Interscholastic League Press Conference

SPRING CONVENTION

April 28-29, 2012
The University of Texas at Austin
Opportunities, adventure and more

We've got it all... a new adventure. A challenge. That is how I want you to look at the 85th annual ILPC 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 second year in a row, 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 to help you navigate the campus, and look for our interns to guide you.

They will be the UT students outside Welch sporting the blue tie-dye T-shirts. 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 85 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 85 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 T. Thompson, a 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 League, 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 Vonderheide 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.

Angela Ross

We lost one of our own this year. Angela Ross, the journalism teacher (and UIL coordinator) in Groesbeck, was killed in a motorcycle accident in March. She has been the Groesbeck HS journalism teacher/coach/adviser for the past two years and was at Mexia HS for many years before that. Please keep her family, friends and students in your thoughts as you attend the convention this weekend. Ross 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 McKenzie Wallesen, my intern, did a huge amount of hard work to make this convention a success. Bobby Hawthorne, former UIL academic director, and Randy Vonderheide, 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

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 85th 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 Breinbauer
UIL Executive Director

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.

TAFE will have coffee and pastries for advisers and presenters Sunday morning at 8:30 a.m. in WEL 2.304.

VISIT EXHIBITORS

Check out the exhibitors 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.

ATTENDANCE

We expect to host as many as 1,100 students and presenters Sunday morning at 8:30 a.m. in WEL 2.304.
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

T AJE 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.

More Important Stuff You Should Know

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.

The EXCHANGE ...
Share your school’s newspaper and pick up others at the EXCHANGE table in Welch main hallway.

What does it take to win?
Come find out.
The newspaper, photography and yearbook individual achievement award winners will be on display from 9 a.m. to 3 p.m. on Saturday ONLY. Yearbook winners are in Welch 3.266 and Newspaper winners are in Welch 3.260. Look for the signs. The exhibits will be removed Saturday afternoon, so stop by as quickly as possible. Please do not remove any entries.

TAJ 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.

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Tops in Texas
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This awards convocation should last no more than 30 minutes. Medals not received during the presentation will be mailed to schools after the convention.

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Keynote Speaker

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

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 WE’RE HERE FOR YOU!

With the best service, technology and training, Walsworth saves you time and money and helps you provide fantastic classroom instruction and produce an outstanding yearbook. Contact one of us today to learn more.
The Art of the Interview

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 larger 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

Are there 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 photography tool box. Pete LeBlanc

Americans at War

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, UK 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

PAI 2.750

Student publications should be doing the kinds of media that would be found on any other media. The kinds of stories that start movements in your hallway. We’ll look at some examples of journalists who are making a difference. Scott Winter

Where Did They Go?

PAI 3.808

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 tips on how to spot emerging trends, 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

Primitive Design

WEL 2.502

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 steps in between. Jeff Neffert

The Joy of — 2 HOUR SESSION

FM 1.00

Learn how to produce a professional photo portfolio. See examples and get ideas for next year. The new state JOY, Christian Rutschmeier, will be there to answer questions. Wayna Polk and Lisa Van Etta

Intermediate Photoshop

PAI 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

Facing the Portrait

PAI 2.48

Portraits grace the pages of every high school newspaper — writing, type presentation, design, photography, etc. — now comes the latest trend: portrait packaging. Don’t take your portrait packaging for granted. This session will open your eyes, transform your yearbook and put many of latest tools into your photo packaging tool box. Pete LeBlanc

Wayne St. Charles 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.

Pete LeBlanc

Keeping it in Perspective

WAG 214

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 (advisors only)

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Story Telling that Ain’t Boring

WAG 101

Advice from an expert on how to make your high school newspaper 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 PJEF. Michael R. Whitney

Design 101

WAG 101

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 the fundamentals are applied. Advisors 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.

Lori Oglesbee

The Story that Turned into a Book

WAG 1.302

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 redwood 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 it was just another story.

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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 interviewers. David Knight
What Not to Wear
GSA 105
I’ll take a few seconds and pick out what’s right and what’s wrong. Then I’ll give you all the new rules for your shopping list. Loni Gingles
The Middle East Revolution
WAG 1.308
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. Veterans designers will get new ideas. Newcomers can see where the basics come into play. Advisors will see what’s currently being done in the professional world. Tons of examples! Old-fashioned grid format at the end of the session! All three sessions for a chance to win some cool design prizes. Scott Ladd
We Deliver
WAG 2.502
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 detail. 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 Meffitt
Launch Your Message: Media Convergence in Student Publications
WAG 2.246
The presentation 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
How to be a Page Turner
PHR 2.730
Here’s a seven-step plan for improving your yearbook. Concept, copy and design tips that won’t blow your budget. Charlie Harris
JEA National Convention
WAG 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?
WAG 2.302
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 2.724
When reporters and editors aren’t on the same page, the results can be messy: uncoordinated 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
PHR 4.40
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
WAG 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 salable-in-depth report for a website or blog. The workshop will also teach you how to use the right source and avoid any plagiarism or misleading information. Amy Villarreal, Sarykarmen Riviera and Karla Leal
You Wanna Start Something?
WAG 4.20
Well then, write a decent load, something clever and original and relevant and perhaps even interesting. This session will review the best and forget worst of the lot. Bobby Hawthorne
Be an Action Hero
PHR 2.40
“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. Stop out from behind that shadow and assume your true identity. Deanne Brown and Cindy Todd
The Future of News
WAG 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 storytellers to keep a deliberative democracy well informed and thriving. Lewis Knight
Editorial Writing
WAG 3.204
OK, this session isn’t that easy. However, I will have candy to give you. If you need the basics on how to write an awesome editorial for your newspaper and web pages, you’re in the right session. And that whole candy deal. Pete Lellianc
TSTV News and Sports Reporting
WAG 1.306
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
How to use the right sources and avoid any plagiarism or misleading information. Amy Villarreal, Sarykarmen Riviera and Karla Leal
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What’s not to love? We love the covers, the paper, the fonts, the words, the pictures. Yeah, we breathe yearbooks. We’re Balfour!
To learn more visit balfour.com
See y’all in Austin!
20 Great Leads — and Some Bad Ones, Too
WEL 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 is a Journalism Degree?
PM 2.130
The industry doesn’t promise high pay or even a job. Are these compelling reasons to abandon journalism? Or can 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 1.130
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 healthcare system and the soaring unemployment that has left millions of Americans wondering if the American Dream is still a possibility. John Moore

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

Mixing Media
PA 2.122
Adding audio and video to your visuals 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’m not kidding. I tell you what to do. 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 Richtermeier

Muscular Development
WG 630
Tips on taking your writing — newspaper, yearbook, college entrance essay, love letters to Snooki, whatever — from waxy 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’ve 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
PM 2.114
How social media and mobile communication media will change the way we “see” news to advance ourselves personally, professionally and societally. Lewis Knight

Writing for the Web
WEL 2.214
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. Eilidh Mallett

Toddlers in Leg Irons
WEL 2.246
Newsflash! Texans tend to make a big deal about sports. So why don’t we have so many lame high school sports sections? Readers and veterans, swing by for help. Corey Hale

Can They do That in a High School Paper?
PM 1.130
Explore how to responsibly and effectively fight the actions of administrators who try to limit your First Amendment rights. Hawthwood 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
WEL 2.204
Space up those feature photos for your publication. Learn how to turn single assignments into front-page award winners. Patric Schneider

TSTV’s Entertainment Reporting
WEL 1.176
This province 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 Zanita and producers

Diving Deep
WNG 2.174
Don’t settle for bad 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 Elborn and editors

The Power of Light
PAS 4.42
Amazing. Exciting. Enthralling. Are these words that describe your photography? 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!
WNG 2.101
It starts with a desire to freshen up old school standbys. By the end, you’ve given birth to a freser new publication. We deconstruct your publication and rebuild it in something amazing. Tons of examples! Highly interactive! Q&A with Newsmakers, veteran designers and advisers will let you know 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?
WNG 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, ideas and we will give you our opinions of what has helped us win. Join the fun! Lori Oglesbee and Alyssa Boehringer

Packaging Vissual Data
ILA 1.308
Wow beyond quote boxes that tell your readers that Jake loves his team, his boss that go no deeper than Zanita’s favorite color and top 5 lists that tell why a beaker is favorite item to use in science class. Discover how the world of data visualization artists can be marquage that influences your yearbook. Rebecca Plumley
ILPC Convention • 2011-12

Whoever said:
"Experience is the Best Teacher"

must have been on the yearbook staff!

As if producing the book isn't enough
The Buck Stops Here
[We are a partner in balancing the books.]

Don't get it done right.
Get It Done Just Right
[Accuracy in all we do.]

You cannot stop time, but
We Can Really Help You
[We’ll save you time so you can have a life.]

Deliver the yearbook anytime, but
Let Them Relive Their Entire Lives 24/7
[We give you a RePlay It full-year guarantee.]

Our team believes that the best experience results in the best yearbook.
Sunday, April 29

The Story of LearnTV
WAG 1.248
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 1.241
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 page. Scott Winter

It’s All in the Opening
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 ISO make in low-light. Wade Kennedy

A Word is Worth a Thousand Pictures
PAI 2.48
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 you what the person looks like. Mark Murray

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 you 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

O 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 Reggi 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

Environmental Portraits
PAI 1.42
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 you what the person looks like. Mark Murray

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Week by Week Yearbooking
WAG 307
How to go fully chronological 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
PH 1.02
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 2.308
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 Newton

Getting Your Start
WAG 207
As an 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 the tips for successfully applying for internships or jobs. Sarah Neve

Setting the Tone
PH 2.346
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? Where 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 the globe-trotting photographer who recently returned from shooting the effects of the drug wars in Mexico. John Moore

The Multimedia Journalist
WEL 2.304
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 and social media, and even record podcasts. Robert Quigley

The Writing Lab
WEL 2.234
Tired of the same old, space-fling drone 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 2.316
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 case studies. Scott Winter

Apps for Publications
WCH 2.356
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. Leeland Mallett

How to Be Funny - The Right Way
GCA 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 2.302
We surf and stream for information on the web everyday. Dr. Jocie 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 origins of online journalism, the nature and the current trends of online journalism. Jocie Yang

Finding Your Voice
WAG 407
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 Halil-Coles

Britain’s New Press
WAG 340
Find out how newspapers are coping with the new digital age. Journalist Gadi Ben-Shalom will discuss the much-publicized British press inquiry into phone hacking and the public’s reaction to the phone hacking scandal. Gadi Ben-Shalom

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JAMES KENNEY
James H. Kenney received his undergraduate degree from California State University, Fresno, and his master’s degree at San Jose State University. He has taught at Western Kentucky University since 1995 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 2011. He is currently on sabbatical working on several projects, including a project in Haiti for IVNnews, a nonprofit medical organization.

Kenney was a photographer and graphic editor for newspapers in Las Vegas, Nev., before entering the teaching profession. He has spent his summers photographing projects in China, Thailand, Vietnam, 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 Photography 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 has 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 Glenn Shield 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 7th year of teaching and advising. He is currently in his fourth year at Amador High School in Northern California where he advises the Titan yearbook, The Titan Times newspaper and the Channel 33 Hams TV news. Yearbook and newspaper students there have won Gold Crowns from CSPA and inkers 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 World Press Photo for AP’s photo coverage of the war in Iraq. As a Getty staff, 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 Ace 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 enumerable acclaim. He’s the most 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.
They never believed in miracles until they walked on water.

When Baylor Engineering students visited West Pokot, Kenya, they found a destitute community divided by a river—a river that kept children from schools, fathers from markets and mothers from medical care. With bridging the Gap Africa, the Baylor team went above and beyond, building a 130-foot pedestrian bridge over the river, which saved villagers an estimated 2.4 million miles of walking. Abridging the Gap is just one of many unique volunteerism opportunities available to students. To learn more about Baylor visit: baylor.edu
Sessions brought to you by...
Julie Murchison has been passionately supporting yearbook staffs and advisers for over 15 years. Her background in business management in the corporate world prepared her for her current gig as an executive assistant and editor-in-chief to The Statesman. Currently, Julie leads in Austin and serves schools in West Texas, Oklahoma, Louisiana, Arkansas and New Mexico.

After successfully taking journalism as junior in high school, Leland Mallard has never been the same. He is the executive editor and founder of the newspaper/magazine Typeset at (illegible in handwriting) High School (Mansfield, Texas) since 2006. Leland is the 2004 Max R. Haddick Teacher of the Year and the 2007 Region 10 Superintendent’s Award. His journalism students have won numerous state and national awards for bis entire student newspaper and yearbook. His new passion is journalism and finding new ways for students to tell their stories in print and online. He has also served as the Texas Association of Journalism Educators’ Board and was honored with the Texas Association of Journalism Educators’ Board and was honored with the Texas Technology and Engineering Educators Journal. Recently, he earned a second master’s of education in Instructional Performance Improvement.

Erin Mulvaney is a senior at The American University—King’s College where she is pursuing a degree in journalism, minor in Spanish and currently serves as director of the Bowls Team at Duke University as well as a reporter for the Student Newspapers.

While at the University of Texas, Stephanie Meza discovered her passion for photography and journalism. Stephanie has previously worked as a reporter at The Rebel News Newspaper in Harlins, Texas, a freelance photographer at The Houston Press, and a reporter and photographer at The Daily Fossil. She currently serves as editor of SATW, her own entertainment magazine, associate producer for Austin Community College, a TV show of SXSW and editor for Latino Magazine.

Jeff Neft is a Key Bank’s Key Account/Editorial Attorney. Prior to joining Balfour, Jeff advised The Oracle, Austin’s online entertainment magazine; associate producer for Austin Community College. He operated in various roles from photographer, writer, editor, sportswriter and general manager. His newspaper staff has won multiple state and national awards, including the L.A. Raiders and Clippers. He operated in various roles from photographer, writer, editor, sportswriter and general manager. His newspaper staff has won multiple state and national awards, including the L.A. Raiders and Clippers.

Wayna C. Poole has been involved with both yearbook publications since she was a sophomore at Beverly Forest High School. She fell in love with the pens of some people’s stories followed the yearbook as a high school publications adviser at Beverly Forest High School. Advising the award-winning yearbook, The Flashlight, for 28 years, Wayna also advised the newspaper, broadside and yearbook. The Flashlight was one of the first yearbooks inducted into the NSPA Hall of Fame and her students have won hundreds of state, regional and national awards through the years. She was recently recognized by NSPA as a Texas Legend in scholastic journalism, in the Max Haddick Teacher of the Year and as a recipient of the Edith Fox King Award. Wayna has also received the National Parent/Paper Award and has been honored with the WSJ Special Recognition and Distinguished Advisor awards. She has also been recognized by NSPA for her contribution to public education, she teaches publications workshops all over the country. Wayna serves as the South Central Regional Director for NSPA and is a committee member for the ILPC Publication Committee. Light years ago, she worked at the The Statesman, Amarillo Globe-News. Her students and publications have won multiple national and state awards, including the Distinguished Adviser (2009) by the Dow Jones Newspaper Board and the Distinguished Adviser (2012) by the Dow Jones Newspaper Board.

Jason Remmert is a senior studying broadcast journalism at U. T. He hopes to join professional sports and continue the past few years by working on a daily play-by-play covering high school basketball games for his hometown, Liberty Hill.

James Rich is the advisor of Panther Prints at Dallas High School. During his 15 years at Dallas High School, he has served as the 2006-2007 Texas Yearbook and Newspaper Advisor of the Year. He has served as a consultant for the Texas Association of Journalism Educators’ Board and was honored with the Texas Technology and Engineering Educators Journal. Recently, he earned a second master’s of education in Instructional Performance Improvement.

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Sarykarmen Rivera was born and raised in Guayama, (“El Pueblo de los Trabajadores”) Puerto Rico. In 2011 she graduated with a Bachelor of Science degree in Broadcast Communications, with a specialization in Broadcast Production, from The University of Texas at Austin. Since then she has been working in the television industry and currently works at KENS 5 as a News Producer. She has also worked at KXAN 10 and KXAN Digital in Austin, TX. She currently works as an Assistant News Producer and is responsible for all aspects of our daily newscasts, including writing, editing, research, and gathering news. She is always in search of a new story or angle to tell the story.

Sayed Reza was named a finalist for the National Teacher of the Year award in 2011 by the National Newspaper and Yearbook Association. He has served as the 2006-2007 Texas Yearbook and Newspaper Advisor of the Year. He has served as a consultant for the Texas Association of Journalism Educators’ Board and was honored with the Texas Technology and Engineering Educators Journal. Recently, he earned a second master’s of education in Instructional Performance Improvement.

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In 2001, Rivka broadened her broadcast career to part of the launch team for ESPN’s First and Only TV Radio station WINNN (Winnipeg, MB, Canada). Rivka also started work on her first on-air show “A Special Report.” Coming back to her first love of television, Rivka worked as an Associate Producer for WTVT, the ABC affiliate in Tampa before returning to her favorite position as a reporter of Orlando’s Orlando Sentinel where she included a newsletter for an Abc 15 show. She also saw a Penguin Fish for the Reparative of the year in 2006. Outstanding Women in Media and the San’s SAi Media person of the year at the het hententia Group, NY.

Kevin Robbins is a sports writer, columnist and blogger with the Arizona Republic, where he has been since 2000. He has also written for newspapers in Kansas, Texas, Missouri and Tennessee. He will pair the faculty at the University of Texas School of Journalism, where he will teach sports journalism.

Brice Rushworth is a junior Radio-Television Film Major at the University of Texas and currently the owner of J. Patric Schneider Photography LLC, from the Final Four to the Little League World Series. Patric is seen nationally in such publications as Sports Illustrated and the Dallas Morning News and Good Morning Texas. He also is a member of the Lake Travis High School Football production team, which films games, news and Good Morning Texas. He helps oversee two news shows, KVR News at the University of Texas. He is the Assistant News Director at KVR News. Most recently Williams and KVR News were awarded second place in television general news reporting by the Society of Professional Journalists. Williams also serves as an Austin Student Newspapers’ assistant marketing director. She is currently a news intern at the Austin NBC affiliate, KXAN. Williams has also worked at The Daily Texan.

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.S. in communication from State University of New York at Buffalo and received her doctoral degree from School of Journalism, The University of Texas at Austin, 2008. She begins her new position at the University of Alabama in Tuscaloosa. Zhao has focused both her research and teaching on the understanding and advancement of communication technologies and user interactions. 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 different news media and how the online medium competes with traditional news media. Her recent works, in applying different news media and how the online medium competes with traditional news media. Her recent works, in applying different news media and how the online medium competes with traditional news media. Her recent works, in applying different news media and how the online medium competes with traditional news media. Her recent works, in applying different news media and how the online medium competes with traditional news media. Her recent works, in applying different news media and how the online medium competes with traditional news media. Her recent works, in applying different news media and how the online medium competes with traditional news media. Her recent works, in applying different news media and how the online medium competes with traditional news media.
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