Interscholastic League Press Conference

SPRING CONVENTION

April 27-28, 2013
The University of Texas at Austin
On behalf of the University Interscholastic League, it is my honor to welcome you to The University of Texas at Austin for the 86th annual ILPC State Convention.

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

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

Charles Breithaupt
UIL Executive Director

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**REGISTRATION**

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

**IN-SERVICE CREDIT**

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

**ADVISERS, ARE YOU HUNGRY?**

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

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

**VISIT EXHIBITORS**

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

**CERTIFICATES**

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

**TOPS IN TEXAS IAA's**

 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 IAA's are the first place winners in each conference of the yearbook and print newspaper IAA contests.

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

**MEDALS**

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

**PARKING**

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

**BADGES**

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

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**UIL Executive Director welcomes you**

**CONVENTION STAFF**

- Jeanne Acton — convention director
- Kelly McCollum — technology coordinator
- Jim Busby — IT support
- Jack Miles — administrative assistant
- John Trowbridge — convention assistant
- Jamie Oberg — student intern

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**BUILDING KEY**

- WEL - Welch Hall
- WCH - Will C. Hogg Building
- PAI - Painter Hall
- WAG - Waggoner Hall
- GEA - Mary Gearing Building
- PHR - Pharmacy Building
Welcome to the 2013 Convention

2013 ILPC Spring Convention

Overview of Schedule

Saturday, April 27

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 • Betsy Rau
   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 28

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 27

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.
Our advice to you ...

- **BE POLITE.** Nothing is more irritating than a student jabbering away while others are attempting to lecture or listen. If you must chat, do it outside.
- **BE SAFE.** For your own safety, avoid traveling after dark unless accompanied by a group of friends and adult chaperones. Never go anywhere alone. Make certain your advisers know where you’re going and when you’ll be back. Austin is a big city. Be smart and keep yourself safe.
- **OBSERVE CURFEWS.** The city of Austin has a curfew on Sixth Street for persons 17 years of age and under. On Friday and Saturday, the curfew is 12:30 a.m.

What does it take to win?  
**Come find out.**

The newspaper, photography and yearbook individual achievement award winners will be on display from 9 a.m. to 3 p.m. on Saturday ONLY. IAA winners are in Welch 2.256. Look for the signs. The exhibits will be removed Saturday afternoon, so stop by as quickly as possible.

Please do not remove any entries.

The **EXCHANGE** ...

Share your school’s publications and pick up others in the EXCHANGE room — Welch 3.402.

### June 21-24

2013 ILPC SUMMER WORKSHOP

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

- Enrollment in several classes is limited. Reservations are taken on a first-come, first-served basis.
- Tuition, room and board is $250 per person, based on double-occupancy and community bath. Limited single-occupancy and private bathrooms are available on a first-come, first-served basis.
- The commuter fee is $170 per person and covers tuition only. Deadline for registration is June 12. Workshop dates: June 21-24.
- For registration details, call ILPC, 512/471-5883 or e-mail jacton@uiltexas.org. Registration is online at: http://www.uiltexas.org/journalism.
Betsy Pollard Rau

Saturday 10:45 a.m. in WEL 2.224

Betsy Pollard Rau is a member of the journalism department at Central Michigan University. She also teaches in the Global Campus social media certificate program for CMU and teaches newspaper advising for Michigan State University. Rau is the former adviser of the HH Dow HS Update in Midland, MI, and directed the Michigan Interscholastic Press Association workshop at MSU for 19 years before retiring last summer. She spends as much time as she can corrupting her 2-year-old granddaughter, Gwenna Rose and out-fishing anyone who comes to visit her at her cottage.
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

I WANT TO BE ON TV
WEL 2.246
These three award-winning broadcasters will focus this session on the path from high school to a TV news career, including skills, education and experience needed, and what life is like for a starting broadcast journalist. Chad Cross, Josh Hinkle and Erin Cargile

TIGER SHARE
PAI 2.48
Every senior deserves a yearbook. Learn how this staff started a program to raise funds for seniors who can’t afford to buy yearbooks. Get handouts you can tailor to create your own program and begin to see the smiles on those seniors’ faces. Rebecca Potter

DIGITAL AND INTERACTIVE
WAG 420
This class exposes you to all the communication software on the computers as well as the elements and principles of design, equipment safety and the history of technology, articulated college credit. Come learn how to get students through the requirements for articulation to the college class. View demos of what students are doing for this course. (Advisers) Joe Broome

WRITING POWER COLUMNS
WAG 101
Great personal columns can change your readers’ lives. Bad ones are a waste of paper. Get tips on writing the great ones. David Knight

THE CHANGING FACE OF JOURNALISM
WEL 2.308
After generations of relative stability, the journalism industry is undergoing a massive overhaul that is reshaping it all levels. What does this mean for aspiring journalists who want to pursue this career? Come hear what this former Pulitzer-Prize winner has to say. Ken Herman

HOW TO DO COLLEGE
PHR 2.110
If you’re good at journalism, you’re probably good at a lot of things and have many options. And you have no idea what to do. As a clueless college graduate, clueless parent of a high school senior and department professor of a journalism college, I’m in the perfect position to tell you everything you need to know about picking a major and a school. Scott Winter

O CHRISTMAS TREE …
PHR 2.108
Push your writing beyond the inverted pyramid and discover the power of dynamic tension with a simple but effective story structure. Corey Hale and Brian Shelton

HOW TO WRITE AND GET PAID FOR IT
WEL 2.312
Come learn what writers need to know in today’s work environment when so many blogs for free. This reporter will discuss the different kinds of writing opportunities as well as the skills needed and what the workday is like from the standpoint of a working journalist at a national media organization. Sharon Jayson

WHOLE BOOK LOOK
WAG 201
If Pretty Pretty Princess and Optimus Prime got together and crashed Winnie the Pooh’s birthday party, the celebration would be one hot mess. Yet, hundreds of yearbooks across the country take clippings from “ESPN,” “Simply Living” and “Seventeen” magazines and expect them to fit seamlessly together in one yearbook. Learn how to apply elements of theme to your borrowed design ideas to create a consistent whole book look. Rebecca Plumley and Brad Golub

IT’S ALL IN THE DETAILS
WEL 1.316
Details make a strong story, and attention to design details help create a cohesive publication that people want to read. Come learn and discuss how you can improve your writing and design. Susan Duncan

A LITTLE CHANGE WILL DO YOU GOOD
WAG 214
You hardly ever read the same book twice—so why would your readers want to read the same yearbook every year? Keeping your coverage, concept and design fresh and original just takes a change of perspective and a little effort. If you’re looking for ways to change things up, or if you need a complete overhaul, this session has lots of examples of suggestions. Charla Harris

LET’S GET FRIENDLY
WEL 2.224
Social media can be your best friend or worst enemy. Come learn what advice this college professor and former scholastic director has to say about making friends with social media. Betsy Rau

TOMORROW’S JOURNALISTS IN TODAY’S JOURNALISM ENVIRONMENT
WEL 3.502
What should high school students know about preparing for a career in journalism? This open discussion session will be an opportunity to ask questions and get valuable tips from current college student journalists about choosing the right college, deciding on a major, and participating in student media, organizations, and internship programs. David Free and panel

NOT-SO-SECRET WEAPONS
PAI 3.02
To get more students to buy the yearbook, you have to shake things up. Examine some new ways of generating excitement. Brian Martinez with Caitlin Schneider

STOP THE MADNESS
WEL 1.308
Yearbooks can thrive via school social media. During this session, Herff Jones will share new and innovative ways to utilize social media in conjunction with your yearbook. Marketing strategies, utilizing social media to increase yearbook awareness and aid in the production of the yearbook, and showing how an online presence created by the students, making them the center of school experience, will all be discussed. Kristina Steinhauser and Angela Hackett
TRICKS AND TREATS
PAI 2.48
It’s not Halloween, but this pair of advisers has a few treats for you. They will teach Photoshop and InDesign tricks to make your life easier and your publications better. Laura Negri and Andrea Negri

THE ALTERNATIVE VIEW
WEL 2.224
Alternate Story Forms (ASFs) can improve your yearbook, newspaper or online publication. Learn strategies to create powerful ASFs and enhance your publications. Betsy Rau

TODDLERS IN LEG IRONS
PHR 2.108
No, this isn’t a session on how to discipline your students. It’s all about covering sports better than however you’re doing it now. We guarantee it. Corey Hale and Brian Shelton

TWO THUMBS UP
WEL 2.308
Writing good movie reviews takes more than just watching the movie. Learn strategies from this University of Texas professor to improve your reviews and impress your readers. George Sylvie

DESIGN, IN YOUR OPINION
WEL 2.312
This interactive lesson presents a collection of “yearbook-forward” spreads from across the country. Join your peers in a discussion of what you like and what you love, then learn what’s special. We’ll talk about design, coverage, font selection, copy and more. Tammy Bailey

TELL ME SOMETHING
WEL 3.502
This award-winning documentary filmmaker will offer strategies for improving non-fiction storytelling. Come share and discuss clips from his work. Alan Berg

GOOD SPORTS
PAI 4.42
Sports is the bread and butter of every high school publication, but it is also the most challenging to effectively photograph. This action-packed session will cover techniques that will help you improve your sports action and sports features. James Kenney

DISCOVERING THE SOLUTION
WEL 1.308
This session will help yearbook advisers find resources and solutions to overcome the top issues/obstacles facing them. Ryan Rinaldi and Paula Adamek

THE AD DRAFT
PHR 2.110
Want to eat sushi for life? No? Want to get The Voice canceled on NBC? No? Want to make tons of cash for your newspaper in just two weeks? Exactly. We’ll show you how do it so that you start next year off right. This is for next year’s newspaper/broadcast/online staffs. No yearbookies! You already have too much money. Scott Winter

MAGGOTS, RAT GUTS AND FEELING GOOD ABOUT THROWING UP
PHR 2.114
Interviews are the heart of every feature story. Learn why interviews are important and how to use them effectively in your stories. Rhonda Moore.

J1 FUN
WAG 201
Wouldn’t it be nice to look forward to teaching your Journalism I class? Come learn Laura’s secrets and strategies for turning any J-1 class into something fun and exciting. Advisers can bring a flashdrive to take home a file of resources. Laura Smith
A LESS PERFECT UNION  
WCH 1.120
After 17 years living abroad, John Moore returned to the U.S. as it sunk into the worst economic despair since the Great Depression. He has documented the foreclosure crisis, efforts at reforming health care and the soaring unemployment rate. He has put a human face on the biggest economic story of our time. John Moore

READ IT AND WEEP … AND LAUGH AND REMEMBER  
WAG 214
Writing yearbook copy that makes the story come alive for your readers is just as important as beautiful design. Get some tips on telling great stories. Charla Harris

MULTIMEDIA THAT’S NOT BORING  
PHR 2.110
We’ll look at examples of multimedia journalism that have a high cool-quotient (Liz Lemon cool, but not Pink cool), are doable and steal-able homage-able. Scott Winter

FOUR FOR YOU, GLEN COCO  
WAG 201
Editors from the award-winning Cypress Creek Cougar Connection newspaper will talk about their story-editing process. Learn how multiple editors can make your stories applause-worthy. Experience the joy of the clapper. Jen Sansbury and editors

GET THE SHOT  
PAI 2.48
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, photography rules and equipment use. Michael Reeves

STOP THE BULLYING!  
PHR 2.108
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 Richtsmeier

HOW TO BE NOSY  
WEL 1.316
More than a little curious — and get people to say things they don’t want to. Some questions make people talk, some make them shut up. Learn how to sniff out a hidden story by listening (and observing) carefully. This UT prof will show you an example of how to use skills like this to investigate the real cost of any new building your school is planning. If you can read upside down and like to find out secrets, this class is for you. Dave Garlock

20 GREAT LEADS – AND SOME BAD ONES, TOO  
WAG 101
A boring lead can doom a great story that you spent hours interviewing and writing. See examples of great leads that grab readers. Get tips on avoiding cop-out leads that turn readers off. David Knight

REAL ANSWERS TO ALL YOUR QUESTIONS  
WEL 2.246
Former and current UT journalism students will answer your questions about everything, but especially about what it’s like at the next level — college. You can ask about getting into college, studying journalism or something else, finding internships, working at student media, online journalism, finding a job and the rewards and downside of it all. You’ll get answers from those who know it best, a group who were where you are — in high school — just a few years ago. Michael Whitney, Aleksander Chan, Claire Cardona and Hoang-Kim Cung

YOUR APP, MY APP  
WEL 2.308
Yes, iPads can make everything easier. Today’s student has changed, and we need to meet them where they are with technology. That’s tough…especially when we love the world of chalkboards, red pens and Leaguetown prompts. Join Mary Beth Lee in a discussion about iPad apps that have changed the way she does business in her J class. Share your favorite apps, too. No sage on the stage here. Mary Beth Lee

SHOWSTOPPER SPREADS  
PAI 3.02
It’s time to break up your traditional yearbook spreads with special sections and beautiful, nontraditional pages. Margaret Sorrows

VISUAL VOICE  
PAI 4.42
Everyone is seeking visual excellence in their publication, but the path to achieving this goal is full of challenges. This session will address some of these challenges for you to lead your publication to the visual promised land. James Kenney

SEEING IT  
WEL 3.502
This Senior Editor at Arts+Labor (an Austin production company) will discuss how to edit video for effective storytelling. The session will be a primer on how to think visually while telling stories. Lauren Sanders

THE EXCELLENT EDITOR  
WEL 2.312
Are you dragged down by late night deadlines? Do you dream of white space and captions? Learn the trip and tricks of being a world-class yearbook editor so you can be more efficient with your staff. Sarah Mackay and Kelbye Osborn

CORPORATE WRITING WON’T EAT YOUR SOUL (ALWAYS)  
WEL 1.308
A background in journalism can open many doors, including some surprising opportunities in the private sector. Learn about non-traditional writing and editing careers from a former reporter turned chief marketing officer. Steve Dobbins

NO ONE IS READING OUR SITE  
PHR 2.114
If you are having problems getting students to read your website this session is for you. Learn how to drive readers to your site using the latest social media available. During this session you will see examples of how we use Youtube, Facebook, Twitter, Instagram and much more to get student readers to our website. James Rich

PROXIMITY STILL MATTERS  
WAG 420
Many national and local media stories impact teenagers — immigration, shoot shootings, poverty and the elections. Learn to localize these stories so that readers will be entertained and informed. Members of the South Garland HS staff whose in-depth coverage on these national issues have earned them local and state recognition will present. Nima Kapadia
PREPARING YOURSELF FOR MEDIA JOBS THAT DO NOT EXISTS YET
WEL 2.304
The traditional print or TV reporter is becoming a thing of the past. Instead of the traditional five Ws in a 15-inch story, consumers will expect to get the same information interactively in 30 seconds or less. Dr. Manuel Flores, Don Fisher and convergent media student

DREAM IT! BUILD IT!
WEL 3.502
This isn’t your Grandmother’s yearbook! Bring your yearbook into the present with current trends like video-QR codes, new font styles, eye popping layouts, sticker sources and personalization. If you could produce your dream yearbook ... what would it be? Creative, forward thinking makes these possibilities a reality! Deborah Williamson

DIGITAL STORYTELLING: MULTIMEDIA JOURNALISM FOR TODAY’S STUDENT
WEL 2.246
The digital revolution is having a profound impact on the practice of journalism. Today’s journalist must know how to shoot and edit digital video, create podcasts, capture great photographs and write clearly and accurately for the web. This workshop will explore the challenges facing the “jack of all trades” backpack journalist, how to create compelling multimedia news packages for school websites and whether a career in journalism is right for you. We also will use the workshop to brainstorm about innovative ways to cover news from our schools using the tools of multimedia. Bob Buckalew

GREAT GATHERING COMES FIRST
WAG 101
The greatest journalists are always the greatest gathers – of information, of stories, of images. Find out how to improve your gathering. David Knight

DEADLINES MADE EASY
PAI 3.02
Learn how to use chronological yearbook coverage to ease the stress of deadlines. Work smarter, not harder. Margaret Sorrows

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

SECRETS OF THE PULITZER PRIZE WINNERS
WEL 1.316
Do master writers like Rick Bragg, J.R. Moehringer, Ron Suskind, Tom Hallman, John Sandford, Thomas French and Alice Steinbach actually have “writing secrets?” You bet they do, including how they involve active verbs, punctuation and the senses: visual treats/taste/smell/ hearing/feel. This session will show you actual examples of colorful writing and live sentences used in stories that won Pulitzer Prizes. This type of exciting writing can also help hard-news writing—Rick Bragg of the New York Times even worked into a lethal injection story! This UT journalism professor actually interviewed 25 Pulitzer winners to learn their secrets. Dave Garlock

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

C3 COMMUNICATIONS
WEL 1.308
Clear, Concise, Compelling — whether you’re writing a news story, an editorial or marketing copy, these three Cs won’t steer you wrong. Steve Dobbins

ETHICS FROM LIVESTRONG TO TE’O
PHR 2.110
You may think these guys are liars, but journalists’ pants are on fire if they want to blame weak, lazy, ethics-deficient coverage on their sources. We’ll dig into some case studies to flex our ethical muscles, if we have any. Scott Winter

SPORTS STORIES THAT STICK
PHR 2.114
What they are. When to do them. Where to find them. How to tell them. In this session, students will learn how to think about revealing and interesting sports stories in ways that open up a world of possibilities in the changing media landscape. It’s for students interested in all platforms: print, video, audio, web. Kevin Robbins

SOUND ADVICE
PAI 4.42
Visuals can be a very effective form of storytelling. Adding audio to the mix can tell these stories in an even deeper way. This session will cover the tools and techniques involved in making and impact with multimedia. James Kenney

SEEING IS BELIEVING
PHR 2.108
You want to grab and drag your readers through your story? Telling won’t do. You have to show the precise actions, the specific mannerisms and the powerful emotions that will force your readers to give a damn about your story and the characters in it. Bobby Hawthorne

HUMOR ME
WEL 2.224
Learn the secrets to great humor columns from this award-winning Austin American-Statesman columnist who dressed up like Big Bird to vote in the presidential elections this year. John Kelso

THE CHANGE UP
WAG 201
Sports writing has changed over the years. Reporters no longer interview a coach and write a simple story. It’s more complex than that. Come learn how this Austin American Statesman sports reporter has adapted his coverage to include videos, blogs, twitter and more. Rick Cantu
<table>
<thead>
<tr>
<th><strong>WHAT ARE JOURNALISTS FOR?</strong></th>
<th><strong>MAKE YOUR SITE AWESOME! - FOR WORDPRESS GEEKS ONLY</strong></th>
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<tbody>
<tr>
<td>WEL 2.246</td>
<td>WEL 2.256</td>
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<tr>
<td>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</td>
<td>You know how to use Wordpress' basic functions. Adding stories and images had become second nature to you. Now it's time to inject your Wordpress site with a shot of awesome. Is this session we will go over 5 tools to do just that. There will be time for your obscure questions too. Justin Elbert</td>
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<td><strong>WHO READS YEARBOOK COPY?</strong></td>
<td><strong>LOL – LOVE OF LIGHT THAT IS</strong></td>
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<tr>
<td>WEL 2.224</td>
<td>PAI 4.42</td>
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<td>No one. And why should they? It’s rarely written to be read. It’s written to fill a hole on a spread, and that’s sad because you cannot capture the truth of the year without producing interesting, insightful, focused copy. Crank that out and students will not only read your copy, they’ll remember it. Bobby Hawthorne</td>
<td>Do you want your photographs to stand out from the rest? This session will show you how to use light effectively to create memorable images. James Kenney</td>
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<tr>
<td><strong>STARTING OVER</strong></td>
<td><strong>AMERICANS AT WAR</strong></td>
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<td>PAI 3.02</td>
<td>WCH 1.120</td>
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<td>The 2013 yearbook is done and it's time to start again. Come get tips on how to develop a theme specific for your school in 2014. Margaret Sorrows</td>
<td>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</td>
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<td><strong>THERE’S AN APP FOR THAT</strong></td>
<td><strong>YOUR SPORTS SECTION IS DUMB</strong></td>
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<td>PAI 2.48</td>
<td>WEL 1.308</td>
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<td>Find the right apps to turn your i-device into a journalism multi-tool. This session will show you some of the available apps that can help you with organization, writing, reporting, photography and more. Laura Negri and Andrea Negri</td>
<td>We’ll talk about 16.2 ways to screw up your sports section, starting with the season-preview story, the team update story and the season-in-review story. Scott Winter</td>
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<td><strong>PACKAGING YOUR STORIES</strong></td>
<td><strong>STAR STRUCK</strong></td>
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<td>WEL 3.502</td>
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<td>Learn where to start, how to begin and what to use to begin the production of your story for news broadcast. James Longoria</td>
<td>What does it takes to produce an award-winning yearbook or newspaper? Expert advisers share their ideas. Come with your questions. Mary Pulliam</td>
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<td><strong>KEEPING IT SIMPLE</strong></td>
<td><strong>THE STORY OF LEARN TV</strong></td>
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<td>WAG 201</td>
<td>WAG 101</td>
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<td>If you have looked at other schools websites and feel like you can not accomplish what they are doing this session is for you. This session will focus on how you can customize a basic template to make your site an appealing site for your readers by using some of the ready made widgets available to you in Wordpress. There is not code necessary for you to do this just a simple click of the mouse. James Rich</td>
<td>Find out how one student television station produces more than 200 30-minutes shows each school year – and shares them with 20,000 viewers. David Knight</td>
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<td><strong>THE COACHING METHOD</strong></td>
<td><strong>THE Story of LEARN TV</strong></td>
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<td>WEL 2.312</td>
<td>WEL 3.502</td>
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<td>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)</td>
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ILPC Convention • 2012-13

10 a.m. Sunday, April 28

BASICS OF LIBEL LAW
WEL 2.246
What is libel? When should you worry about threats to sue? How can you protect yourself from lawsuits? This session will get you up to speed on the basics of libel law. Robert Jensen

IT’S THE LITTLE THINGS
WAG 101
Find out what makes a great editor. And how the little things make great writing even better. David Knight

PUTTING IT ALL TOGETHER
WEL 2.256
You’ve got a fairly solid newspaper staff now. Your yearbook is running smoothly. The Photo kids are happy and clicking away, and now you’ve been handed a broadcasting class. Individually, these classes are very different. But united, they can dramatically improve your overall student media program. Or, at least, that’s the hope. We’ll look at a work in progress. Jerry Fordyce

CONFLICT IN A CRUX
WAG 214
Pretty much anyone living experiences conflict – and while some try to avoid it – everyone deals with it. In this session for advisers, administrators, editors, staff, students and more…. learn how to solve problems with peaceful outcomes and positive resolution. Nicole Sanders

GIVE P’S A CHANCE
WEL 2.224
Let’s produce a personality portrait. Let’s pinpoint a person who has a powerful parable. A real potboiler. We’ll procrastinate, ponder, panic, put pen to paper and pound out a few paragraphs, proof and finally, painfully polish off that first proper draft. In the process, we’ll preclude all those predictable high school publication pitfalls, like avoiding pinhead words such as “paradigmatic.” Let’s proceed. Bobby Hawthorne

CREATIVE COVERAGE
WEL 3.502
There’s no need for a record breaking blizzard, rain on homecoming night or a school fire to break the predictability of yearbook coverage. In this hands-on session, explore and brainstorm possibilities to give your school’s traditional sports, clubs and activities fresh new coverage for 2014. Rebecca Plumley and Brad Golub

Q&A
WCH 1.120
Students will have the opportunity to have a question and answer session with this globetrotting photographer. John Moore

DESIGN, STEP BY STEP
PAI 3.02
See how to make all the elements of design work together to create pleasing yearbook spreads for your readers. Margaret Sorrows

KNOCKING ON DOORS,
CHASING STORIES &
WORKING WEEKENDS
WEL 2.312
Think you have what it takes to be a TV reporter? It’s more than stepping in front of a camera. Hear from a local anchor/reporter about the challenges of TV, the demands of working in a 24/7 business and the access few people get to the most exclusive events. Join KEYE TV’s Deeda Payton – unscripted.

DON’T PULL YOUR HAIR OUT
WAG 201
Nothing in college prepares you to be a journalism adviser. The best way to survive is to learn from those who have been around. This session will focus on survival tips and techniques to improve your publications, your classroom and your life. The session is best for advisers with five or less years experience. Cindy Berry

A MOMENT IN TIME
WEL 2.308
A look at some of the most iconic and famous photos from history; including multiple Pulitzer Prize winners and brief anecdotes about the photos. From the first moon landing to 9/11, from Hindenburg to the space shuttle Challenger, from the Holocaust to the Sudan, these photos have defined the past 100+ years of human history and culture. Note: Some photo may be graphic. Ben Rosales

THE REALITY SHOW
PAI 4.42
Ever wonder if a picture you are looking at is real? The credibility of your publication depends on making wise ethical decisions. This session will cover common ethical issues and how to thoughtfully work with them to maintain the trust of your readership. James Kenney

INTERVIEWING GEORGE CLOONEY’S DOG
WEL 1.308
We’ll talk about the Cal Fussman “What I’ve Learned” model of interviewing for Esquire magazine, which will work for writers in any publication or section, and for your pets. Scott Winter

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

Professor 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 Western Kentucky University Teaching Award in 2001.

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. Last year, while on sabbatical, Kenney made three trips to Haiti to work on video and still photography projects.

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, 2011 and 2012. Kenney’s greatest reward in life is being blessed with a wonderful wife, Nancy, and six incredible kids – James III, Weston, Will, Olivia, Luke and Ian.

JOHN MOORE

John Moore is a senior staff photographer for Getty Images. He has been based in New York City since the beginning of 2012. He had previously been based abroad for 17 years. Moore grew up in Irving, Texas where he worked on the Irving High School yearbook and newspaper as photographer and photo editor. He graduated from the University of Texas at Austin with a degree in Radio-Television-Film. He began working for the Associated Press, first based in Nicaragua, then India, South Africa, Mexico and Egypt.

He joined Getty Images in Pakistan and worked throughout South Asia, Africa and the Middle East before moving back to the United States in 2008. For the last decade he extensively covered the wars in Afghanistan and the uprisings in Libya, Bahrain and Egypt. In the U.S. he has most recently concentrated on immigration and border security issues, working on assignment in Arizona on the U.S. border with Mexico.

Moore has won top photography awards over the years from many of the world’s major photographic organizations. He was a member of the 2005 AP team which was awarded the Pulitzer Prize for Breaking News Photography, for coverage of the Iraq War. As a Getty staffer, his exclusive photography of the assassination of Benazir Bhutto in Pakistan earned him top awards from World Press Photo and the Robert Capa Gold Medal for courage in photojournalism given by the Overseas Press Club. He was also a finalist for the 2012 Pulitzer for Getty’s photo coverage of the Arab Spring.

MARGARET SORROWS

Margaret Sorrows, an adviser for 34 years, currently advises the national award-winning yearbook, print and online newspaper at Bryant High School in Arkansas. Her love of advising makes her a frequent speaker at workshops and conventions, including the ILPC Summer Workshop.

SCOTT WINTER

Scott Winter has been a journalist and high school adviser to unmentionable acclaim. He eats nachos and treads lightly. He likes Big Story journalism and having fun while cranking out award-winning work. He’s a prof at the University of Nebraska-Lincoln, where there isn’t enough hockey.
Paula Adamek teaches journalism and
junior English and is a counselor at Yoakum
High School. She has advised the yearbook and
newspaper publications which have received star
awards from the Interscholastic League Press
Conference, and her staff members have been
named Tops in Texas winners. She is a recipient of
ILPC’s Edith Fox King Award and Texas
A&M University’s College of Education’s Dean
Roundtable Award.

Tammy Bailey has been a representative
with Balfour Yearbooks for 15 years. She was
involved with yearbooks long before serving
staffs professionally; Tammy was the Editor-in-Chief of Winona High School’s Cat Tale
yearbook and served as an editor for Texas
A&M University’s Aggieland, the nation’s largest
yearbook at that time. She has helped
countless staffs win state and national awards,
and all of her advisers rely on her expertise in
design, copywriting, marketing, motivating and
technology. Tammy resides in Fort Worth.

Mike Barnes is the sports anchor at
KVUE, the ABC station here in Austin. He’s
worked there for 23 years. Mike is a graduate
of the University of Texas and grew up in
the Dallas area, a big fan of the Cowboys and
Rangers. He and his wife, Kim, have a son who
is a sophomore in high school and a daughter
in the seventh grade. He’s won multiple AP
awards and is a 10-time winner of the Austin
Chronicle’s “Best Sportscaster” award.

Alan Berg is an award-winning
documentary filmmaker and native Texan.
Alan co-founded Arts+Labor in 2004. His
films have screened at Cannes, SXSW and The
Los Angeles Film Festival, and he’s had two
documentaries nationally distributed by PBS.
He has won more than 20 state and national
awards for his reporting and worked on the PBS
Best Practices in Journalism project. Alan has
also taught reporting and long-form narrative
storytelling at the University of Texas.

Cindy Berry is in her 18th year of
teaching publications at Decatur High School,
a small school striving to become big, north
of the Dallas-Fort Worth Metroplex. Her
publications have won Star awards, and her
students consistently make the state UIL meet.
She teaches at the ILPC, Jostens and Taylor
summer publications workshops. She also is
president-elect for TAJE. Aside from journalism
and molding and shaping teenagers, everyone
knows her first love is bargain shopping. She
won’t buy anything that isn’t 75 percent off and
prefers the 80-85 percent off sale.

Joe Broome received his bachelor’s in
Fine Art at Loyola University in New Orleans
and a master’s in Instructional Leadership
Technology from George Washington
University in Washington DC. He currently
teaches digital media classes in Austin ISD, and
his students’ portfolios can be viewed at www.
akineagles.com. He also plays in a band called

Rick Cantu is an award-winning sports
reporter for the Austin American-Statesman.
He has worked as a newspaper reporter
since 1981 and has been with the American-
Statesman since 1990. He has covered almost
every sport and Texas team —from the Dallas
Cowboys to high school Friday night football.
He has fully embraced technology and social
media to enhance his reporting.

Claire Cardona is a reporter/intern
at the Austin bureau of the Dallas Morning News
covering the Legislature. She charmed
her way up the ladder at The Daily Texan to
to managing editor before interning at the San
Antonio Express-News and Texas Tribune,
and going to China for a foreign correspondent’s
workshop. She is a 2012 UT School of
Journalism graduate.

Erin Carville is an Emmy-nominated
reporter and weekend morning anchor for
KXAN News. She earned her broadcast
journalism degree from Oklahoma Christian
University. Erin had no clue what to do with
the rest of her life when she got to college but
is grateful all of the “undeclared” majors were
stuck in the communications department. Erin
quickly fell in love with the deadline-driven,
creative art of storytelling in a world where no
two days are alike. During the last five years at
KXAN, Erin has been nominated for two Lone
Star Emmys and has won numerous awards for
her education and investigative reporting. Erin
has worked in Sherman, Corpus Christi and
Oklahoma City newsrooms.

Aleksander Chan is a freelancer writer
and editor living in Austin. He has written for
The Atlantic, Grantland, The Huffington Post
and the Austin Chronicle. He attended the
University of Texas at Austin, where was the
managing editor of The Daily Texan.

Chad Cross is News Director at KXAN,
the NBC affiliate in Austin. He’s worked in
many roles of the TV news businesses, on-air
and behind the scenes. Chad graduated from
the University of Texas at Austin with a degree in
broadcast journalism. Cross became interested in
TV news during a fourth grade field trip
touring a TV station. He credits his high school
journalism classes for helping him get to his
position today, managing a TV news operation.

Hoang-Kim Cung is a senior broadcast
journalism student at the University of Texas.
She has interned at CBS News in New York
City working with network level producers and
correspondents and works with Texas Student
Television as a reporter, host, and social media
producer for Good Morning TX. She kick-started
her career in journalism with her experience in
pageants; she is the reigning National American
Miss, and each year she raises money for Vietnam
Veterans living in Vietnam. When she’s not in
class, she spends time interning at KEYE-TV, the
CBS Affiliate in Austin and traveling the country
as a national titleholder.

Steve Dobkins has more than 20 years
experience in marketing, communications and
related fields. He’s served as chief marketing
and communications officer for YPO-WPO
since 2007. As CMO, he leads the organization’s internal and external communications efforts,
including member communications, internal and external website content/strategy, external
marketing, PR and media relations, brand
development, social media, market research,
event marketing and more. From 1997-2007,
Steve was CEO and founder of Spin Creative,
a boutique creative services agency providing
full-service account management, creative
development and execution for a diverse roster
of clients around the world, including YPO-WPO,
EO, Nokia, NEC, Impact Education,
Dr. Rawstock, National Telephone Services
and Callitz Associates. Before founding Spin
Creative, Steve worked for YPO from 1991 to
1997, serving as a writer, editor and project
manager on various communications-related
initiatives. He received his BA in journalism
from the University of Texas in Austin, where
he was managing editor of the award-winning
Daily Texan (circulation: 50,000+). In high
school, Steve was editor of the award-winning
Panther Prints, Duncanville HS.

Susan Duncan has advised publications
for 25 years and is currently the adviser of the
Buecaneer and Cutlass staffs at Pine Tree High
School in Longview. The Buecaneer has won
eight 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.

Don M. Fisher is Student Publications
Director at Texas A&M-Kingsville. A 30-year
veteran journalist with more than 20 years
of teaching experience, Fisher worked for metro
papers such as the Austin American-Statesman
and the Dallas Morning News and served as
editor and publisher for weekly papers in both
Texas and Louisiana. This year he was named
the Texas Intercollegiate Press Association
Advisor of the Year.
Dr. Manuel C. Flores holds the position of Professor and Chair of the Art, Communication, and Theater department at Texas A&M University-Kingsville. He has 18 years of college teaching experience and is also an alumnus of Texas A&M-Kingsville. In his career, Flores has also served as Sports Editor for the Irving Daily News, Advertising/Public Relations Assistant for Central Power and Light Company, and Reporter/Columnist for the Corpus Christi Caller Time. He has also received numerous local and state honors in both education and journalism.

David Free earned his bachelor's, master's and doctorate degrees from the School of Journalism at the University of Texas at Austin. While at UT, David taught the Broadcast News Writing and Radio Reporting course and has been a teaching assistant in the radio and television production courses. He is a 1975 graduate of Borger High School and began his professional career in 1974 as a newsroom assistant and producer and continued in broadcasting in Oklahoma from 1978 to 1992, working as an announcer, producer, reporter, anchor, news director and general manager. David is now involved with a personal project to develop a news aggregation website while interviewing for a teaching and research position as an assistant professor beginning in the Fall 2013.

Justin Elbert has been the adviser of the Legacy Press newspaper and the Legacy yearbook for two years. During that time, the Legacy Press' website has seen a steady increase in student traffic and currently logs more than 4,000 unique visitors each month. Before advising in the high school arena, Justin worked as a webmaster and photographer at a Houston-area weekly newspaper with a circulation of 65,000.

Jerry Fordyce is in his fifth year teaching at Tomball High School after spending 20 years in the media, from Houston to the Virgin Islands, Fort Worth to South Florida. Married to another former journalist and raising two kids, he lives in Northwest Houston.

Bob Garcia-Buckalew is in his tenth year as a member of the UT School of Journalism faculty where he teaches courses on Multimedia Journalism and Digital Storytelling. He is a 30-year veteran of broadcast journalism, having served as a producer for the NBC Television Network’s News Division in New York City where he created stories for The Today Show, Meet the Press and the NBC Nightly News. He currently produces his own independent multimedia and documentary projects.

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.

When the Jostens Central Texas yearbook rep position opened in 2011, Brad Golub jumped at the chance and brought his talents to the hill country. Using diverse skills that he developed through previous work as a staff member for the Boston Globe and The Boston Herald, a photographer and manager for Jostens Portrait Studio and a publications adviser at Garland Lakeview Centennial, Brad offers staffs fun and effective approaches to yearbook production.

Angie Hackett's love of all things yearbook began when she served on the yearbook staff at a 2A school in Tom Bean, Texas. After graduating from Texas Woman's University in Denton with a degree in Business and Computer Science, she taught high school technology, graphic design and was a yearbook adviser. Her passion for working with students and yearbooks ultimately led her down a new career path as a yearbook sales representative for Herff Jones.

Corey Hale advises the Farmers’ Harvest newspaper at Lewisville High School. His students have made him look good over the past ten years by winning a boatload of awards in exchange for him agreeing to not embarrass them by yodeling in public. A former Arkansas sports writer, Hale is currently trying to pitch the next reality TV show sensation, “Who Wants To Get Punched In The Face?”

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

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

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

Natalie Hee is a senior broadcast journalism major at UT, graduating this May. She graduated from John Cooper, a college-preparatory K-12 school in The Woodlands in 2009. While John Cooper did not offer any journalism courses, Natalie was heavily involved with the school's yearbook, The Paragon, and served as copy editor for two years. Natalie initially started college as a public relations major but switched to broadcast after her first internship with KPRC-TV, the local NBC affiliate in Houston. Natalie has also worked at KXAN-TV, the local NBC affiliate in Austin, WISH-TV, the CBS affiliate in Indianapolis, and WPRI-TV, the CBS affiliate in Providence, Rhode Island. Outside of class at UT, Natalie dedicates most of her free time working at Texas Student Television (TSTV), an entirely student run TV station on campus. At TSTV, she reports, anchors and produces for KVR News, one of two news shows at the station. After graduation, Natalie is contracted to report at one of LIN Media's local TV affiliates and will find out her location assignment sometime within the next few weeks.

Ken Herman began his journalism career in 1975 at The Lufkin Daily News in East Texas. In 1977, he joined The Associated Press in Dallas. He later worked for AP in Harlingen and Austin. Herman was part of the AP’s Capitol staff in Austin from 1979 to 1988, when he became Austin Bureau Chief for The Houston Post. When The Post folded in 1995 (not his fault), Herman joined the American-Statesman as Capitol Bureau Chief. He served as Cox Newspapers’ White House Correspondent from 2004 until early 2009,
Nima Kapadia has been teaching at South Garland High School for four years where she advises the Colonel Tribune newspaper and Sabre yearbook. She rebuilt the journalism program to earn recognition at the local, state, and national level. Her students have earned top honors from the Dallas Morning News, Columbia Scholastic Press Association, and ILPC. Prior to becoming a journalism adviser, Nima was the editor-in-chief of her high school newspaper at North Garland in addition to Richland Community College. She was also the news editor for the Daily Campus at Southern Methodist University, where she earned her degree in journalism and is completing her second masters. She has also completed several professional internships, most recently with the Dallas Business Journal.

John Kelso is an award-winning humor columnist for the Austin-American-Statesman. During the last presidential election, he dressed as Big Bird to cast his vote for president.

Wade Kennedy is a high school journalism adviser and a professional freelance photographer. Kennedy has advised yearbook and newspaper classes at Richardson High School in Richardson Texas for four years. Kennedy is a former ILPC Tops in Texas award winner for photography. He has won numerous college and professional photography awards including CSPA, NSPA and TAPME honors. His students have also won numerous state and national yearbook and newspaper awards.

A newspaper girl from her freshman year of high school, adviser Mary Beth Lee never planned to teach yearbook. Good thing the yearbook adviser before her quit! Lee’s advised Rider High School’s student newspaper for 18 years and yearbook for 15. Three years ago she added A/V Pro to the mix. She’s a strong proponent of student free speech and truly believes scholastic journalism can save the world.

Entering his fourth year of teaching at Deer Park High School – South campus, James Longoria began his teaching career after obtaining a Communication Arts degree from the University of the Incarnate Word in San Antonio. After following in his mother’s footsteps as a successful touring and studio musician, James began working in the media industry with Fox, P MTV – Nashville, CBS Sports and other broadcast and news outlets. While in school at UIW, James helped build the university radio station KUIW and spearheaded many community service initiatives. At Deer Park – South campus, James has embraced the opportunity to work with multi-talented and highly motivated students to redesign the Broadcast Journalism department and create DPNews (formerly known as DPTV). Expanding the focus from just students at South to students, staff and members within the Deer Park community, DPNews brought a fresh approach to news in DPISD and won nine Broadcast Journalism awards in just four years including the national 9-11 Memoriam Award with the feature story “Our Heroes after 9/11.”

Sarah Mackay is a sales representative for Walsworth Yearbooks in the San Antonio area. She was a yearbook and newspaper adviser for five years, and majored in journalism at the University of North Texas. She enjoys teaching and sharing her love of yearbooks.

Brittney Martin is a senior UT journalism major graduating in May. She grew up and went to Kingwood High School where she worked her way up to become editor-in-chief of her high school newspaper, The Kingwood Courier. Currently, Brittney works for the Austin Bureau of the Dallas Morning News covering the 83rd Texas Legislative Session and the Capitol. Brittney completed both the broadcast news and multimedia sequences at UT so she could learn to write for a variety of platforms. In the broadcast sequence, she wrote, shot and edited video stories for Texas NewsWatch, the weekly newscast produced by broadcast students. In the multimedia class, Reporting Texas, she was able to write stories that were published simultaneously on reportingtexas.com and notable Texas papers like the Austin-American-Statesman and The Dallas Morning News. After graduation Brittney plans to continue working at the Dallas Morning News and eventually go to Washington, D.C. as a national reporter.

Brian Martinez, C.J.E., is the yearbook adviser at the Liberal Arts and Science Academy in Austin. Having begun advising in 1996, he advised the newspaper and yearbook at The Woodlands HS McCullough Campus, where his students earned multiple Pacemakers, Gold Crowns and Gold Stars. In addition to working in scholastic journalism, Martinez has worked for the Houston Chronicle and several software and educational media developers.

Rhonda Moore has taught journalism for 28 years and is currently 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 Gold, Silver and Bronze Stars. She is the executive director of the Texas Association of Journalism. In 2008, Rhonda was a CSPA Gold Key recipient.

Andrea Negri teaches newspaper, yearbook, journalism and photojournalism at...
Alief Hastings HS. She was a 2012 Fund for Teachers Fellow. Before going into teaching, she was a copy editing intern at several daily newspapers, including The Washington Post, and an intern for the UIL.

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’s 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 TeachingPoint.

Deeda Payton co-anchors KEYE TV Morning News weekdays from 5-7 a.m. She’s happy to be an Austinite after moving back to Texas from Oklahoma where she reported for KOKH FOX 25 in Oklahoma City. During her time in the Sooner State, she braved blizzard conditions, chased deadly tornadoes and covered wildfires that caused entire towns to evacuate. Fortunately, Deeda was also given the opportunity to balance these often emotionally traumatic experiences with lighter interviews. When American Idol held auditions in OKC, Deeda interviewed judges Mariah Carey, Nicki Minaj, Keith Urban and Randy Jackson along with host Ryan Seacrest. Deeda graduated from the University of Miami at Coral Gables, FL, with a bachelor’s degree in Broadcast Journalism and Theatre Arts. While attending college, she interned at WFOR/CBS4 in Miami and worked with ESPN for Monday Night Football and Gameday at the Orange Bowl. When she’s not in the newsroom, you can find Deeda exploring the local places that keep Austin weird.

Embracing her inner weirdness, Rebecca Plumley left North Texas to start teaching yearbook and newspaper in the Austin area. In her three years at Stony Point High School in Round Rock, her students have been UIL District Champ three times, received best in show newspaper at TAJE, earned a yearbook ILPC star and won CSPA Gold Circle Awards.

Rebecca Potter advises the yearbook, newspaper and online site at Texas High School. Her publications are past recipients of Stars, Crowns and Pacemakers.

Mary Pulliam advised publications at Duncanville High School for more than 30 years. And before retirement, she won just about every award out there — including the UIL Sponsor Excellence Award, JEA’s Teacher Inspiration Award, ILPC’s Max Haddick Journalism of the Year and Edith Fox King awards, TAJE’s Trailblazer Award, CSPA’s Gold Key and NSPA’s Pioneer award. Her publications also won just about every award, state and national. During her tenure, both publications were inducted into the NSPA Hall of Fame. She has retired from the classroom but not from judging and taking amazing photos of everything from country western concerts to her beautiful five grandchildren. Pulliam is an author of Springboard to Journalism, The Second Page and Get the Picture. But her true claim to fame — she was Jeanne Acton’s high school journalism teacher (of course, this was added by Jeanne).

Michael Reeves teaches at Akins High School in Austin. His courses include Newspaper, Graphic Design and Illustration for Photojournalism 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 worked in the field covering high school, junior college, NCAA Division 1 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 CSPAs individual winners at various conventions and contests. Reeves recently became a father so he is figuring out how to live on a few hours of sleep.

Ryan Rinaldi’s involvement in scholastic journalism started in high school, continued in college, then as a high school broadcast journalism teacher and now as a Walshworth Yearbook rep. Ryan’s passion is helping staffs reach their goals while MAKING IT FUN. Ryan lives by the motto, enthusiasm creates momentum, and he is more than happy to share it with you and your staff.

James Rich is the adviser of Panther Prints at Duncanville High School. During his 14 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 High School. 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 Newsweek, 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. Light 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.

Senior lecturer Kevin Robbins joined the University of Texas at Austin journalism faculty in 2012 after 22 years in daily newspapers. He teaches courses in sports journalism and feature writing. Robbins graduated from the University of Central Missouri in 1988 with B.S. degrees in journalism and psychology. He graduated from the Scripps School of Journalism at Ohio University in 1995 with an M.S. in journalism. He has worked for community newspapers in Iowa and Kansas, The (Memphis, Tenn.) Commercial-Appeal, the St. Louis Post-Dispatch and the Scripps-Howard News Service in Washington D.C. He spent the last 12 years of his newspaper career
at the Austin American-Statesman, where he
became a sports writer in 2002. Robbins twice
won the Texas Daily Newspaper Association
Fred Hartman Excellence in Sportswriting Award
and twice won first place in the Associated Press
Sports Editors national writing competition.
He has been a finalist for the Livingston
Award for Young Journalists and the National
Headliner Awards. His work has been cited in the
“Notables’ section in two editions of the Best
He is writing a biography of golf professional
Harvey Penick. The book will be published by
Houghton Mifflin Harcourt in early 2015.

Ben Rosales is the journalism adviser
at Highlands High School in San Antonio and
has been teaching for nearly 25 years. During
that time, his students’ publications have won
numerous CSPA Gold Crown Awards and
CSPA Gold and Silver medal ratings, several
ILPC Star Awards and Award of Distinguished
Merit Ratings, TAJE Best of Show Awards
and hundreds of CSPA Gold Circle and ILPC
Individual Achievement Awards. At Highlands,
he advises the yearbook, Journalism I and
the online newspaper. He also worked as a
professional photographer for a multi-media
company. Rosales studied cinema production
Professional photographer for a multi-media
company. Rosales studied cinema production

Lauren Sanders is the Senior Editor at
Arts+Labor, who oversees editorial content
on a wide range of projects. Hands-on, her
most recent work includes the trailer for the
independent film “No No: A Document,”
which was featured on ESPN.com, reels for
C3’s ACL and LollaPalooza, festivals, and
assignments for Arcos Films, Samsung, Dell,
Alamo Draughthouse, and NurturMe baby foods. Lauren also has recently wrapped as Editor and
Producer on a pilot for CJ Vinson and Lauren
Bucherie’s music and travel series “Sound
Tracks.” Lauren is a graduate of the Radio-
Television-Film program at the University of
Texas at Austin.

Nicole Nichols Sanders is the adviser
of the award-winning Rosette yearbook and
LeopardLife newspapers in Lovejoy ISD. Her
staffs have won distinguished merits, first class
ratings and best of show awards through ILPC
and JEA/NSPA. She holds a bachelor’s in
journalism, a master’s in education with emphasis
in conflict resolution and is a certified mediator.

Caitlin Schneider is a senior at the
Liberal Arts and Science Academy in Austin.
She is a veteran staff member and the Business
and Advertising Manager for the award-winning
Stetson yearbook, responsible for increasing
both sales and ad revenue in record amounts.
Outside of journalism, she is a basketball varsity
captain and a NHS officer.

Brian Shelton advises The Hawk Eye
newspaper at Hebron High School. For more
information, read Corey Hale’s bio and just
imagine it’s more impressive (and funnier).

Laura Smith teaches Journalism 1 and
advises the yearbook and newspaper staffs at
Canyon High School. A graduate of Texas
A&M University, Laura has been a yearbook
adviser for 14 years and serves as the Region 1
rep for TAJE. Laura was named Canyon ISD
and Region 16 Secondary Teacher of the Year
for 2008-2009 and received the Edith Fox King
award in 2011.

Kristina Steinhauser is a graduate of
Baylor University where she earned her BA
in journalism and broadcast management.
She has been a reporter and/or sales person
in every media. Steinhauser is a certified
journalism teacher and was a yearbook adviser,
newspaper adviser and taught journalism and
photojournalism. One of her greatest joys as
an adviser and now as a sales representative
is working with staffs to take their book from
just a plan to the final product. When working
with her schools, she assists advisers and
teachers with innovative ways to market their
book, helps with lesson plans and finds creative
ways to keep them and their staffs motivated
throughout the year.

George Sylvie is an associate professor
at the University of Texas at Austin. He
studies technology, change, innovation, and
decision-making in the newspaper industry.
His work, presented at various international
conferences, has focused on newspaper editors’
decision-making styles in the United States and
Scandinavia, with plans to expand the work
to South America, the Pacific Rim, and other
parts of Europe. Sylvie has co-authored a
leading media management textbook, “Media
Management: A Casebook Approach.” The
Louisiana native joined the UT faculty in 1992,
worked as the journalism school’s associate
director from 2001-2006, directs the UT ASNE
High School Journalism Institute for high
school advisors, and is the assistant director
of UT’s Dow Jones Center for Editing Excellence
- a copyediting boot camp. As a journalist and
newroom editor in Louisiana for several years,
Sylvie won numerous awards for research,
reporting, advising and public service.

Sheyna Webster is a senior multimedia
journalism major at the University of Texas. She
has been published over the past couple years in
the Dallas Morning News, Austin Monthly, The
Washington Post’s Student Advisor, and various
other print and online publications. Sheyna is
currently an assistant UIL coach at her former
high school in Crosby and is a contributor
for Reporting Texas, a media initiative at the
university. On campus, she is the Vice President of Social Affairs in the spirit group Forever
Texas and will be graduating with a business
foundations certificate from the McCombs
School of Business. While attending Crosby
High School, Sheyna participated in yearbook
for two years and served as editor-in-chief. She
participated in Journalism UIL for two years, placing fourth at state competition in 2009, and
carried about business management and
marketing.

Michael R. Whitney was editor of his
high school and college newspapers, then went
on to work in radio and TV news. He taught
journalism at UT and has been an ILPC judge
for broadcasting for the past few years.

Deborah Williamson has been
documenting lives for years. From working
on her own yearbook in high school, to home
schooling and documenting her children's lives
to teaching in China and documenting life
there. She is passionate about students having a
means to write their life story. Deborah is one
of many Texas authorized dealers of Picaboo
Yearbooks.

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 Chcheng Chi 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 slideshows,
video editing, and multimedia reporting. She
currently teaches Web Design & Publishing.
Welch Hall first floor

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

Welch Hall second floor

(ground level)

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

Welch Hall third floor

3.402

3.260  3.502
Buildings in use for Convention

- shows where you should enter the building

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

Enter on the ground level of PHR