Welcome to the 2012 Convention

2012 ILPC Spring Convention
Overview of Schedule

Saturday, April 28

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 3.260 and 3.266
10:45 - 11:45 a.m. — Keynote Speaker • Mark Newton
JEA President, 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 29

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 28

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 2.308.
Keynote Speaker

sponsored by Walsworth Publishing

Why is the most important question in journalism — and in life.

Mark Newton

JEA President and
Yearbook/Newspaper Guru Extraordinaire

Saturday 10:45 a.m. in WEL 2.224
ILPC Convention • 2011-12

1 p.m. Saturday, April 28

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

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

Make Your Broadcast the Best
WEL 2.308
Advice from an expert on how to make your high school news broadcast the best it can be. This is a must-attend session for high school broadcasters who want their newscasts to be outstanding, from the cold open straight through the final credits. It’s not just broadcast skills, but broadcast journalism skills that make the difference. The speaker was a professional network news broadcast producer for 20 years, and for the last few years has been looking at your broadcast submissions to ILPC. Michael R. Whitney

Design 101
WAG 201
Get in on the ground floor of how successful publications build strong design. Great for newbies, but veteran designers will get a new look at how the fundamentals are applied. Advisers encouraged to attend. Tons of examples! Plus, a Q&A format at the end. Attend all three sessions for a chance to win some cool design prizes. Scott Ladd

The Story that Turned into a Book
WEL 2.312
When the Austin American-Statesman dispatched Patrick Beach to cover the bizarre death of environmental activist David Nathan Chain at the hands of an angry red-wood logger along California’s North Coast, he thought it was just another story. Three years later, Beach had a book contract with Random House on the incident and the larger controversy. It took Beach three more years to research “A Good Forest for Dying.” Patrick Beach

Take 55
WEL 2.246
Can aiming for a word count really make your writing better? I always hated it when a professor gave me the “long enough to get the job done” answer. What if I’d been challenged to do it in less and to say more? Come play with me and learn to be a better writer. Judy Babb

Primitive Design
WEL 3.502
Good design isn’t just created, it evolves. It takes revision. The finished product is often a distant cousin of the initial concept. In this session, we will look at how several concepts were developed by comparing the initial idea to the final draft and all the stops in between. Jeff Moffitt

The Joy of JOY — 2 HOUR SESSION
PAI 3.02
Learn how to produce a Journalist of the Year Portfolio. See examples and get ideas for next year. The new state JOY, Christian Rumscheidt, will be there to answer questions. Wayna Polk and Lisa Van Etta

UT magazine now online and print
WEL 1.376
ORANGE, the UT Student Magazine, is now printed in both a print and online format in a UT School of Journalism class. Come learn how they make it, and how you could do the same! Dave Garlock and the college editors of ORANGE

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, UI/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

Start a Movement
PHR 2.110
Student publications should be doing the kinds of media that would leave a mark on their schools. The kinds of stories that start movements in your hallways. We’ll look at some examples of journalists who are making a difference. Scott Winter

Where Did They Go?
WEL 1.308
The session will deal with reporting stories that present little or no opportunity for interviewing the participants. Participants will actually use this technique in the session. We’ll also cover topics such as late sporting events, breaking spot news and features tailored for that approach. Plus, it’s a great exercise in using the most neglected reporting tool in the business: your senses. Kevin Robbins

The Art of the Interview
WAG 214
Great stories begin with thorough interviews, and learning how to put people at ease and dig deeper with your interviews is key to getting the detail you need to construct any story. Your first impression, body language and listening skills often play a bigger part in an interview’s success than the questions you ask. This session will give you a toolbox of practical tips to get the most out of every interview. Dave Harmon

Photo Packaging for the 21st Century
WEL 2.224
As if there’s not enough to worry about in producing your yearbook — writing, type presentation, design, photography, etc. — now comes the latest trend: photo packaging. Don’t take your photo packaging for granted. This session will open your eyes, transform your yearbook and put many of latest tools into your photo packaging tool bag. Pete LeBlanc

Americans at War
WCH 1.120
This Lone Star native will share some of his best work and his harrowing experiences from nine years of traveling to the war zones. He has made more than 20 trips to Afghanistan and Iraq. WARNING: Graphic photos. John Moore

Facing the Portrait
PAI 2.48
Portraits grace the pages of every high school newspaper and yearbook, yet they are often the most challenging kinds of photographs to make interesting. Come find out how you can transform your portraits into dynamic contributions to the visual report. James Kenney

Keeping it in Perspective
WEL 2.256
It’s not easy doing it all. This session will focus on how to balance your role as an adviser, teacher and person. Toni Marsh (advisers only)

Intermediate Photoshop
PHR 2.114
Come learn tips and tricks for improving your photos in Photoshop. This session is not for Photoshop beginners. Laura Negri and Hal Schmidt
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

What Not to Wear

GEA 105
I'll take a few spreads and pick out what's right and what's wrong. Then I'll give you all the new rules for your shopping list. Lori Oglesbee

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 year. 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

Design: The Grid and Beyond

WAG 201
It's time to make your publication really sing. You've learned the basics, but now we make some new rules and break some others with this design session. Veteran designers will get new ideas. Newbies can see where the basic come into play. Advisers will see what's currently being done in the professional world. Tons of examples! Q&A format at the end of the session! Attend all three sessions for a chance to win some cool design prizes. Scott Ladd

We Deliver

WEL 3.502
There are many ways to tell a story. How you assemble the pictures, words and graphics is integral to bringing the story to life. It's all about packaging the details. Some things require a traditional format, but often alternative copy might be better. Consider what the readers want and find a way to cover your school and deliver it all. Jeff Moffitt

Launch Your Message: Media Convergence in Student Publications

WEL 2.246
The presentation will focus on the importance of an online presence in student publications in areas such as web streamed events, TV news packages for online sites, radio podcasts of news stories and traditional print journalism. Israel Mendez, Alexandria Willars, Christian Acevedo and Jesse Alvarado

How to be a Page Turner

PHR 2.110
Here's a seven-step plan for improving your yearbook. Concept, copy and design tips that won't blow your budget. Charla Harris

JEA National Convention

WEL 2.308
In 2012, Texas will host the National Scholastic Journalism Convention in San Antonio. Come find out how you can help make this the best convention ever. Pat Gathright and Rhonda Moore (advisers only)

So You Think You Want to be a TV Reporter?

WEL 2.312
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

The Coaching Method

WAG 214
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)

Tweeting for Work

PAI 4.42
This session will focus on how journalists can use social networks to gather information, have a conversation with their community and distribute their content. This session will be led by Robert Quigley, the former social media editor at the Austin American-Statesman who is now a professor of journalism at UT. Robert Quigley

Creating the Perfect Broadcast

WEL 1.308
This workshop will explore how to identify stories that can be told using text, video, audio, still photography, maps and other digital tools to publish a solid in-depth report for a website or blog. The workshop will also teach you how to use the right sources and avoid any plagiarism or misleading information. Amy Villarreal, Sarykarmen Rivera and Karla Leal

You Wanna Start Something?

WAG 420
Well then, write a decent lead, something clever and original and relevant and perhaps even interesting. This session will review the best and the worst of the lot. Bobby Hawthorne

Be an Action Hero

PAI 2.48
"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. Step out from behind that shadow and assume your true identity. Deanne Brown and Cindy Todd

The Future of News

PHR 2.114
How will reporters gather and disseminate news in the years to come? How will people consume news? Digital media has changed the news business and as technological innovation continues to advance, we will need smart, digitally competent story-tellers to keep a deliberative democracy well informed and thriving. Lewis Knight

Editorial Writing

WEL 2.224
OK, this session isn't that sexy. However, I will have candy to give you. If you need the basics on how to write an awesome editorial for your newspapers and web pages, you'll be here. And that whole candy deal. Pete LeBlanc

TSTV News and Sports Reporting

WEL 1.316
The directors and producers of TSTV's award winning news and sports department show you some of their best tv packages. They also talk about the educational value and job opportunities those departments have gotten them. Steven Zurita and TSTV producers

Keep it in Focus

PHR 2.108
Let your pictures do the talking. Tell a story with your sports images. Learn tricks of the trade and discover the best images are not always on the playing field. J. Patric Schneider
Diving Deep
WAG 214
Don’t settle for old news in your newspaper. Don’t settle for the obvious quotes and obvious coverage. Learn how to go deep and add depth to your reporting and interviewing. Janet Elbom and editors

The Power of Light
PAI 4.42
Amazing. Exciting. Enthralling. Are these words that describe your photographs? They could if you learn to harness the power of light in your images in the same way that master artists have learned to work with oil, watercolor or stone. Learn to see light in a whole new way. Mark Murray

Redesign: A Publication Reborn!
WAG 207
It starts with a desire to freshen up the old standbys. By the end, you’ve given birth to a stellar new publication. We dismantle your publication and rebuild it as something amazing. Tons of examples! Highly interactive Q&A! Newbies, veteran designers and advisers will learn what it takes to redesign! Attend all three sessions for a chance to win some cool design prizes. Scott Ladd

240 Blank Pages – What to Do?
WEL 2.308
Join the adviser and editors from Pine Tree High School for a panel discussion about how to create a star-quality yearbook. The Buccaneer has won seven consecutive years of ILPC Star Awards, so come with your questions, and we will give you our opinions of what has helped our staff produce journalistically sound yearbooks year after year. Susan Duncan

Now. Not Later.
WEL 3.502
Spring is in the air. Senioritis has set in. Everyone, including the adviser is ready for the final bell to ring. But wait. What you do now can have a huge impact on next year. Let’s talk about and share must-do’s that can make going back to school in the fall easier. Jeff Moffitt (yb advisers)

Packaging Visual Data
WEL 1.308
Move beyond quote boxes that tell your readers that Jake loves his team, bio boxes that go no deeper that Desiree’s favorite color and top 5 lists that tell why a beaker is Andy’s favorite item to use in science class. Discover how the works of data visualization artists can be manipulated to enhance your yearbook. Rebecca Plumley

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. And get tips on avoiding cop-out leads that turn readers off. David Knight

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? Let’s discuss these issues. They’re important. For you, for mass media and for democracy. Scott Winter

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. John Moore

You Tube Parables
GEA 105
Use our favorite YouTube videos for lesson starters. You’re guaranteed to look cool and hip to all your students. Advisers only. Lori Oglesbee and Alyssa Boehringer

Mixing Media
PAI 2.48
Adding audio and video to your stills can make a tremendous contribution to your story by bringing your audience into closer contact with your subjects. This session will cover the tools and techniques you need to effectively mix your media. James Kenney

Stop the Bullying!
WEL 2.312
I’ve never liked being told what to do, and if you’re reading this, you probably don’t either. Don’t let yourself be bullied out of pursuing a good story and don’t miss out on a good story just because you were afraid. Learn how to conquer your fears and find the fearless journalist lurking inside of you. Carol Richardsmeier

Muscular Development
WAG 420
Tips on taking your writing — newspaper, yearbook, college entrance essay, love letters to Snooki, whatever — from wussy to weapons-grade. Bobby Hawthorne

Keeping the Production of Broadcast News Productive
WEL 2.304
Do you want to begin a broadcast news program at your school? Consider joining this session and find ways to get the job done. If you already teach a broadcast class but seem to be burning the candle at both ends, discover some organizational steps to make life easier. Tracy Shea

Digital Democracy
PHR 2.114
How social media and mobile communication media will change the way we “use” news to advance ourselves personally, professionally and societally. Lewis Knight

Writing for the Web
WEL 2.224
Students are not on the web to read, right? However, this session will show you different ways and styles of writing that will save you time and up your online newspaper’s readership. Leland Mallett

Toddlers in Leg Irons
WEL 2.246
News flash! Texans tend to make a big deal about sports in Texas. So why do we have so many lame high school sports sections? Rookies and veterans, swing by here for help. Corey Hale

Can They Do That in a High School Paper?
PAI 3.02
Explore how to responsibly and effectively fight the attacks of administrators who try to limit your First Amendment rights. Hazelwood does not give administrators absolute right to censor on a whim. Learn how one staff 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 Great Feature Hunt
PHR 2.108
Spice up those feature photos for your publication. Learn how to turn simple assignments into front-page award winners. Patric Schneider

TSTV’s Entertainment Reporting
WEL 1.316
The producers of the many entertainment shows at TSTV talk about some of their favorite interviews and events they’ve covered in the realms of movies, music, video games, and more! They also talk about what makes a great celebrity interview. Steven Zurita and producers
Feature Writing 101

WEL 1.308

Don’t consider yourself a writer? Learn writing exercises, interviewing techniques and the feature writing structure to help you produce compelling stories about individuals in your school. Rebecca Plumley

Move out of Hatersville

WEL 1.316

Experiencing staff strike? If drama and daily trauma are keeping your staff from reaching its full potential, come learn student-based techniques to refocus for this year or revamp next year. Paula Adamek and Julie Marshall

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

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

Simple but Effective

PAI 2.48

Shoot clean and your pictures will stand out from all the rest. Come learn how the application of just a few compositional guidelines can transform your photography. James Kenney

Online News

WEL 2.304

This session includes a discussion on how the First Amendment applies to several aspects of online communication including online publishers, interactivity, user-generated content, defamation, privacy and copyright. Jim Hemphill

No Excuses

WAG 420

Your coverage is weak. Your writing is bad. Why? Powerful writing and solid coverage cost no more than weak writing and limp coverage. It all depends on how hard you’re willing to work. Bobby Hawthorne

Give Me a Break: How to Break into Journalism

WEL 2.312

What do high school students need to know about breaking into journalism — new media, broadcast or good old print? The session will be an opportunity to get tips from professionals and students in all fields of journalism and to ask questions about their work, choosing the right college, deciding on a major, participating in student media, internship programs and more. Erin Mulvaney, Iz Perez, Jason Remmert, Natasha Verma, Benjamin Wermund and Michael R. Whitney

EPIC Journalism

WAG 214

It’s pretty easy to define epic journalism. It’s a little harder to get there. Mark Newton

Launching a Website

PAI 4.42

This session will examine the different options for a newspaper that is looking to launch a website, including hosting options, software requirements, staffing suggestions, mobile options and more. Jerry Fordyce

Telling a Story Through Your Lens

PHR 2.108

Turn those simple snapshots into powerful story telling images. Learn how to cover an event and bring back a collection of photos that tell the story from beginning to end. Patric Schneider

The Theater of the Mind

WEL 2.256

Discover why radio has been called “the theater of the mind.” In this session we’ll discuss what is distinct and powerful about radio in comparison to other forms of mass media, as well as the direction radio is headed in the digital age. Lucia Duncan
The Story of LearnTV
WAG 101
Find out how one student television station produces more than 200 30-minute shows each school year — and shares them with 20,000 viewers. David Knight

Read It and Weep . . . and Laugh and Remember
WAG 201
Writing yearbook copy that makes the story of the year come alive for your readers is just as important as beautiful design. Get some tips on telling great stories. Charla Harris

The Future of Scholastic Journalism
WEL 2.246
Scholastic journalism may be at a crossroads but we’re going to take the right road. Mark Newton (advisers only)

Sports Ain’t About the Games
WEL 1.316
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. Scott Winter

It’s All in the Opening
WEL 2.224
Any professional advertiser knows concept copy must be created that fits the message — and so should a good yearbook staff. Yet many staffs struggle in this area, writing the same, stale narrative that has driven the yearbook medium for decades. Come see how professionals thoughtfully marry copy to concept and come away with some learnable, knowable techniques that have helped leading yearbook staffs go beyond the narrative. Pete LeBlanc

A Word is Worth a Thousand Pictures
PAI 2.48
Well, it would have to be a special word, but words in captions are critical to the success of telling the complete story about your subject. In this session you will learn how to write meaningful captions to go with your meaningful pictures. James Kenney

What Are Journalists For?
WEL 2.308
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

It’s Sensitive
WAG 420
In that session learn about one staff’s experience covering sensitive issues at the school and how to work with family, hospitals and others involved to get the best story for your audience. James Rich

Back to the Basics
WCH 1.120
Tired of seeing fuzzy, dark sports photographs in your publications? Using the right equipment and camera settings makes 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

Through my Eyes
PAI 3.02
After applying to be an intern with the Clinton Foundation, I moved to a state I had never been to and an apartment sight unseen. This whirlwind experience allowed me to take pictures of President Clinton at the 76th Annual LULAC National Conference and the City Year CYZYG. Each day at the office was a new experience that allowed me to meet people from the United Nations and dignitaries from around the world. Sara Gonzales

Environmental Portraits
PAI 4.42
A portrait can be more than just a likeness of a person. Expand your options for your newspaper, yearbook or literary magazine by incorporating portraits that do more than show what the person looks like. Mark Murray

Laugh Responsibly
GEA 105
Satire can lift the sophistication of your publication/production. Humor can be the best medicine when directed toward an end with a distinct purpose in mind. (Not responsible for loss of bladder control during session) Lori Oglesbee

0 Christmas Tree...
WEL 1.308
Push your writing beyond the inverted pyramid, and discover the power of dynamic tension with a simple but effective story structure. Corey Hale

Intermediate InDesign
WEL 2.256
Come learn tips and tricks to improve your speed and ability for designing the newspaper and yearbook. This session is not for InDesign beginners. Laura Negri and Hal Schmidt

Web 101
WAG 214
Ready to start your online newspaper? Have you just launched? This session is for beginners. Bring questions and learn tricks to get an online news website up and running. Leland Mallett
Photography Portfolio Basics
PAI 4.42
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

Week by Week Yearbooking
WAG 101
How to fully yearbook chronologically without losing your mind. Get a few tips and tricks on moving into a fully chronological, weekly yearbook from the adviser and staff at Central High School. After much trial and error we’ve found a few ways to make weekly coverage easier through organization, planning and using your nose for news. Let us show you how to get more kids in the book, cover nearly every event in your school and make better use of your space. Natalie Brown

Buzz Wrong
PAI 3.02
Have you ever felt that you can't do anything right in your first year as an adviser? For anyone who is new to advising, there is so much to learn, and for many of us it's hard to even know where to begin. Come join me and let's talk about how to survive your first year. Sara Gonzales (advisers only)

Investigative Reporting
WEL 1.308
It's not just for the Washington Post. Learn how to ask questions and get answers to the things you care about. Andrea Ball

Woof. Woof. Being a Newshound
WEL 2.246
Finding stories for your publication or broadcast is easy. Finding good stories is a little harder. But a newshound can find amazing stories. Mark Murray

Getting Your Start
WAG 201
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

Setting the Tone
PAI 2.48
OK, you’ve made a nice picture, but in order for everyone else to see how nice it is you have to do a little work in Photoshop. This session will cover the basics of processing your images in the RAW workspace in Photoshop, as well as using Levels and Curves, to make your images shine in your publication. James Kenney

Basics of Libel Law
WEL 2.308
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

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 shooting the effects of the drug wars in Mexico. John Moore

The Multimedia Journalist
WEL 3.302
The days of sitting behind a typewriter and hammering out a long story are gone. Today’s journalists are expected to be able to shoot good photos, video, use social media and even record podcasts. Robert Quigley

The Writing Lab
WEL 2.224
Tired of the same old, space-filling drivel in your newspapers and yearbooks? If so, check out this session. You’ll learn some tangible techniques to not only improve your writing skills, but also pick up some behind-the-scenes tips and tricks in your story approach to help you write copy that will create emotional responses among your readers. Pete LeBlanc

My Ethics Ain’t Your Ethics
WEL 1.316
Your ethical decisions determine who you are as a publication. And if you’re not running into any ethical dilemmas, you’re not doing journalism right. We’ll talk right and wrong through some sexy case studies. Scott Winter

Apps for Publications
WEL 2.256
Come hear about fascinating and useful apps for your publications. The presenters also will show you things you can do with your smartphone or electronic device to improve your publications. Laura Negri and Hal Schmidt

Now What?
WAG 214
You’ve launched your online paper, but now it’s become stale and no one reads it, right? Learn what you can do for workflow, story ideas, coverage and more to boost your readership and make producing an online newspaper fun again. Leland Mallett

How to Be Funny - The Right Way
GEA 105
“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 Boehringer

Web Publishing & Online Journalism
WEL 2.312
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

Finding Your Voice
WAG 420
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
JAMES KENNEY

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. He is currently on sabbatical working on several projects, including a project in Haiti for IVUmed, a nonprofit medical organization.

Kenney was a photographer and photography editor for newspapers in Las Vegas, Nev., 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 awards in the Kentucky Newspaper Photographers Association's Photographer of the Year contests in 2010 and 2011. 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.

DAVID KNIGHT

David Knight is the public information director for Lancaster County School District in South Carolina, and he teaches two broadcast journalism courses. He has advised newspapers at the high school and middle school level and a high school literary-arts magazine. He's been presenting at ILPC longer than he can remember. He also teaches summer workshops all over the country including the Gloria Shields Workshop in Dallas. David has won a few awards, but he failed to put them in his bio.

PETE LEBLANC

Pete LeBlanc is in his 19th year of teaching and advising. He is currently in his fourth year at Antelope High School in Northern California where he advises the Titanium yearbook, The Titan Times newspaper and the Channel 5 Titan TV news. Yearbook and newspaper students there have won Gold Crowns from CSPA and Pacemakers from NSPA.

JOHN MOORE

John Moore is a senior staff photographer for Getty Images, based in New York City. Moore is from Irving, Texas, 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. He was 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 from many of the world's major photographic organizations, 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.

MARK NEWTON

Mark Newton, the current president of the Journalism Education Association, teaches journalism at Mountain Vista High School in Highlands Ranch, Colorado and advises the award-winning The Eagle Eye newspaper, VistaNow.org website and Aerie yearbook. When he was the adviser at Grand Junction High School, The Orange & Black was consistently named the best large-school newspaper in Colorado by the Colorado High School Press Association. The paper was inducted into the National Scholastic Press Association Hall of Fame in 2003. He also is an instructor at the ILPC Summer Workshop.

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.

NOT from around here...
Christian Acevedo is a junior at Texas A&M University-Kingsville. Acevedo is pursuing a degree in journalism with a minor in film studies and theatre, and currently serves as the producer for the Javelina Broadcast Network.

Paula Adamek teaches journalism and junior English and is a counselor at Yoakum High School. She advises 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.

Jesse Alvarado is a graduating senior at Texas A&M University-Kingsville. Alvarado will be receiving a degree in communications with an emphasis in radio and television, and currently works as an orientation leader and guide at the Office of Student Admissions.

Sama’an Ashrawi is a senior film student at UT. He was raised in Cypress, a northwest Houston suburb. While attending Cy-Fair High School, he was an award-winning journalist for the school newspaper. Though he served as the paper’s sports editor, his true passion has always been music. Now the Entertainment Director for Texas Student TV, Sama’an has spent two years networking in the music industry, and has interviewed many Grammy-award-winning, multi-platinum-selling musicians. The highlight of his career has been developing a working relationship with legendary Houston rapper and Rice University professor, Bun B (who inducted Sama’an into his close circle of Trill Gladiators).

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 NSPA’s Pioneer Award honors.

Andrea Ball has been a newspaper reporter for 19 years, working in New York, North Carolina and Texas. She is currently the social services reporter at the Austin American-Statesman. This year from the Texas Associated Press Managing Editors organization, Ball received third place in the Star Investigative Report of the year for exclusive reporting that revealed sex abuse and patient safety issues at state-run hospitals. She has three dogs, two kids and recently gained three pounds from eating too many Girl Scout cookies.

Patrick Beach is a general assignment reporter for the Austin American-Statesman. Before that, he was music critic for The Des Moines Register for more than five years before being run out of town by angry Neil Diamond fans. He lives in Austin.

A simple video technology class in high school was all it took to make Elizabeth Blancas realize that she wanted to make videos. As she continued to pursue this field, she came to love video editing. Now, she enjoys exploring the music scene in Austin as she films concerts and edits the videos of the bands. She currently writes for Austin Vida, a Latin cultural magazine, is a producer for Austin Underground and will be finishing up her degrees in Radio-TV-Film and Multimedia Journalism at the University of Texas at Austin.

Alyssa Boehringer (who recently got married) 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. Her students’ work is available online at manonestreamnews.com.

Deanne Brown has advised The Featherbutter newsmagazine and taught photojournalism at Westlake High School in Austin for 25 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 Award in 2002, a TAJE Trailblazer Award in 2005 and is an officer in the Association of Texas Photography Instructors.

Natalie Brown is in her fourth year as an adviser for the newspaper, broadcast and yearbook programs at Central High in Keller. She is a graduate of Ole Miss and worked as a reporter and editor for Star News and Southern Living Magazine, among others, before deciding that teaching high school would be just as fun. Last year she received both her CJE and a Rising Star Award from JEA, and this year she was named as Central High’s Teacher of the Year and a top ten finalist for KISD’s district Teacher of the Year. This summer, she’ll join the teaching staff of Jostens Summer Journalism Workshop in Denton.

Matthew Connolly is currently the newspaper and yearbook adviser at Connally High School in Pflugerville. Yes, he shares the same name as the school but not the same spelling. He is the former student media adviser at Austin Community College where he shamelessly lured students that he taught in high school onto his staff. He also 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.

Lucia Duncan is a filmmaker and radio producer/reporter based in Austin. She has directed films in the U.S., Mexico and Brazil about topics such as labor, immigration, tourism, culture and the environment. Her films have screened at festivals worldwide and have received awards from the Angeles Student Film Festival, International Documentary Association, CINE and the International Labor Communications Association. Included among her clients are the Service Employees International Union (SEIU), the Latino Economic Development Corporation and the Environmental Defense Fund. Her radio stories have aired on the Austin NPR station KUT-FM and been distributed on PRX. As a Fullbright Fellow in Brazil, Lucia taught video production to indigenous youth for Vídeo in the Villages. She has also taught video and radio production in Washington D.C. and Austin. She has a BA in Development Studies and Portuguese/Brazilian Studies from Brown University and an MFA in Film Production from the University of Texas at Austin.

Susan Duncan has advised publications for 24 years and is currently the adviser of the Buccaneer and Cutlass staffs at Pine Tree High School in Longview. The Buccaneer has won seven consecutive star awards and several other state and national awards. Duncan is President 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. She was also one of the charter class of ASNE fellows in 2001.

Janet Elbom advises both newspaper and yearbook at Liberal Arts and Science Academy High School in Austin. Her publications have garnered Stars, Crowns and Pacemakers over the years. Elbom has been a recipient of the ILPC Max Haddick Teacher of the Year Award, Edith Fox King Award, Texas Legend Award, Texas Press Women's State Teacher of the Year Award, Dow Jones Newspaper Distinguished and Special Recognition Adviser and JEA's Lifetime Achievement Award. She served as president of the Texas Association of Journalism Educators and has been a member of the Reynolds Institute sponsored by ASNE for the last 10 years.

Kelsi Fleming is a junior in the University of Texas Radio-Television-Film. She assisted produced and now co-produces Sneak Peek at TSTV. She has interviewed Jody Foster and Anton Yelchin for The Beaver, Jess Whedon for Cabin in the Woods, and Minnie Driver.

Jerry Fordyce teaches newspaper (print and online), yearbook, journalism, photojournalism and broadcast journalism at Tomball High School. Prior to teaching, he spent 20 years in the media as a writer and editor, including the Houston Post, Fort Worth Star-Telegram, Palm Beach Post and CBSSports.com, where he was the assistant managing editor.

Dave Garlock, a senior lecturer and head of the Magazine Program in the School of Journalism at the University of Texas, has been on the UT faculty since 1989, teaching a wide variety of magazine writing, reporting and management classes. He is advisor for the campus magazine, ORANGE. Before that, Garlock was a Texas-based independent magazine consultant and publisher. His career also includes a 10-year stint as vice president and editorial director in New York for Executive Business Media, an international publishing firm, specializing in a wide variety of business-to-business, niche, specialty and targeted consumer magazines. He is the editor of the book, America's Best Writing: Pulitzer Prize Feature Stories (second edition) and co-author of News Writing by The Texas Quartet. He is also a contributor to newspapers and magazines, having sold stories to the Austin American-Statesman, Associated Press, Texas Monthly, Southern Living, Texas Highways and Advertising Age.

For the past six years, Pat Gathright 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/
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Texas. Recently, she earned a second master's of education in educational leadership from Lamar University while raising two beautiful daughters, Melanie and Michele, and of course, a great cat, Tux.

Julie Marshall has been passionately supporting yearbook staffs and advisers for the past 17 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.

After accidently 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 their 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 Texas Association of Journalism Educators' board and was honored with the Texas’ Edith Fox King Award and Legacy High School’s Teacher of the Year in 2010.

Israel Mendez is a senior at Texas A&M University-Kingsville. Mendez is pursing a degree in journalism with a minor in Spanish and currently serves as director of the Javelina Broadcast Network as well as a reporter for the South Texas Newspaper.

While at the University of Texas, Stephanie Meza discovered her passion for photojournalism and videography. Stephanie has previously worked as a reporter at The Tribune Newspapers in Humble, Texas, a freelance photographer at The Houston Press, and as a reporter and photographer at The Daily Texan. She currently serves as editor of SMAG, her online entertainment magazine; associate producer for Austin Underground, a TV show on TSTV and editor for Latinitas magazine.

Jeff Moffitt is Ballfour’s Key Account/Education Manager. Prior to joining Ballfour, Jeff advised The Oracle newspaper and The Torch yearbook at Olympia High School in Orlando, Florida. He is a National Board Certified teacher in Career and Technical Education and is a Master Journalism Educator. In the 10 years he has been an adviser, his students have won multiple state and national awards. He was Olympia High School’s Teacher of the Year in 2007. The Journalism Education Association honored him as a Special Recognition Adviser in 2010 and he was a Rising Star in 2006.

Rhonda Moore has taught journalism for 27 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’s Silver Crown and ILPC’s Silver and Bronze Stars. She is the executive director of the Texas Association of Journalism. In 2008, Rhonda was a CSPA Gold Key recipient.

Erin Mulvaney is a reporter for the Houston Chronicle. She also worked (and interned) in the Austin bureau of the Dallas Morning News covering the Texas Legislature, and before that was a reporter and editor at The Daily Texan. She’s a 2010 UT grad.

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.atpi.org). He is a recipient of JEA’s Medal of Merit, CSPA’s Gold Key, NSPAA’s Pioneer Award, TAJE’s Trailblazer Award, ATPS’s Star of Texas Award and is an Adobe Education Leader. In 2012, CSPA awarded him with the Joseph M. Murphy Award, for exemplary service to the association.

Laura K. Negri was forced to take journalism by her older sister, who was editor of the high school paper. Her journalism teacher made it her mission to destroy any vestige of shyness by making Laura interview the district superintendent and other intimidating people. Those lessons, while traumatic, stuck with her through four years at the University of Texas at Austin, where she interned with Texas Architect magazine. After graduation, she moved to a small town in East Texas and worked as a reporter, photographer, page designer and sportswriter for a tiny bi-weekly newspaper. Eventually Laura went back to school to get a teaching certificate and started advising the high school newspaper and yearbook in that small town; she was tackled on the sidelines by a football player while demonstrating sports photography at her first game as a journalism adviser. Eleven years ago, she landed in Houston, at Texas’ strangest little high school, where she advises the yearbook, newspaper and morning announcements and teaches whatever technology courses they put on her schedule. She is the author of Scholastic Yearbook from Teaching/Point.

Sarah Neve grew up in Austin and has been studying journalism here for the past decade. She was in journalism all four years of high school and attended ILPC every year. She also stayed in the dorms for the summer workshops and competed in all the UIL contests. After graduating, she spent three years as editor of the Accent newspaper at Austin Community College. She is now the Managing Editor at UWeekly Austin, where she is in charge of, among many other things, hiring freelance writers and interns.

Lori Oglesbee has advised publications for 29@56% years and was the 2009 JEA Yearbook Adviser of the Year. She advises The Lion at McKinney High School, which has won The Lone Star Award, 13 Stars, seven Pacemakers, nine Crowns and has been inducted into the NSPA Hall of Fame. She also co-advises the NHS online news website www.manasseamountnews.com. She thinks she is still married (though she hasn’t seen him much during yearbook deadline) and has the world’s most intelligent dog, Sophie. Recently, she was named Morgan Tate’s favorite person in the world.

Iz Perez graduates next month; he’s studying multimedia at the UI School of Journalism. A former news director of the campus radio station, he’s now interning at Texas Co-Op Power magazine. He plans a career in public relations and communications.

Tracy Perez Shea has been a teacher for eight years. She has taught at the junior high, elementary and high school levels. Currently, she is an A/V Technology teacher at Alvarado High School, south of Fort Worth. She specializes in teaching Premiere, Photoshop, Illustrator and Dreamweaver. Prior to being a technology teacher, she taught English. She earned her bachelor’s degree in Interdisciplinary Studies at the University of Texas at Arlington and masters at Tarleton State University in Curriculum and Instruction. In addition, she is the new editor of the Texas Technology and Engineering Educators Journal.

Embracing her inner weirdness, Rebecca Plumley left North Texas to start teaching yearbook and newspaper in the Austin area. In her two years at Stony Point High School in Round Rock, her students have been named UIL District Champions twice, received best in show newspaper at TAJE and earned CSPA Gold Circle Awards for both publications.

Wayna C. Polk has been involved with high school publications since she was a sophomore at Brownfield High School. She fell in love with telling other people’s stories and followed that into a career as a high school publications adviser at Abilene High School. Advising the award winning yearbook, The Flashlight, for 28 years, Wayna also advised the newspaper, broadcast and video yearbook. The Flashlight was one of the first texas yearbooks inducted into NSPAA’s Hall of Fame and her students have won hundreds of state, regional and national awards through the years. She has been recognized by ILPC as a Texas Legend in scholastic journalism, as the Max Haddick Teacher of the Year and as a recipient of the Edith Fox King Award. Wayna has also received NSPAA’s Pioneer Award and has been honored with JEA’s Special Recognition and Distinguished Adviser awards. CSPA has also recognized her with the Gold Key. Since her retirement from public education, she teaches publication workshops all over the country. Wayna serves as the South Central Regional Director for JEA and is the committee chair for JEA’s Journalist of the Year. She received her Master Journalism Education certification in Seattle.

Robert Quigley, a senior lecturer who focuses on new media, is a 16-year veteran of the print journalism industry. In the last few years of his newspaper career, he helped the Austin American-Statesman reach national prominence with its use of new media and social media. Quigley started as a sports writer at The (Nacodoches) Daily Sentinel in 1995. He joined the Austin American-Statesman as a page designer and copy editor in 1998. He won several Texas APME and Society of Newspaper Design awards as a copy editor and page designer. He became assistant news editor in 2001. In 2007, he was named the paper’s first-ever Internet editor. In 2009, he became one of the first social media editors in the world, overseeing the Statesman’s industry-leading social efforts. In 2010, the Statesman won a first place Texas APME award for the coverage of the Fort Hood shootings, and Quigley’s use of social media was singled out by the judges. In 2011, the Statesman won another first place award, this time for a plane crash into an IRS building in Austin. Again, Quigley’s use of social media made the judges’ comments.

In 2012, Quigley became a founder of ONA Austin, a local branch of the Online News Association. The group promotes excellence in online journalism. ONA Austin is unique in that it brings together mainstream journalists, bloggers and the tech community. Quigley, originally from Scottsville, N.Y., has lived in Texas since he was 18.
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Stephen “Smiles” Ramirtha is a third-year Public Relations major and has worked with Videogame Hour Live since the fall of 2010. VGH has been a great learning experience for him because it’s taught him the challenge of promoting content online and help improve his writing skills. And of course, he loves video games! His favorite series is Pokemon and in Red, he started off with a Bulbasaur.

Michael Reeves teaches at Akins High School in Austin. His courses include Newspaper, Graphic Design and Illustration for Photopjournalism and Commercial Photography. Previously Reeves was part of the ownership group of three weekly newspapers based in California. He grew up in a newspaper family that owned and operated newspapers across the country. Reeves works in the field covering high school, junior college, NCAA Division I and professional sports, including the L.A. Raiders and Clippers. He operated in various roles from photographer, writer, photo editor, sports editor and general manager. His newspaper staff has won multiple state and national awards, including Stars, Tops in Texas, best in shows, and CSPA individual winners at various conventions and contests. Reeves recently re-certified as a Career and Technology teacher and is excited about the changes to his program and for his students.

Jason Remmert is a senior studying broadcast journalism at UT. He hopes to go into sports radio, and for the past few years he’s done radio play-by-play covering high school basketball games for his hometown, Liberty Hill.

James Rich is the adviser of Panther Prints at Duncanville High School. During his 13 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.

Carol Richtsmeier advises the Panther Pride newspaper and Panther Scream yearbook at Midlothian HS. She is the author of How to Lose Your Self of Steam & Other Teaching Lessons I Never Learned From Professional Development. Richtsmeier blogs about journalism and education issues. Her blog–mybellringers.blogspot.com– has been recognized as one of the best education blogs by the Washington Post and the London Times education site. In 2005, she became the first teacher to receive the national Courage in Student Journalism Award from the national Newsseum, Student Press Law Center and National Scholastic Press Association. In 2002, she was named the Max Haddick Teacher of the Year. She also has been named as a Special Recognition Adviser (2002) and a Distinguished Adviser (2009) by the Dow Jones Newspaper Fund. She also serves on the Gloria Shields All-American Publications Workshop Committee. Eight years ago, she worked as a police beat reporter for The Dallas Morning News and the Amarillo Globe–News. Her students and publications have won top local, state and national awards.

Sarykarmen Rivera joined the Telemundo Austin/KEYE TV team in July 2011 as anchor of the Telemundo 5 p.m. and 10 p.m. newscasts. She comes from Orlando, Florida where she reported and was the weekend anchor at a 24-hour local news channel. She also reported for Telemundo Orlando where she participated from day one in the case against Casey Anthony: Rivera was born and raised in Guayama, (“El Pueblo Brujo” or “Witch Town”) Puerto Rico. While attending college at the University of South Florida in Tampa, she earned an internship at WVEA, Univision Tampa. After graduating USF with honors, Rivera was officially hired in 2004 as a full-time reporter. She covered such notable cases as the infamous “Band Aid Bandit,” Terri Schiavo and the murder of Jessica Lunsford.

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In 2005, Rivera broadened her broadcast career as part of the launch team for Tampa’s first and only FM Hispanic radio station WYYU La Nueva 92.5 (today Maxima 92.5 FM) where worked on the morning show “El Traketeo.” Coming back to her first love of television, Rivera worked as an Associate Producer for WITS, the ABC affiliate in Tampa before returning to her favorite position as a reporter at Telemundo Orlando. Rivera’s honors include a nomination for an Idolo Award. She has also won a Premio Padi for Reporter of the Year 2008, Outstanding Women in Media and the Lion’s Club Media person of the year at her hometown Guayama, PR.

Kevin Robbins is a sports writer, columnist and blogger with the Austin American-Statesman, where he has been since 2000. He also has worked for newspapers in Kansas, Iowa, Missouri and Tennessee. He will join the faculty this fall at the University of Texas School of Journalism, where he will teach sports journalism.

Becca Rushworth is a junior Radio-Television-Film Major at the University of Texas and currently holds the position of Sports Director at Texas Student Television, the nation’s only FCC-licensed entirely student run station. Through TSTV, Becca has had the opportunity to shoot at the 2009 BCS National Championship as a freshman and be a Production Assistant at Superbowl XLV. She won first place in Region 8 Best TV Sports Photography for football highlights from 2011 Texas vs. Texas Tech for Society of Professional Journalists. She hopes to work in sports television production.

Mariel Salcedo is a second year Radio-Television and Film Production major at the College of Communication at UT who is also pursuing certification through the Business Foundations Program. She’s volunteered with TSTV for one year, and has been working with Sneak Peek for the same amount of time. Some past interviews that she’s done include Roland Emmerich for Anonymous, Gabrielle Union for In Our Nature, and Jonah Hill and Channing Tatum for 21 Jump Street.

Hal Schmidt is an InDesign guru. He is a yearbook representative for Taylor Publishing Company. He has been working with yearbook staffs for over 20 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 15 years.

Patric Schneider graduated in 2002 from Texas A&M University with a degree in Journalism and a minor in Business Administration. Since graduating, he has been actively employed as a photojournalist having worked for newspapers in College Station, Georgetown, Austin and Houston. His work has been seen nationally in such publications as Sports Illustrated and the Sporting News Magazine. He has covered many national events from the Final Four to the Little League World Series. Patric is currently the owner of J. Patric Schneider Photography LLC, which specializes, in editorial photography on a daily basis for such clients as the Houston Chronicle.

Jon Scott is a sophomore broadcast journalism major at the University of Texas. He is the Assistant News Director at Texas Student Television. He helps oversee two news shows, KVR News and Good Morning Texas. He also is a member of the Lake Travis High School production team, which films games, produces and edits together a documentary of Lake Travis football. This summer he is interning at KXAN as a Sports Intern.

Natasha Smith is a junior at UT and a senior designer at The Daily Texan. She was the editor-in-chief of her high school newspaper, The Liberator, and yearbook, Stetson.

Edward Stockwell is a freshman at The University of Texas at Austin. He's been a part of TSTV since his first semester and is currently a volunteer on the show, Sneak Peek, which deals with entertainment news, movie reviews and interviews.

Cindy Todd advises the El Paisano yearbook and teaches photography at Westlake High School in Austin. Her students’ publications have earned top awards from TAJE, ILPC, CSPNA and NSPA. Todd was named a Distinguished Yearbook Adviser by the Journalism Education Association and is a recipient of the Ethel Fox King and Max R. Haddick Teacher of the Year awards.

Lisa Van Etta has been teaching journalism for 32 years, the past 17 at Ly’Falls High School. She advises both the yearbook and the newspaper.

Natasha Verma produced, hosted, and helped start the show Good Morning Texas on Texas Student Television. She graduates from the Journalism School next month. In the fall she begins studying at Columbia University’s Graduate School of Journalism in New York City.

Amy Villarreal, the VP & GM KEYE TV Telelendo Austin, was born and raised in Texas. She is very proud of her “T” Chromosome. She studied at The University of Texas at Austin and obtained a BA in Economics. After college, she worked in finance. When she and her husband moved to McAllen she started her career in television. She started as a temporary sales assistant in a satellite sales office and in four years worked her way to General Manager. At 29, she took over her first NBC station. Six years later, she moved to Austin to be station manager and then General Manager of the CBS O&B station KEYE-TV. She has been in Austin for seven years and truly loves this business, this station and this staff. She is an active board member of the Texas Association of Broadcasters, Texas Broadcast Education Foundation, The Briscoe Center of American History at the University of Texas and Texas Student Media at the University of Texas.

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 WBOI 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, KXAN photojournalist Nathan West (who she also works with every morning on Austin News Today) and her two-year-old son, Asher.

Benjamin Wermund was studying journalism at UT just a year ago, where he was managing editor of The Daily Texan. Several years before that he was an editor of his high school paper. Now, he’s a reporter for the Austin American-Statesman.

Michael R. Whitney was a senior broadcast producer at CBS News for 20 years, some of them producing “60 Minutes” and the “CBS Evening News.” He’s been teaching News Media Writing and Editing at UT’s Journalism School since 2006. Back in the day, he was editor of his high school newspaper, and his college paper too.

Alexandria Willars is a sophomore at Texas A&M University-Kingsville. Willars is pursuing a degree in speech communications with an emphasis in radio and television, and currently serves as the music director for KTAI 91.1 FM.

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.

Steven Zurita has been making movies since middle school. After coming to The University of Texas at Austin he immediately enrolled in Texas Student Television and worked on as many shows as he could. He quickly became one of the producers of Videogame Hour Live and held that position for a few years before starting a new spinoff show, Carrio Breakers, based on his stories from VGHL. In 2011 the Texas Student Media Board elected him to be the station manager and he’s been serving in that position in the year since. After TSTV and graduation he’ll be moving to Los Angeles to get into the film industry and start his own production company.