollment in several classes is limited. Reservations are taken on a first-come, first-served basis.

◆ Tuition, room and board is $250 per person, based on double-occupancy and community bath. Limited single occupancy and private bathrooms are available on a first-come, first-served basis.

◆ The commuter fee is $170 per person and covers tuition only. Deadline for registration is June 1. Workshop dates: June 24-27.

◆ For registration details, call ILPC, 512/471-5883 or e-mail jacton@uiltexas.org. Registration is online at: http://www.uiltexas.org/journalism.
Keynote Speaker

sponsored by Walsworth Publishing

Jack Kennedy

Yearbook/Newspaper Guru Extraordinaire
and Dumbledore impersonator

Saturday 10:45 a.m. in WEL 2.224

(FYI: Jack is the one on the right.)
Jack Kennedy, MJE, has had a distinguished 35-year career in scholastic journalism. He serves as president of the Journalism Education Association’s board and as executive director of the Colorado High School Press Association. He has advised high school newspaper and yearbook staffs in Iowa and Colorado, and currently teaches writing and journalism at Metropolitan State College of Denver and at Colorado State University. His honors include the Dow Jones News Fund Journalism Teacher of the Year, Journalism Teacher of the Year in Iowa and Colorado, and the 2009 Trailblazer Award from the Texas Association of Journalism Educators.

Kennedy will bring his keen wit, humorous perspective and maybe a song as he shares his insights into the world of scholastic journalism.
The Story that Turned into a Book  
**WEL 3.502**

When former Austinite David “Gypsy” Chain was killed by an angry logger during an Earth First! protest in California’s redwood country, the Austin American-Statesman sent writer Patrick Beach to get the story. Little did he know the real story — a book-length narrative nonfiction account — would take five years.  
**Patrick Beach**

You Can’t Sell Underwear  
**WAG 101**

But you can sell ideas that can change your community. Get tips on creating public service announcements that will make a difference.  
**David Knight**

The Big Leagues  
**WEL 1.308**

They don’t teach you this in journalism class. What’s it really like to go from the student newsroom to the real deal. Come talk with this Texas Tribune intern who covers the Texas Legislature.  
**Christopher Smith Gonzalez**

The Middle East Revolution  
**WCH 1.120**

From Cairo to Libya, John Moore has documented the faces of change in the Middle East for the past two months. Moore hitchhiked six hours to get to Benghazi and followed the rebel troops as they took Ras Lanuf, and then lost it. WARNING: Possible graphic photos.  
**John Moore**

Light Works  
**PAI 2.48**

When considering the most important ingredients that make up a great picture, light is right up there toward the top of the list. This session will cover the three characteristics of light and how to use them effectively in your photographs.  
**James Kenney**

That’s Entertainment  
**PHR 2.714**

Did you enjoy the latest Brad Pitt movie? How about the latest ColdPlay CD? No? Then write a review. Learn the secrets of successful review writing in this session.  
**Rhonda Moore**

What Good’s a Journalism Degree?  
**PHR 2.110**

The industry doesn’t promise high pay or even a job. Are those compelling reasons to abandon journalism? Or can I be a journalist without a journalism degree? Man, what do I do about college? Let’s discuss these issues. They’re important. For you, for mass media and for democracy.  
**Scott Winter**

Singing Lessons  
**PHR 2.108**

No, it’s not GLEE, but your yearbook needs to speak to the reader with one unified voice, like a well-rehearsed choir. In this session, we will talk about finding and developing voice in your publication.  
**Jeff Moffitt**

5 Steps of Revision  
**GEA 105**

Everyone needs editing. Good writing doesn’t happen; it’s crafted. This session will change your life. I promise.  
**Lori Oglesbee**

How Sports Writing Lost its Game  
**WAG 214**

Most school newspaper sports sections tell readers what they already know or bloviate about something of which they know little or nothing when they should be revealing the joy, cruelty, exhilaration and occasional injustice of competition.  
**Bobby Hawthorne**

Be an Action Hero  
**PAI 3.02**

“With great power comes great responsibility.” You may not be Spider-Man, but that press pass does give you the power and the responsibility to capture images that transform your publications’ pages. Channel your inner Peter Parker as we reveal the secrets of taking compelling action photos while on assignment.  
**Deanne Brown and Cindy Todd**

Teaching InDesign  
**WAG 420**

Two InDesign experts will give advisers tips and ideas for teaching the program to their students.  
**Susan Roberts and Hal Schmidt**

Photography from Ordinary to Extraordinary  
**WEL 2.308**

Now that we have digital cameras there’s no excuse for bad photos. So why do we have so many? Come to this session to learn about capturing the moment, making the rules of composition work and more.  
**Judy Babb**

It Takes One to Know One  
**WEL 1.316**

If you are one of those nerdy yearbook advisers who melt when you see your favorite font in a magazine or applies the graphic three-peat when you get dressed in the morning, then this session is for you. The Ultimate Yearbook Nerd, John Cutsinger, will share the latest and greatest of the 7 Cs of yearbooks.  
**John Cutsinger (advisers only)**

So You Think You Want to be a TV Reporter?  
**WEL 2.246**

This local reporter will share the inside scoop on what it’s like to work on a daily news program — reporting breaking news, investigative stories and more.  
**Kate Weidaw**

You Can Do What?  
**PAI 4.42**

Come learn how much you can do with Google Docs. The simple program allows you to do some pretty sophisticated stuff.  
**Leland Mallett**

Convergent Media  
**WEL 2.224**

In this session, you will learn how to move your department into the 21st century while saving your program from the budget knife.  
**Don Fisher and Dr. Manuel Flores**

How to Stay Sane  
**WEL 2.312**

This session has loads of organizational tips and advice to help beginning advisers run their publications smoothly and effectively, while staying sane. From budget planning, keeping staff on track and motivated, to developing policies and guidelines, as well as disaster proofing your publications — this session is your adviser survival kit.  
**Nicole Sanders**
We handle the technology so that you can focus on JOURNALISM.
Getting Your Start
PHR 2.114
As managing editor of UWeekly Austin, one of the biggest parts of Sarah Neve’s job is to hire freelance writers. Come hear what she’s learned and her tips for successfully applying for internships or jobs. Sarah Neve

Soul Searching Photography That’s Entertainment
WEL 2.224
Come get to know John Isaac and discover how he found himself and his love for photography. He will show how photography is an art, but it’s an art that must be grown around relationships. John Isaac

Crossing the Border
WCH 1.120
Immigration is more than a debate. It’s about real people, real lives. Getty photographer John Moore is currently working on a long-term project in Arizona documenting the crisis in America. John Moore

Story Telling that Ain’t Boring
WAG 101
Learn the secrets of great story telling that will transform your writing into copy that readers can’t put down -- and change the way they see the world. David Knight

Starting a Movement
PHR 2.110
The difference between the good and great publications in Texas, arguably, is The Big Story. The great ones have it. But we could take that one step further. The journalists who want to make a difference at their schools in these final months, may want to start thinking about movements, which can really leave a positive mark on your schools. Scott Winter

Don’t Take It Out of Context ... or Texture
WEL 1.316
Theme development is more than just a catch phrase and a catchy design. It is a story and its look takes on layers starting with the cover and endsheets and then told in the opening, closing and dividers. But it doesn’t stop there—every story in the yearbook should be influenced by the context and texture of your theme. See how it’s done in this session. John Cutsinger

You Decide, Elements or Photoshop
WEL 2.312
Come learn the ease of using Adobe Elements for color corrections and simple photo enhancements to improve both your newspaper and yearbook. This session will help you learn the differences in these two great programs and decide which is best for your staff. Brian Darland

Back to the Basics
PAI 2.48
Tired of seeing fuzzy, dark sports photographs in your publications? Using the right equipment and camera settings make all the difference. This session will offer tips for getting quality photographs under difficult lighting conditions. Demonstrations will include wireless flash photography using commander flashes and pocket wizard units. We also will use tethered shooting to immediately illustrate the difference f-stops, shutter speeds and ISOs make in low-light. Wade Kennedy and Mary Pulliam

Everyone Loves a Good Story
WEL 1.308
Narratives are what we need more of in our publications, and they come in all shapes and sizes. We will look at lots of examples and even examine the various plots our narratives tend to follow. Jack Kennedy

Run Your Publication like a Theme Park
WEL 3.502
The reason that one theme park chain has 94 percent of its customers return for a second visit is simple: CUSTOMER SERVICE. Let’s apply those same customer service methods to your publication and see how you can benefit from their philosophy. Mike Taylor

Writing People will Read
WEL 2.308
People don’t read yearbook copy. That’s what people say. No wonder when people see how atrocious much of it is. I mean, it’s not like there will be a test later. Come to this session and learn how to think like a reporter and write like a novelist using anecdotes and details, pictures and quotes to pull your reader in. Judy Babb

Beginning Photoshop
WAG 420
Two Photoshop experts will focus on the basics of using Photoshop with shortcuts and tips. Susan Roberts and Hal Schmidt

Catching a Break
WAG 214
Hurricanes, the Fort Hood shootings, planes crashes … Tony Plohetski has covered it all. Come hear how to cover the breaking story — preparation, collecting information on the fly and meeting the ever-present deadline. Tony Plohetski

Give Me a Break: Paths to Breaking into Broadcast/New Media Journalism
WEL 2.246
What should high school students know about breaking into broadcast and/or new media journalism? The session will be an opportunity to ask questions and get tips from professional, student and academic broadcast, print and multimedia journalists about choosing the right college, deciding on a major and participating in student media, organizations and internship programs. David Free, Mike Whitney, Suyun Hong and Ben Wermund

Can They do That in a High School Paper?
PAI 3.02
Explore how to responsibly and effectively fight the actions of administrators who try to limit your First Amendment rights. Hazelwood does not give administrators absolute right to censor on a whim. Learn how the staff of The Eagle’s Eye used legal and ethical methods to fight the actions of administrators who try to limit their First Amendment rights. Hazelwood does not give administrators absolute right to censor on a whim. Learn how the staff of The Eagle’s Eye used legal and ethical methods to fight what one SPLC lawyer called “one of the most absurd cases of censorship” he had seen. Matthew Connolly

The New Organization
GEA 105
Ever thought about having chronological coverage in your yearbook? It works, if it’s done well. Come talk with a panel of experts who have experienced the pros and cons. Lori Oglesbee and friends

Convergence 101
PAI 4.42
It’s not too late to publish your newspaper online. Learn ways to get started and converge your school’s journalism program. Convergent media isn’t just for the newspaper staff either. This intro class will give you ideas on how to utilize programs already on your campus to form a media powerhouse. Leland Mallett
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**From Start to Finish**

*WEL 1.308*

Learn how to find a concept and then implement it throughout your whole book. This adviser and editor will take you through the development of their theme package and how they incorporated that concept into the 2010 Buccaneer. Hint: It’s all in the details. **Susan Duncan**

**Drip by Drip**

*PHR 2.108*

How do you market your yearbook? A sign in the lunch room doesn’t cut it anymore. Major corporations use a variety of methods to sell their product, why aren’t yearbook staffs doing the same thing? You will leave this session with a ton of ideas to generate publicity (and sales) for your publication. **Jeff Moffitt**

**Rachael Ray’s Recipes for Cool Secondary Coverage**

*WEL 3.502*

Ok, it is not a 30 min. meal. Nor is it a week’s worth of recipes, but using Rach’s magazine, you can cook up some amazing sidebars and secondary coverage modules. **Mike Taylor**

**Here’s What We Do in Photo I/II**

*GEA 105*

We’ll show you the units we’ve developed in our photo classes. More than 200 kids sign up to take Photo I/II every year at McKinney High. Come join us and be prepared to share any of your great ideas. **Lori Oglesbee and Alyssa Armentrout** (for advisers)

**Four Traits your Website Must Have**

*WEL 2.308*

If you are jumping into the online publishing world, your site needs interactivity, multimedia, connectivity and immediacy. Come to this session to learn tips and strategies to create improve your online product. **Andrea Lorenz**

**On the Town**

*WELCH Courtyard (outside behind registration)*

Bring your camera and your eyes, and take a two-hour shooting tour with **John Isaac**. He will work with students on how to “see” the photos. **LIMITED TO 40 STUDENTS. WELCH Courtyard (see map p. 32)**

**Editorial Leadership Answer Guy**

*PHR 2.110*

As editors, we can lead with Stalinesque tyranny, with Mother Teresa’s humility, with Will Ferrell’s funny, with Sining Bull’s stoicism or with Flight of the Conchords’ genius. Editors, let’s solve all your problems on newspaper staff, from deadlines to morale. Bring me your problems, I’ll bring the answers. **Scott Winter**

**The Past, Present and Future of News**

*WEL 2.304*

Two local, seasoned journalists will discuss where journalism has been, where it’s headed and what skills you will need to succeed. **Lynn Boswell and Erika Aguilar**

**Preparing Images for Publications**

*PAI 4.42*

Consistency. A magic word when it comes to working with images, whether you are in the darkroom or on a computer. Learn a step-by-step workflow for photographs that will make both you and your printer smile. **Mark Murray**

**Just Write**

*PHR 2.114*

Copy is an important element of yearbook design and you should take as much care in writing that copy as you take in shooting great photography. Get some ideas on where to start writing that great copy. **Pat Gathright**

**Three’s a Charm Graphic Details**

*WEL 1.316*

Integrating the graphic three-peat with the use of fonts, color and white space can make your designs much more reader-engaging. Still as true as ever, content dictates design and form follows function. However graphic enhancement builds a personality for content elements, spread designs and overall yearbook appeal. Don’t miss a single detail. **John Cutsinger**

**InDesign Tips and Tricks**

*WAG 420*

Two InDesign experts will show you their “secrets” of the program — including short cuts and ways to make your life much easier. **Susan Roberts and Hal Schmidt**

**Can They Do That in a College Paper?**

*PAI 3.02*

You’ve worked hard, suffered through edits and editors, competed and bonded with your high school newspaper staff. Now that you are graduating, you aren’t sure if you want to devote yourself to a college paper when you keep reading about the newspaper industry tanking. Explore the realities of college journalism and how and why you should continue to use the skills and passion you gained in high school. **Matthew Connolly**

**Basics of Libel Law**

*WEL 2.246*

What is libel? When should you worry about threats to sue? How can you protect yourself from lawsuits? This session will get you up to speed on the basics of libel law. **Robert Jensen**

**Everybody Has One**

*WAG 214*

An opinion, that is. And if you’re like most teens, you don’t mind sharing your opinion with others. A few tips on maximizing your chances to be noticed, heard and remembered. **Bobby Hawthorne**

**The Story of LearnTV**

*WAG 101*

Find out how one student television station produces more than 200 30-minutes shows each school year — and shares them with 20,000 viewers. **David Knight**

**Drama for Your Mama**

*WEL 2.312*

You don’t need drama in the yearbook room. You need a cohesive team with one goal in mind — putting out an excellent publication. Come hear how these current yearbook editors learned to get along and how they organized their yearbook. **LASA Yearbook editors**

**Americans at War**

*WCH 1.120*

This Lone Star native will share some of his best work from eight years of traveling to the war zones. Since the two wars began, he has made more than 20 trips to Afghanistan and Iraq. WARNING: Graphic photos. **John Moore**

**Story Time**

*PAI 2.48*

When one picture just doesn’t say enough, think about using multiple pictures to tell your story. This session will take you through the steps of developing a memorable visual narrative. **James Kenney**
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You know what a brand is. Check the logo on your shirt, your jeans, the soda can you’re holding. They’re all branded, right? But what about your publications program? Do you have an effective ‘brand’ established? A simple graphic (think Nike swoosh) or effective text is all that is needed to brand something. Learn a few simple tips about branding and how you can relate them to promoting your program. We’ll also talk about using Twitter as an effective tool to promote your brand. Be sure to bring your smartphones to this session.

**Go Brand Yourself**  
*PAI 4.42*

You don’t get it into the hands of your students. With shrinking yearbook buy rates in schools across the state, come and learn why some schools are actually increasing book sales. Learn new ideas to reach your parents and students and create the desire for this timeless keepsake again.

**What Good is Your Yearbook Anyway …**  
*WEL. 2.312*

If you don’t get it into the hands of your students. With shrinking yearbook buy rates in schools across the state, come and learn why some schools are actually increasing book sales. Learn new ideas to reach your parents and students and create the desire for this timeless keepsake again.

**Sports Ain’t About the Games**  
*PHR 2.110*

Gary Smith, a lowly sportswriter, has won four national magazine Writer of the Year awards. In sports. Among the many reasons for his success is this: He doesn’t rehash games, write predictions or write about great athletes. He finds the people and the issues that move us, and make our Aunt Gladys want to read the sports pages.

**Literary Genius**  
*WAG 214*

Using dialogue, similes, minor sentences and other cool literary devices to make your writing as rich and powerful as a __________ — well, you fill in the blank.

**Web Publishing & Online Journalism**  
*WEL. 2.304*

We surf and browse for information on the Web everyday. Dr. Jacie Yang from Texas State University will start this session by providing a historical background of the Internet and the Web. Moreover, she will discuss the origin of online journalism, the nature and the current trends of online journalism.

**TAJE Meeting**  
*WEL. 2.224*

Business meeting. All advisers are welcome.

**Go Brand Yourself**  
*PAI 3.02*

You know what a brand is. Check the logo on your shirt, your jeans, the soda can you’re holding. They’re all branded, right? But what about your publications program? Do you have an effective ‘brand’ established? A simple graphic (think Nike swoosh) or effective text is all that is needed to brand something. Learn a few simple tips about branding and how you can relate them to promoting your program. We’ll also talk about using Twitter as an effective tool to promote your brand. Be sure to bring your smartphones to this session.

**Melinda Brasher**

**Writing Power Columns**  
*WAG 101*

Great personal columns can change your readers’ lives. Bad ones are a waste of paper. Get tips on writing the great ones.

**David Knight**

**A Less Perfect Union - U.S. in Recession**  
*WCH 1.120*

After 17 years living abroad, John Moore returned to the U.S. in 2008 as it sunk into the worst economic despair since the Great Depression. He has documented the foreclosure crisis, efforts at reforming the broken health care system and the soaring unemployment that has left millions of Americans wondering if the American Dream is still a possibility. He has put a human face on the biggest economic story of our time.

**John Moore**

**What Are Journalists For?**  
*WEL. 2.246*

What is the role of journalism in a modern democratic society? How should journalists consider the politics of their work? What contribution can/do journalists make to promoting a more just world?

**Robert Jensen**

**Let’s Get Personal**  
*WEL. 2.308*

Feature writing can take on many faces, and one of its best is the Personal Experience Story. Come hear from a seasoned veteran journalist and professor on what makes those stories shine.

**Gene Burd**

**The Coaching Method**  
*WAG 420*

When reporters and editors aren’t on the same page, the results can be messy: unfocused writing, a poorly developed angle or even a story that isn’t what the editor expected. It’s a major cause of rewrites and killed stories. This four-step process helps writers and editors exchange important information at key points in the writing process and helps keep stories focused and interesting for your audience. Editors will also learn about “diagnostic editing” -- a way to help writers recognize and fix habitual problems.

**Dave Harmon** (editors and advisers)

**12 for Twelve: A Dozen Design Trends for 2012**  
*WEL. 1.316*

The trick of creating a great publication year after year is to reinvent your yearbook each spring. Explore the latest trends in yearbook coverage and showstopping design to make sure your publication stays on the cutting edge. We’ll look at everything from modular design, tips for effectively using white space, cool typography and tons of coverage ideas that all work together to create a true crowd-pleasing yearbook.

**Renee Lemke and Mica Carpenter**

**The Next Step**  
*WEL. 3.502*

Editors from the University of Texas Cactus yearbook will talk about transitioning from high school to a college yearbook. The editors will discuss what the differences are and why.

**Cactus editors**

**Web Publishing & Online Journalism**  
*WEL. 2.304*

We surf and browse for information on the Web everyday. Dr. Jacie Yang from Texas State University will start this session by providing a historical background of the Internet and the Web. Moreover, she will discuss the origin of online journalism, the nature and the current trends of online journalism.

**Jacie Yang**
As the nation’s leading yearbook company, Jostens is honored to work with thousands of the most talented and creative yearbook staffs. Your local Jostens representative stands ready to help take your yearbook program to the next level with the most powerful educational and creation tools available.

The Best of the Best

As a leading provider of student-developed content, Jostens is committed to helping students develop journalism skills and understand the responsibilities associated with publishing. Jostens Pause Before You Post™ materials encourage students to ask questions before publishing in print or online and communicate the consequences of poor decisions. Ask your Jostens representative for more information!

Jostens Launches Pause Before You Post™

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It’s All About Me
WAG 201
A “Me” yearbook or newspaper spread tells the story of one individual. Use it as your application for next year’s staff or to get to know each other at the beginning of the year. It can be used to teach basic journalistic skills or as an end of the year activity or final project. Jeff Moffitt

60 Minutes or Less
WAG 420
Learn how to create a quality broadcast package in Final Cut Pro in less than one hour. McKinney HS broadcast students

Improving Photography in Your Publications
PAI 3.02
Outstanding photography is a requirement for every publication. Take a look at examples of great photos and talk about what is required to get the same for your publication. Mark Murray

The Art of Seeing
WEL 2.224
From shooting the beautiful Bengal tigers to the faces of poverty, John Isaac has learned “the art of seeing.” Come see his beautiful photographs and hear his stories and tips. John Isaac

We Have Separation
PAI 2.48
Overlapping elements results in sheer chaos, mayhem and strife in a photograph. Separating these elements will save the day. This session will cover compositional techniques that will keep your pictures simple, yet powerful. James Kenney

Verbal Visual Connection
WEL 2.312
To get readers into a story, words alone won’t do. You must work with designers, artists and photographers to create a well thought-out visual package, utilizing striking headlines photography, artwork, infographics and the article itself to complete the “sell.” Ray Westbrook

Management of the Absurd
WEL 1.308
Leadership is confusing and complex, and it is good to understand some of the paradoxes we all have to live with, as advisers, editors or staff members. We will even talk about some of our personal “lost causes.” Jack Kennedy

Action, Reaction, Interaction
PAI 4.42
Shooting sports for publications is more than just taking a picture of a person with the ball. More action happens on the sidelines than many publications shoot. James Rich

Don’t Pull Your Hair Out
WEL 3.260
Nothing in college prepares you to be a journalism adviser. The best way to survive is to learn from those who have been around. This session will focus on survival tips and techniques to improve your publications, your classroom and your life. The session is best for advisers with five or fewer years experience. Cindy Berry and Christine Davis

Finding Your Voice
WEL 3.502
Learn how to say something meaningful without whining. Learn how to use the voice of the school newspaper to do some real good around your campus. Putting an opinion out there means good reporting first, solid logic second and a call to action to sum it all up. Don’t waste one of the few authoritative venues you have to advocate for your student body. Sandy Hall-Chiles

Before and After: Yearbook Feature Makeover
WEL 2.304
Transform feature copy “don’ts” with a few tips editors and staff members can use to instantly improve writing. Examples of miraculous makeovers will be shared. (You didn’t hear it from me, but if you need help with scholarship or admissions essays, it’s a sweet little technique to improve those, too.) Paula Adamek

Now What?
WEL 2.308
You have an online newspaper, so now what? Gain ideas on coverage, deadlines, staff set up, communication and keeping your website fresh with great content in this session. Be ready to share what’s working for your staff. Leland Mallett

0 Christmas Tree...
GEA 105
Push your writing beyond the inverted pyramid, and discover the power of dynamic tension with a simple but effective story structure. Corey Hale

You Wanna Start Something?
WAG 214
Well then, write a decent lead, something clever and original and relevant and maybe even interesting. This session will review the best and the worst of the bunch. Bobby Hawthorne

Great Gathering Comes First
WAG 101
The greatest journalists are always the greatest gatherers – of information, of stories, of images. Find out how to improve your gathering with great interviews. David Knight

20 Design Rules
WEL 1.316
Hey, I didn't make these up. I have the book they came from. Check out these rules recommended by the pros and how they apply to yearbook design. Lori Oglesbee

Deadline Writing in Moving Vehicles
WEL 2.246
Covering political campaigns and other news often means blogging, tweeting and filing stories from planes, buses and cars. How do you file a story on the road without missing deadline, and what’s the one thing you must never forget to bring on the campaign trail? Corrie MacLaggen
for the quality you’ve come to expect

For more information visit Balfour.com
Preparing a Portfolio
WEL 3.02
There is much more to creating a portfolio than simply “collecting your 10 best pictures.” Know how a portfolio should look while gaining tips to improve your photography. Bridge the gap between high school photography and college photography. Mark Murray

Keeping Score: Sports Reporting and the Internet
WEL 2.246
Come learn how to use tools like Twitter, Facebook and blogging in an effort to keep your readers updated on the latest sporting events. Daniel Davis

Q&A
WCH 1.120
Students will have the opportunity to have a question and answer session with this globetrotting photographer who recently returned from covering the Gifford shooting in Arizona, the protests in Cairo and the civil war in Libya. John Moore

Straight from the Heart
WEL 2.224
John Isaac shoots straight from his heart. Bring your questions to find out how he found success and peace in his job. John Isaac

Bring it Home
WEL 2.312
Every day, the national and local media break stories that affect teens. We need to cover these stories, but we need to cover them for OUR readers. Learn how to localize new for your reader so they will be informed and entertained. Ray Westbrook and the ReMarker staff

Ethics Stuff
WEL 1.308
Let me ask you this: Which ethical decision did you make this year that changed someone’s life? If you can’t think of one, we need to change how you do business on the newspaper staff. We’ll work through some ethical dilemmas from censorship issues to protecting sources. From lizards in lettuce to farmers on antidepressants. Trust me, it all relates. Scott Winter

Why be a Journalist? (in high school, college or whatever)
WEL 3.502
At a time when newspaper, television and radio journalists are facing awful challenges, there are still a lot of great reasons to do what we do. Andrea Ball

Can I Do That?
PAI 2.48
Ever wonder if a picture you are looking at is real? Are you unsure of what ethical line to draw when you are in the field or working in Photoshop? The credibility of your publication depends on making wise, ethical decisions. This session will cover common ethical issues and how to thoughtfully work with them to maintain the trust of your readers. James Kenney

Get the Shot
PAI 4.42
In this session, students will learn how to make the most of their time on the sidelines of high school sporting events. Photographers will learn how to get amazing sports photos. Included in the presentation will be information on building relationships with coaches and ADs, understanding sports terminology, UIL photography rules and equipment use. This session will have actual photography equipment on hand to share, but the majority of the session will NOT be about equipment. Michael Reeves

Wordpress
WEL 2.308
This adviser admits that he does not know all there is to know about the Web, but he’s taught his students to get their stories, photos and videos on the Web using a program that is gaining popularity with many newspapers across the country. Come learn the basics of how to use Wordpress and how this program can help you get up and running quickly on the Web. James Rich

Telling it All
WEL 3.260
Your adviser has said every photo needs a caption. Learn how to make caption writing the best feature of your book and how to complete the story the photo starts. Cindy Berry

Go Organic
WEL 1.316
Your concept is more than just a theme. It connects the book and takes an idea from cover to coverage to copy and everything in between. See how to make the pieces connect in this session. Lots of examples of concept development and ideas for copy approaches, secondary packages and visual tie-ins. Charla Harris

Move out of Hatersville
WEL 2.304
Experiencing staff strife? If drama and daily trauma are keeping your staff from reaching its full potential, come learn student-based techniques to refocus for this year and/or start next year on better footing. Paula Adamek

Any Questions?
GEA 105
Watch the sparks fly as a panel of advisers and experts answer your burning questions live. What will they talk about? It’s up to you. Corey Hale, Susan Duncan and friends

Beef It Up
WAG 201
Take a plain, basic yearbook spread and go from design zero to design hero by adding layers of coverage that tell the full story. Jeff Moffitt

How to Be Funny - The Right Way
WAG 420
“Think of your video camera as a political football.” Did you think that was funny? Probably not. That’s because it’s an inside joke with my students and me - one that should not be used in your video broadcast. In this session, see how to be funny and not make everyone at your school groan. Also don’t ask me what that inside joke means, because I won’t tell you. Alyssa Armentrout

20 Great Leads – and Some Bad Ones, Too
WAG 101
A boring lead can doom a great story that you spent hours interviewing, researching and writing. See examples of great leads that grab readers. And get tips on avoiding cop-out leads that turn readers off. David Knight
Walsworth has been providing superior service for more than 70 years. Our people are trained to provide exceptional service, technology, training, creativity and fun.

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John Isaac

From 1969 to 1998, John Isaac worked for the United Nations and had a distinguished photography career in the Department of Public Information. In 1978, the United Nations promoted him to photographer and he retired as the chief of the Photo Unit in 1998. During that time John traveled to more than 100 countries while capturing stories of change and triumphs of the new world. Throughout his career, John received numerous national and international awards for his work, including the Picture of the Year from Missouri School of Journalism, the First prize in the Photokina International Photo Contest, the Best Outdoor Photograph of the Year and the Professional Photographer of the Year by the Photographic Manufacturers and Distributors Association. In January 2000, the International Photographic Council named John Isaac as the recipient of its Lifetime Achievement Award. John has authored many books including a series called Children in Crisis. Through this series, John provides a firsthand account of the daily life of children and their families in troubled regions around the world. He co-authored “Endangered Peoples” with Art Davidson and Art Wolff for the Sierra Club. He also co-authored “Coorg, Land of the Kodavas” with his wife Jeannette about the region Coorg in Southern India. Besides his work with the United Nations, John provided coverage for UNICEF, working closely with the late actress Audrey Hepburn, Harry Belafonte and Liv Ullman. In 1998, John went to Africa to photograph Liberian children for Luciano Pavarotti’s foundation, Pavarotti and Friends.

James H. Kenney received his undergraduate degree from California State University, Fresno, and his master’s degree at Syracuse University. He has taught at Western Kentucky University since 1993 and has been the coordinator of the photojournalism program since 2001. Kenney has taught courses in photojournalism, digital technology, design and picture editing. He is also the director of the Mountain Workshops. He received the University Teaching Award in 2001. Kenney was a photographer and photography editor for newspapers in Las Vegas, before entering the teaching profession. He has spent his summers photographing projects in China, Thailand, Vietnam, Mongolia, Nigeria and Jamaica. He spent a summer as a photographer for the Lexington Herald-Leader and worked a summer for National Geographic in their faculty fellowship program. Some of Kenney’s professional credits include still photography and multimedia awards in the Best of Photojournalism 2007 and 2008 contests, a multimedia award in the 2008 Pictures of the Year International contest, a Best of Show in the 2007 Southern Short Course and two awards in the Kentucky Newspaper Photographers Association Photographer of the Year contest in 2010. However, his greatest reward has come in being blessed with a wonderful wife, Nancy, and six incredible kids – James III, Weston, Will, Olivia, Luke and Ian.

Jeff Moffitt

Jeff Moffitt, MJF, advises yearbook and newspaper at Olympia High School in Orlando, FL. Moffitt holds a Bachelor of Journalism from the University of Texas at Austin and is a National Board Certifed Teacher. In 2010 he was a Special Recognition Adviser from JEA and a Rising Star in 2007. He was Olympia’s Teacher of the Year in 2007 and is currently District 3 Director for the Florida Scholastic Press Association. Moffitt uses his summers to teach at workshops and grow as an adviser and educator by working with students and colleagues.

John Moore

John Moore is a senior staff photographer for Getty Images, based in Denver, where he lives with his wife and two children. Moore is from Irving, where he went to Irving High School and served as photo editor and chief photographer for the school newspaper and yearbook. He graduated college from UT Austin and then worked for the Associated Press, first based in Nicaragua, then India, South Africa, Mexico and Egypt. Moore joined Getty Images in 2005 based in Islamabad, Pakistan and worked throughout South Asia, Africa and the Middle East for Getty, before moving back to the U.S. in 2008. Moore has won top photography awards over the years, including the 2005 Pulitzer Prize for Breaking News Photography for AP’s photo coverage of the war in Iraq. As a Getty staffer his photography earned him top awards from World Press Photo and the Robert Capa Gold Medal for courage in photojournalism given by the Overseas Press Club. Moore has spent the last few months covering the turmoil in the Middle East.

Scott Winter

Scott Winter has been a journalist and high school adviser to unmentionable acclaim. He’s the least distinguished professor at the College of Journalism and Mass Communications at the University of Nebraska-Lincoln. Yeah, he teaches Huskers. Winter also has an unhealthy fascination with singer Natalie Merchant. He eats red meat, even as a snack. He somehow found a wife, who is a better journalist than him, and made some kids. He loves to play tennis, and has a left-handed serve that will make your mouth water, even as the ball glances off your rib cage.
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PAULA ADAMEK teaches journalism and junior English and is a counseling intern at Yoakum High School. She has advised the yearbook and newspaper publications which have received star awards from the Interscholastic League Press Conference, and her staff members have been named Tops in Texas winners. She is a recipient of ILPC’s Edith Fox King Award and Texas A&M University’s College of Education’s Dean Roundtable Award.

ERIKO AGUILAR first became interested in journalism in high school when she was given the opportunity to write news, report and produce newscasts for the school. A San Antonio native, Erik took her enthusiasm for meeting new people to Texas State University-San Marcos where she double-majored in mass communication and history. It’s also where she fell in love with news radio. Erik worked for a short time at KEYE-TV in Austin as an assignment editor. She now reports for KUT 90.5, the NPR affiliate in Austin, where she covers environment, science, development and breaking news. During her spare time, she mentors an Austin High School media class as part of the NewsHour Extra Student Reporting Labs where she helps students produce TV news journalism and leads the Austin chapter of the National Association of Hispanic Journalists.

ALYSSA ARMENZOT (who recently got engaged) teaches video production at McKinney High School in McKinney where her students produce a bi-weekly TV newsmagazine show as well as the DVD yearbook supplement to The Lion.

JUDY BABB, MJE, now a yearbook print consultant for Friesens Publishing, is a long-time legend in scholastic and collegiate journalism. She has taken more than 25 yearbook and newspaper staffs to the highest levels of achievement. Her staffs have won Tops in Texas, CSPA Crowns and NSPA Pioneer awards. Her students have gone on to be professional journalists, including those who have been on Pulitzer Prize winning teams. As a teacher, she was named Texas Journalism Teacher of the Year, JEA Distinguished Yearbook Adviser in addition to receiving CSPAs Gold Key and NSPAs Pioneer Award honors.

ANDREA BALL has been a newspaper reporter for 18 years, working in New York, North Carolina and Texas. She is currently the social services reporter at the Austin American-Statesman. She has three dogs, two kids and recently gained three pounds from eating too many Girl Scout cookies.

PATRICK BEACH writes features for the Austin American-Statesman. His work has been recognized by the Texas Institute of Letters, the Writers’ League of Texas, the American Association of Sunday and Feature Editors (now Society for Features Journalism), Texas APME and more. He lives in Austin.

CINDY BERRY is in her 16th year of teaching publications at Decatur High School, a small school striving to become big, north of the Dallas-Fort Worth Metroplex. Her publications have won Star awards, and her students consistently make the state UIL meet. She teaches at the Jostens and Taylor summer publications workshops. In June, she will be president-elect for TAJE. Aside from journalism and molding and shaping teenagers, everyone knows her first love is bargain shopping. She won't buy anything that isn't 75 percent off and prefers the 80-85 percent off sale.

LYNN BOSWELL became a student journalist in fifth grade and continued reporting for student media in middle school, high school and college. She now works as series producer of the weekly PBS interview program “Overheard with Evan Smith,” produced by KLRU-TV in Austin and offered nationwide. Lynn spent eight years with NBC News in New York, producing dozens of magazine-length pieces, several long-term investigative stories and in-depth coverage of major news events including September 11, the Clinton impeachment and the Oklahoma City bombings. She has earned 14 national awards, including a Society of Professional Journalists Sigma Delta Chi Award, and received a national News & Documentary Emmy nomination for Outstanding Historical Programming. She also mentors a class of Austin High media students through the NewsHour Extra Student Reporting Labs program. A San Antonio native, she graduated Phi Beta Kappa from SMU with bachelor's degrees in journalism and Latin American studies and holds a J.D. from The University of Texas School of Law. In addition to her work with KLRU, Boswell produces documentaries through her production company, Viliita Productions, Inc.

After a 25 years as a yearbook geek (student, teacher and yearbook rep), MELINDA BRASHER has made a career change to become the Associate Vice President of Communications at Concordia University Texas in Austin. There she manages the institutional image through internal and external communications including print, broadcast, PR and social media. She understands small staffs, small budgets and the challenges in promoting your “brand.”

DEAnne BROWN has advised The Featherduster newsmagazine and taught photojournalism at Westlake High School in Austin for 24 years. Three of her students have been named Texas High School Journalist of the Year and National HS Journalist of the Year. The newsmagazine has been recognized by state and national organizations with Pacemakers, Gold and Silver Crowns, Gold Stars and Best of Show awards. Brown received the Edith Fox King in 2002, a TAJE Trailblazer Award in 2005 and is an officer in the Association of Texas Photography Instructors.

GEOE BURD was a reporter, feature writer and editor for various newspapers including the Houston Chronicle, Kansas City Star and Albuquerque Journal, and small town and suburban newspapers in Michigan, Los Angeles and Chicago. He has taught journalism at the University of Texas at Austin since 1972 and before that at Minnesota, Marquette and Northwestern. He attended high school in the Missouri Ozarks and East Los Angeles and later graduated from UCLA.

MICA CARPENTER is in her 14th year as yearbook representative for Jostens in the San Antonio and Corpus Christi areas. She earned a Bachelor of Journalism degree from UT Austin, and has been associated with yearbooks since she was editor of the yearbook at Madison High School in San Antonio.

MATTISON CONNOLLY is currently the student media adviser at Austin Community College where he shamelessly lures students that he taught in high school onto his staff. Previously he was the newspaper adviser for The Eagle’s Eye newspaper at Akins High School in Austin where he was honored to work with amazing students who responsibly fought for their rights, didn’t shy away from tough topics, and won dozens of awards. He has presented at ILPC, judged UIL, TAJE, and ACP contests, and coached students to succeed at all levels of scholastic journalism. He is looking forward to being called Bear again when he sees his former students.

JOHN CUTSINGER, Jostens Creative Account Manager, is a Dow Jones Newspaper Fund National Journalism Teacher of the Year, Columbia Scholastic Press Association Gold Key recipient, National Scholastic Press Association Pioneer, Southern Interscholastic Press Association Distinguished Adviser and Journalism Education Association Medal of Merit and Friend of Scholastic Journalism award winner. His contributions to scholastic journalism over the past 35 years have included advising state and national award winning yearbooks, newspapers and magazines; authoring yearbook curriculum and countless journal articles; teaching/speaking at conferences and conventions across the nation; and sharing ideas with thousands of advisers and staffs. Jostens recognized John as one of its prestigious Legend Award winners.

BRIAN DARLAND has been a Walworth yearbook representative for 13 years. He has taught Adobe products to numerous students and teacher throughout Texas. His easy style makes it easy for advanced students to get to the next level and beginners to learn with ease.

CHRISTINE DAVIS has advised publications at Trinity High School in Euless, home of the football HAKA for the past 16 years. Her yearbook students have earned some pretty nifty awards over the years. She is a past recipient of the Edith Fox King Award and a current regional representative/secertary elect for TAJE. She teaches newspaper, yearbook, English and has added literary magazine to take up the spare time she didn't know what to do with. She
Technology evolves. Fashion changes. And, through the years, everyday items become timestamps of days gone by. There are some constants, though.

YEARBOOKS have always preserved the emotions and events of the year forever.

Laura Benton
Waco/Dallas

Ben Carter
Northeast Texas

Jared Mathews
Austin

Bridget Brewster
Houston

Keith Givens
Ft. Worth/Dallas

Julie Spidle
San Antonio/Corpus Christi
also serves on the faculty at summer publications workshops and judged a little of everything. In her spare time, she is the mother of adorable triplet second-grade girls who may someday form their very own basketball team. She also loves to travel just about anywhere, bargain shop, and has an impressive collection of unused scrapbook supplies.

**DANIEL DAVIS** have covered high school sports at the *Austin American-Statesman* for the past four years. He came to Austin from the University of Montana, where he graduated in 2007 with a B.A. in journalism. He also interned at *The (Tacoma) News Tribune* and worked on the newspaper staffs at his college *(The Montana Kaimin)* and high school *(The Bronc Express)*.

**SUSAN DUNCAN** has advised publications for 23 years and is currently the adviser of the *Buccaneer* and *Cactus* staffs at Pine Tree High School in Longview. The *Buccaneer* has won six consecutive star awards and several other state and national awards. Duncan is President-Elect of TAJE and a speaker at in-state and out-of-state conventions and workshops. She has received the Edith Fox King award and the UIL Sponsor Excellence Award.

**HUNTER ELLENBARGER** is serving his first year on *Cactus* as the academics editor. Hailing from Weatherford, he was editor-in-chief of his high school’s yearbook during his first year on staff. Hunter is an advertising major, using his yearbook experience as a platform for a future in design.

**IRENE FARRIMOND** hails from northern California and is *Cactus* yearbook’s Editor-in-Chief. Irene’s been a member of *Cactus* for the past three years and has more than 10 years of yearbook experience. In 2010, Irene’s design portfolio won first place in the Columbia Scholastic Press Association’s Gold Circle Awards.

**DON FISHER**, a former high school journalism adviser, is an adjunct Communications’ professor at Texas A&M Kingsville. He serves as the advisor for the South Texan Online, the college student newspaper website. Students under his supervision rebuilt the existing website. He also directed the university’s first “new media” seminar for high school students, attracting approximately 150 students from 20 area high schools to the campus.

**MANUEL FLORES** is a professor of journalism and serves as Chair of the Department of Communications and Theatre Arts at Texas A&M University-Kingsville (TAMUK). He is the author of one book — “Hispanics in the Media: 200 Years of Spanish-language influence in U.S. Communications” — and has written numerous scholarly articles on a variety of topics ranging from journalism, to politics and Texas history. He has been in higher education for more than 20 years. At TAMUK, he also serves as adviser for the award-winning university student newspaper — *The South Texan*. Prior to working at TAMUK, Dr. Flores was an associate professor of journalism at Del Mar College in Corpus Christi. He also worked as sports editor for the *Irving Daily News* and as a reporter and sports columnist for the *Corpus Christi Caller-Times* and as a correspondent for the *San Antonio Express-News* for more than 35 years. He also has worked in advertising-public relations with Central Power and Light Co. has hosted radio programs in English and Spanish and was producer and director of a 30-minute news information program for a Corpus Christi TV station.

**DAVID FREE** is a doctoral candidate in the School of Journalism at the University of Texas at Austin. While at UT, David has taught the Broadcast News Writing and Radio Reporting course and has been a teaching assistant in the radio and television producing courses. He is a 1975 graduate of Borger (TX) High School and holds Bachelor of Journalism and Master of Arts in Journalism degrees from the University of Texas at Austin and is currently completing his Ph.D. dissertation at UT. He began his professional career in 1974 as a newsmen assistant and producer in his hometown of Borger and continued in broadcasting in Oklahoma from 1978 to 1992, working as an announcer, producer, reporter, anchor, news director, and general manager.

For the past five years **PAT GARTHRIGHT** has advised the yearbook at Saint Mary’s Hall in San Antonio after she retired from teaching journalism and advising publications in public schools. She has been named a Texas Legend in scholastic journalism by ILPC and has received an Edith Fox King award. She currently serves as Convention Director for the TAJE Fall Fiesta in San Antonio. She is the local co-chair for the 2012 JEA/NSPA Convention in San Antonio.

**CHRISTOPHER SMITH GONZALEZ** currently covers the 82nd Texas legislative session as an intern for *The Texas Tribune*. His writing has been published in the *Texas Tribune*, *The New York Times*, *Austin Monthly*, *UWkly Austin* as well as *The Accent*, the Austin Community College student newspaper where he first had his fingers stained by newsprint. Before coming to journalism he worked as an archaeologist. His current work as a reporter is not that different from archaeology, he says, only now he writes about living people instead of dead.

**JERRY GRIFFIN** is a former yearbook adviser and current Walworth yearbook representative. He has taught Adobe products at numerous state workshops as well as JEA national convention.

**COREY HALE** advises the *Farmers’ Harvest* newspaper at Lewisville High School. His students have made him look good over the past seven years by winning a boatload of awards in exchange for him agreeing not to embarrass them by yodeling in public. A former Arkansas sports writer, Hale is currently in the planning stages for a coffee table book called “Corey-ography” documenting famous people who share his first name.

**SANDY HALL-CHILES** advises *The Bulldog Print* newspaper at Yavneh Academy of Dallas. In her three decades as a publications adviser, her staffs have won CSPA Gold Crowns, nSPA Pacemakers, and Gold and Silver and the Lone Star awards from ILPC. Each summer, she teaches beginning newspaper at the Gloria Shields High School Journalism Workshop. Personally, she has been awarded the Edith Fox King Award and holds a CSPA Gold Key.

**DAVE HARMON** has worked as a reporter and editor at several Texas newspapers for the past 20 years, including *The Monitor* (McAllen), the *Fort Worth Star Telegram* and the *Austin American-Statesman*. He’s currently an assistant metro editor and internal writing coach at the *American-Statesman*. He is the co-author of “Powderburns: Cocaine, Contras and the Drug War,” published in 1994 by Mosaic Press.

**CHARLA HARRIS** advises publications and the broadcast program at Pleasant Grove High School in Texarkana. Both the *Hawk* yearbook and the *Edge* newspaper are consistent state and national award winners. Harris was the 2007 Max R. Haddick Teacher of the year and is a regular presenter at the ILPC and CSPA conventions.

**BOBBY HAWTHORNE** is a writer and writing teacher. He is the author of “The Radical Write,” a textbook on reporting and writing for student publications that is used nationwide. In 2005, he retired from the UIL where he served as director of academics and director of journalism. Hawthorne is also the author of *“Longhorn Football: An Illustrated History,”* published in 2007 by the University of Texas Press. He recently completed a history of the UIL as part of the League’s 100th anniversary celebration and contributed text to a photo book about Texas high school football stadiums, titled “Home Field,” another UT Press book.

**SUYUN HONGIS** a 5th year senior at the University of Texas at Austin with a double major in English and broadcast journalism. Currently, she is the UT bureau chief for ABC News on Campus. Born in Incheon, South Korea, Suyun moved to the States with her family when she was just one. Her first venture into journalism was as a writer and editor-in-chief for her high school yearbook. After spending her freshman year reporting for UT’s campus newspaper, *The Daily Texan*, she spent two years working as a producer and assistant news director for Texas Student Television’s KVR News.
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9. She also spent a year working as an executive producer and co-anchor for "In the Know," a news show on UT's campus radio station KVRX. Suyn also spent a summer interning for CNN's On-Air Promotions department followed by a summer internship as a multimedia journalist at Texas Watchdog, an investigative reporting website. Last year, she wrapped up her one year study abroad program at Seoul National University in South Korea before returning for her fifth year at UT and will be graduating in May.

ROBERT JENSEN is a professor in the School of Journalism at the University of Texas at Austin. Jensen joined the UT faculty in 1992 after completing his Ph.D. in media ethics and law in the School of Journalism and Mass Communication at the University of Minnesota. Prior to his academic career, he worked as a professional journalist for a decade. At UT, Jensen teaches courses in media law, ethics, and politics.

WADE KENNEDY has advised yearbook and newspaper classes at Richardson High School for three years. Kennedy is a former ILPC Tops in Texas award winner for photography. He has won numerous college and professional photography awards including CSPA and TAPME honors. His students have also won numerous state and national yearbook and newspaper awards. Wade also is currently on staff with Backpack Journalists.

BIANCA KRAUSE is currently serving her second year as Cactus’ student life editor and works as a junior graphic designer at Texas Student Media. Bianca began yearbooking and newspapering in high school in her hometown of Whitney, Texas. In March, Bianca’s design portfolio won third place in the Columbia Scholastic Press Association’s Gold Circle Awards.

RENEE LEMKE is the Jostens Yearbook representative for Austin and the surrounding Central Texas area, assisting schools with all aspects of yearbook planning and production. She advised the yearbook at Westlake High School for four years, and earned a Bachelor of Journalism degree from UT-Austin. She graduated from Eastwood High School in El Paso, where she was newspaper editor for two years. Selecting journalism as an elective her freshman year changed her life in ways that she could not have imagined.

ANDREA LORENZ is the journalism adviser at Dripping Springs High School. She’s worked as a reporter at the Austin American-Statesman and Kansas City Star and has a master’s in journalism from the University of Missouri. She teaches the ILPC summer workshop on website development and is the author of the blog, jkelasnotebook.com, which chronicles online journalism aimed at high school journalists, which she promises to update once she survives her first year as a yearbook and newspaper adviser.

After accidentally taking newspaper in junior high, LELAND MALLETT has always loved the art of telling stories. Leland is the newspaper/yearbook adviser at Legacy High School in Mansfield. Since opening in 2007, Legacy’s publication students have won numerous state and national awards for the online student newspaper and yearbook. His new passion is convergent journalism and finding new ways for students to tell a great story. Leland has also served on the TAJE board and was honored with the Edith Fox King Award in 2010.

JULIE MARSHALL has been passionately supporting yearbook staffers and advisers for the past 16 years. Her background in business management in the corporate world gives her a practical approach to managing the business side of yearbooks. Currently, Julie resides in Austin and serves schools in Texas, Oklahoma, Louisiana, Arkansas and New Mexico.

CORRIE MACLAGGAN, an Austin-based national correspondent for Reuters America Service, writes and edits stories about Texas and surrounding states. Before joining Reuters in early 2011, she covered Texas government and politics – including legislative sessions and the 2006 and 2010 gubernatorial races – for the Austin American-Statesman. She has also worked as a journalist in El Paso and in Mexico City. Corrie, a graduate of the University of North Carolina at Chapel Hill, has fond memories of attending ILPC conventions when she was a student at Westlake High School in Austin. She was the Journalism Education Association’s 1998 National High School Journalist of the Year.

RHONDA MOORE has taught journalism for 26 years and is currently at advising publications at McCallum High School in Austin. She is the 2004 Max R. Haddick Teacher of the Year and is an Edith Fox King Award recipient. Her students’ publications have won the Pacemaker Award, CSPA Silver Crown and ILPC Silver and Bronze Stars. She is the executive director of the Texas Association of Journalism Educators. In 2008, Rhonda was a CSPA Gold Key recipient.

MARK MURRAY, in addition to serving as Coordinator of Technology Systems in Arlington ISD, is Executive Director of the Association of Texas Photography Instructors (http://www amt pi.org) and PMA Consultant to the International Photo Imaging Education Association (http:// piemaa.org). He is a recipient of JEA’s Medal of Merit, CSPA’s Gold Key, NSPAs Pioneer Award, TAJE’s Trailblazer Award, CSPAs Gold Key and NSPAs Pioneer award. He is an author of “Springboard to Journalism, The Second Page” and “Get the Picture.” But her true claim to fame — she was Jeannie Acton’s high school journalism teacher.

MARY PULLIAM is in her 37th year advising publications at Duncanville High School. This year she won the UIL Sponsor Excellence Award. Two years ago, she won JEA’s Teacher Inspiration Award. Her publications have won just about every award, state and national. Both publications have been inducted into the NSPA Hall of Fame. She is now semi-retired and only advises the yearbook. A Dow Jones Newspaper Fund Distinguished Adviser, Pulliam has won ILPC’s Max Haddick Journalism Teacher of the Year and Edith Fox King awards, TAJE’s Trailblazer Award, CSPAs Gold Key and NSPAs Pioneer award. She is an author of “Springboard to Journalism, The Second Page” and “Get the Picture.” But her true claim to fame — she was Jeannie Acton’s high school journalism teacher.

MICHAEL REEVES is the current newspaper advisor and photojournalism teacher at Akins High School in Austin. In a previous life, he was part of the ownership group of three weekly newspapers based in Healdsburg, California. He grew up in a newspaper family that owned and operated newspapers across the country including companies like Hearst, Donrey, and Gannett. His last gig in the “real” publishing world was as the sports editor and general manager of the Healdsburg Tribune and Windsor Times, where he was responsible for four pages of broadsheet content per week. Reeves remembers taking photos with his father at the tender age of five and working with him to build the camera they took those photos with. Needless
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to say, photography has been an important part of his life for many years.

JAMES RICH is the adviser of Panther Prints at Duncanville High School. During his 12 years of teaching publications, his students have won multiple national and state awards. His students have won The Association of Texas Photo Instructors awards, NSPA best sports photo awards, Dallas Morning News High School Journalism Contest Photo portfolio and individual awards. His students have won the UIL State Journalism team award as well as multiple awards in the TAJE clip contest and Texas Press Women High School Journalism contest and the Southern Interscholastic Press Association contest. His newspapers have been nominated for multiple NSPA Pacemaker awards, CSPA Crown awards and ILPC Star Awards. His papers have also won the Quill and Scroll George Gallup award. James received an Edith Fox King Award in 2010.

SUSAN ROBERTS teaches at La Porte High School and has been teaching journalism for more than 30 years and Desktop Publishing for 10. She is the former president of TAJE and wrote the TEKS for TEA for Technology Applications-Desktop Publishing. She also is an Adobe Master Teacher.

NICOLE SANDERS has more than 15 years as a professional journalist and editor for newspapers and magazines, specializing in education. She is the former education editor for the Amarillo Globe-News, feature writer for the Arkansas Democrat Gazette and was contributing editor for the Mid Rivers News Magazine in St. Charles County, MO. She has received two Addy (advertising) awards in the Southeast for copy writing and layout/design in the Florida Panhandle, where she worked as a marketing director. She is in her fifth year as a journalism adviser. She has worked in McKinney ISD and is currently at Lovejoy ISD. Her newspaper and yearbooks have received First Class and Notes of Distinction from JEA and Columbia and Achievements from ILPC. Her staffs have also won photography awards through Jostens and Wolf Camera.

HAL SCHMIDT is an InDesign guru. He is a yearbook representative for Balfour/Taylor Yearbooks. He has been working with yearbook staffs for over 24 years. He is co-owner of PS Graphics in Kingwood. He has taught sessions on computer programs at state and national conventions for more than 17 years.

BAILEY SULLIVAN began yearbooking in Longview, as a sophomore and became editor of Pine Tree High School's book her senior year. Her love for design influenced her decision to major in advertising at UT. She now serves as the Cactus yearbook organizations editor where she enjoys scouting big events to cover, designing spreads and not returning emails.

MIKE TAYLOR is the National Accounts/Education Manager for Balfour Yearbooks in Dallas, Texas. Prior to working with Balfour, he was a journalism teacher in Citrus County, Florida. Mike taught yearbook, newspaper and television production at Lecanto High School for 13 years. His staffs produced Crowns and PaceMaker awards as well as multiple All-Florida ratings for both the broadcast and yearbook programs. Mike was the convention co-chair, vice president and president of Florida Scholastic Press Association. He was awarded the Gold Medallion for his service to FSPA in 1999. He was awarded the Medal of Merit from JEA in 2004 and the Gold Key from CSPA in 2007.

CINDY TODD advises the El Pasion Yearbook and teaches photojournalism at Westlake High School in Austin. Her students’ publications have earned top awards from TAJE, ILPC, CSPA and NSPA. Todd was named a Distinguished Yearbook Adviser by the Journalism Education Association and is a recipient of the Edith Fox King and Max R. Haddock Teacher of the Year awards.

KATE WEIDAW came to KXAN in April of 2004 from WHTM, the ABC affiliate in Harrisburg, Pennsylvania. Kate’s career began at WDTV in Clarksburg, West Virginia, where she was the weekend anchor/weekday reporter. From there, she went to WDBJ in Roanoke, Virginia, as a reporter. After two years, she returned home to Pennsylvania to report for WHTM in Harrisburg. Kate graduated from the University of Massachusetts at Amherst with a bachelor’s degree in Communication and Elementary Education, she received her master’s degree in Journalism from the University of Texas, and is currently working on a PhD in Journalism at UT. Even though Kate’s originally from Pittsburgh, she says she’s happy to call Austin home and be away from the cold and snow. In her free time, Kate enjoys spending time with her husband, Nathan West, and her one-year-old son, Asher.

MICHAEL WHITNEY was editor of his high school paper and went on to study broadcast journalism in college. He’s worked for radio and TV, winding up eventually at “60 Minutes” in New York where he won numerous Emmy awards as a producer. Last year, he taught journalism part-time at UT.

M. JACIE YANG is an assistant professor in School of Journalism & Mass Communication, Texas State University. Yang has a B.A. in journalism from National Chengchi University, Taiwan (2003), a M.A. in journalism from UT Austin (2005) and received her doctoral degree from School of Journalism, UT Austin in August, 2010. Born at the early cusp of the Net Generation and having grown up with computers and the Internet, Yang has focused both her research and teaching on the understanding and advancement of communication technology and online/multimedia journalism. As a researcher, Yang’s research looks into users’ behaviors and perceptions of different news media and how the online medium competes with traditional news media. Her recent works, in applying economics frameworks to media, have puzzled out the online market structure and pieced together the competitive landscape between online newspapers and other online news sources, such as national newspaper sites, national television sites, and portal news aggregators. Her dissertation, with a Web based survey, will focus on portal news and 3G cell phones as a novel mobile news platform. As for her teaching career, Yang’s expertise includes Web publishing, photo editing and slideshow, video editing, and multimedia reporting. She currently teaches Web Design & Publishing.

RAY WESTBROOK is newspaper and yearbook adviser at St. Mark’s School of Texas in Dallas where publications he advises have won Gold Crowns, Pacemakers and Gold Stars. A frequent speaker at publications workshops during the summer, he serves as president of the CSPA Advisers Association. He has received the Gold Key from CSPA, the John Murrell Excellence in Teaching Award from St. Mark’s, ILPC’s Edith Fox King Award, the Trailblazer Award from the Texas Association of Journalism Educators, and was named a Dow Jones Distinguished Adviser in 2009. In 2010, ILPC named him the Max Haddock Texas Journalism Teacher of the Year.

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Welch Hall first floor

WCH 1.120 is here (across the street from Welch Hall) - there is an entrance that will take you almost immediately into the classroom.

Welch Hall second floor

(ground level)

Main entrance to Welch Hall - you are entering on the second floor. All exhibitors and the registration desk will be in Welch Hall on the second floor.

Welch Hall third floor

3.402

3.502

3.260
Buildings in use for Convention

X - shows where you should enter the building

To get to 3.502, go out back door of WEL by registration and go up the flight outside.

Enter on the ground level of PHR

small walkway to get to PHR

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Please evaluate the convention and give the form to the registration desk or put it in the comment box at the Grand Awards Assembly in LBJ Auditorium

I enjoyed these speakers. Invite them back:

For whatever reason, I didn’t enjoy these:

- Which part of the spring convention needs IMPROVING?

- Which parts of the convention did you BENEFIT most from?

- Any SUGGESTIONS for future conventions? Feel free to use back of the form.