

Important Stuff You Should Know

● 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 - 9:30 a.m.

● IN-SERVICE CREDIT

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

● ADVISERS, ARE YOU HUNGRY?

Stop by the Balfour 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.



**Hungry?
How about a
free lunch?**

Jim Anderson and Balfour Publishing Company will provide lunch for advisers at 11:45 a.m. Saturday in WEL 2.304. Signs will be posted.

● 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 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 a parking 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.

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 89th annual ILPC State Convention.



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

CONVENTION STAFF

- Jeanne Acton — convention director
- Jessica Ramirez — event coordinator
- Glenda Muñoz — event coordinator
- Jenny Nichols — event coordinator
- Lisa Parker — program coordinator
- Jim Busby — IT guru
- John Trowbridge — convention assistant
- Lauren Kelley — student intern

BUILDING KEY

- WEL- Welch Hall
- WCH - Will C. Hogg Building
- PAI - Painter Hall
- GEA - Gearing Hall
- WAG - Waggener Hall
- PHR - Pharmacy Building

Overview of Schedule

Saturday, April 22

8:30 a.m. - 3 p.m. — Registration in Welch Hall (ground level)

11 - 11:45 a.m. — Keynote Speaker • Doualy Xaykaothao, a correspondent for Minnesota Public Radio news, 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 23

9 - 9:45 a.m. — Break-out sessions

10 - 10:45 a.m. — Break-out sessions

11:15 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

3 p.m. Saturday, April 22

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. Please note: this is one hour earlier than usual. WEL 2.304.

Texas Featured Speakers



R.B. Brenner (10 a.m. Sunday) is the director of the School of Journalism at the University of Texas at Austin. Previously, he was the deputy director of Stanford University's journalism program and taught courses in public issues reporting, digital journalism and

narrative writing.

He joined the faculty at Stanford in September 2010 after leaving The Washington Post, where his roles included metropolitan editor, Sunday editor and deputy universal news editor. He was one of the primary editors of the newspaper's coverage of the Virginia Tech shootings, which was awarded a Pulitzer Prize, and played a leadership role in merging the digital and print newsrooms.

His reporting career started at the Winston-Salem Journal in North Carolina, followed by reporting and editing jobs at newspapers in California and Florida.



Selwyn Crawford (2 p.m. Saturday) is the Justice hub editor and director of the college intern program at The Dallas Morning News. Previously, Crawford has worked as a general assignments reporter and another stint as an assistant metro editor at the newspaper. During that time, Crawford covered courts in Tarrant County (Fort Worth) and has had several special assignments including coverage of the 1992 Los Angeles riots, the 1992 Democratic National Convention, the 1996 Summer Olympics, coverage of two Super Bowls and

a part in team coverage of the reaction to the O. J. Simpson murder trial. More recently, Crawford directed coverage of a year-long, award-winning series on domestic violence and is currently overseeing a project on how juvenile criminals are punished in Texas. In his other role as director of the newspaper's highly-acclaimed college intern program, Crawford oversees the selection of the newspaper's interns. Before coming to The News in 1988, he worked as a reporter for seven years at the Orlando Sentinel.

Andrew Chavez (9 a.m.

Sunday) is a journalist and Web developer at The Dallas Morning News and a lecturer at the University of Texas at Austin. Before joining The News in January 2016, Chavez was a news applications developer at the Austin American-Statesman. There, he built interactive and special presentations for stories, assisted reporters with data-heavy reporting projects and was the developer for the Statesman's Longhorns sports website, Hook'Em.com.

Prior to joining the Statesman in September 2014, Andrew was the director of digital media at the TCU School of Journalism. At TCU, Andrew advised and managed the technology for TCU 360, the student news website, and the109, a student-run hyperlocal reporting project. He taught an undergraduate course on digital tools for journalists, Intro to Media Web Tools, and co-authored a media writing textbook, "Writing for Media Audiences: A Handbook for Multi-platform News, Advertising and Public Relations."



What does it take to win? Take a look.

The Yearbook Individual Achievement Award winners, Newspaper IAA winners and Broadcast winners (first through third place) will be posted online. Look for handouts at the registration table with the links.

Out-of-State Speakers



Moore || Watterson || Kenney || Knight || Winter

Pulitzer-Prize Winning Getty Photographer **John Moore**, New York, "The Yearbook Whisperer" **Bruce Watterson**, Roma, GA. Director of the Photojournalism Department at Western Kentucky University, **James Kenney**. Entertainer and journalism instructor extraordinaire **David Knight**, Lancaster Schools, SC. Professor and journalism guru **Scott Winter**, Bethel University.

Keynote Speaker

sponsored by *Walsworth* yearbooks



Doualy Xaykaothao

Saturday 11 a.m. in WEL 2.224

Doualy Xaykaothao is a Hmong-Texan, born in Laos and raised in Texas. She got her journalism chops in New York City, Washington DC, Los Angeles, Portland, Dallas, and most recently in Minnesota.

Xaykaothao also spent a decade reporting overseas for NPR from Southeast and Northeast Asia. Now she's a correspon-

dent for MPR news, covering race, demographics, and culture.

She got her start in journalism at Duncanville High School, in Mary Pulliam's newspaper class. If you can't pronounce her name, she also answers to Shadow of the Moon — which is what her first name means.

1 p.m. Saturday, April 22

Can I Tweet This?

WAG 420

Description: Since journalists often use their personal social media accounts for work, how do they know what's OK to share online? We'll talk about walking the line between staying professional and showing your personality, the do's and don'ts of maneuvering social media as a journalist and tips for building a career in social media journalism. Katey Psencik

Want to be a Television Reporter, Anchor or Producer?

WEL 2.308

Learn the ins and outs of working and starting a career in the television news industry from NBC Austin Reporter and Anchor Kate Weidaw who has been in the business for nearly two decades. Bring lots of questions to get an honest and upfront look at working as a television journalist. Kate West

A-Head of the Games

WEL 2.256

Headlines can make or break your story. Come learn tips and strategies for creating great headlines while still following the rules. Christine L. Keyser-Fanick and Shannon Kelly

Be an Action Hero

PHR 2.110

"With great power comes great responsibility." You may not be Spider-Man, but that press pass gives 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. Cindy Todd and Deanne Brown

Let's Talk

WAG 214

Trouble with staff member communication, managing workflow and accountability? Say hello to Trello and learn why this free, flexible and visual collaboration tool is perfect for publication staffs. Hear from the editor and adviser of Haltom High School's Buffalo yearbook, and see how our simplified system helped improve communication, increase accountability and empower editors to manage our publication independently. Emily Arnold and editors

Explore Award-Winning Publications

WEL 2.224

What does it take to emerge as a trendsetting and top-ranked yearbook, magazine or newspaper. Bruce Watterson

Be a Good Sport(s) ... Photographer

PAI 2.48

Want to improve your time on the sidelines and click a bunch of great images to use in your publication? Come spend some time with me and let's talk about sports photography. I will be covering places to stand, specific sports ideas, and the basics of what types of images you should be shooting when covering events at your school. We won't talk much about equipment because great images are made by great photographers, not great cameras. Hope to see you there!! Michael Reeves

Break Free

WAG 201

Most writers dream of becoming a freelancer. It's a chance to be your own boss, call your own shots, write the stories you want to write. Freelancing can be wonderful, but only if you approach it with your eyes open to practical realities. This session will explain some of those realities and show ways to make freelancing work. Sean Price

Get Focused

WEL 1.308

Come join our focus group as we talk about what you like, dislike, your opinions, etc. Our goal is to figure out marketing data on what you think would help improve your book sales. We also look at how to use technology (social media, etc.) to increase sales. Come grab ideas from other students in this informal round-table discussion. Kathi Hopkins and Betty Cruz

America at War

WCH 1.120

This Lone Star native will share some of his best work and harrowing experiences from years of traveling to war zones. John Moore traveled to northern Iraq and Syria last November to show how America's Kurdish allies are fighting ISIS on the ground and just this January got rare access to a US base at an undisclosed location in the Middle East where American drones fly airstrikes against ISIS targets in the region. WARNING: Graphic photos. John Moore

A New Adventure

PAI 4.42

As digital technology continues to change how we report the news, the upcoming generation of news photographers will have to learn to adapt quickly to the changing landscape of documentary work, both with the equipment they use and the manner in which they report what they see. This session will address these cutting-edge issues, and encourage students to embrace the uncertainty of the future as they embark on their career "adventure." Louis DeLuca

Sharpen your Focus

WEL 2.312

Data storytelling drives change. In this session, I'll bust the myth that data's boring. You'll learn to recognize what data's available to tell your stories, why it supercharges your readers' understanding, and how to translate your ideas into action. We'll look at lots of examples of data storytelling, and how these drive change in our communities. Jenny Richards

Balancing Act: Building a Theme Verbally, Visually

WEL 2.246

Take a deep look into how Bryant High School developed their theme: Balance. Check out how it is built upon specific facts unique to the school and year. Visual and verbal development starts with inspiration and reinforces the message at every level by incorporating quick reads and beautiful design. Jeff Moffitt

The Power of Google

PHR 2.114

Learn from two advisers and staffs how Google Drive and Classroom can change your life. From workflow to communication to organization, this class will have you excited to ditch the clipboards and Post It Notes and switch to Google. Leland Mallett & Samantha Jo Berry

Enough Already with the Excuses

GEA105

Whether you're an adviser or editor or beginning reporter, a great publication begins with you. If you think no one is reading your publication, you're probably right. And here's the deal: It's your fault. You haven't given them a reason to read it. Bobby Hawthorne

Yawn, Snooze, Yearbook Copy

WEL 1.316

If your readers are skipping the copy in your books, it's probably because it's boring. Great copy can't be a last minute step on your to-do list. You need to spend quality time with the people you interview. Get some tips on how to tweak your process and your writing to win your readers back. Charla Harris

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

Covering Hard News

PHR 2.108

This Morning News Photographer was among eight photojournalists who won the 2006 Pulitzer Prize in Breaking News Photography for their gripping images that showed the pain, chaos and suffering after Hurricane Katrina hit New Orleans. He also recently covered the Dallas Police shootings. Come see the photos and share in the experiences. Irwin Thompson

2 p.m. Saturday, April 22

Portrait Shooting Session

(Pre-registration is required. This is a 1.75 hour session.) Meet at the registration table.

Get hands on experience as we walk around the UT campus taking photos. The goal is to help you take your average headshots and portraits and make them great. We'll also work on camera settings and composition. Chase Karacostas

Do I Have a Story?

PHR 2.108

This session is a lively, collaborative multimedia exercise Robbins does with his upper-division journalism students at the University of Texas. It helps student journalists channel their curiosity about something into a marketable, publishable piece of journalism. It begins with the same, simple assertion: "I wonder ..." Kevin Robbins

Life is Light

PAI 2.48

OK, well maybe not, but it is pretty important to your pictures. In this session, learn how to see great light and how to use it to set a mood in your photographs. James Kenney

A Little Change Will do you Good

WEL 1.316

You rarely read the same book twice, so why would you expect your reader to read the same yearbook every year? Get some tips on how to tweak your ladder, your design and your coverage to keep your reader--and your staff--from yearbook boredom. Charla Harris

Ebola in Liberia

WCH 1.120

The Ebola epidemic killed more than 11,000 people, making it the worst outbreak in history. John Moore was the first photojournalist to travel to Liberia to extensively cover the epidemic. Working in some of the most life-threatening conditions, he worked in hazmat suits to keep himself safe while photographing sick and dying people in Liberia's capital city of Monrovia. His coverage has been credited with bringing the humanitarian disaster to the world's attention. John Moore

Making a Connection

PAI 4.42

As a journalist, you are supposed to remain as objective as possible while documenting a subject or situation. Is it OK to become emotionally involved with an issue that you are documenting? If so, how do you maintain your objectivity? This will be a gallery and story of a photojournalist who started out documenting a special-needs orphan as a freelance assignment and ended up adopting the child. Louis DeLuca

Ethics Shmethics

PHR 2.110

Let me give you a quiz: 1. In which way are the media biased? A. Pro-community (stakeholders). B. Pro-money (stockholders). C. Pro-Liberal (communist, Al-Qaeda, etc.). D. Pro-Awards (UJL, NSPA, JEA, Pulitzer, etc.) E. Stories. ... Find answers here. And let's talk about some fake news. And maybe make some. Scott Winter

Take me to your Leader

PHR 2.114

Based on the book *Habits of Successful Leaders*, this class will get next year's editors ready to be effective and successful. Leland Mallett

Breaking the Mold

WEL 2.246

Stuck in a coverage rut? Telling the same stories every year? This session will provide inspiration and show spreads, modules, photos and other storytelling devices that go beyond the expected. Jeff Moffitt

How to Get Ready for a Career in Journalism

WAG 201

This session will explore what will set you apart, what you can expect and how to think about a career that will almost certainly change — dramatically — every time you start to get comfortable. The short form: Read your head off. Mind your writing. Be terrified by mistakes and sloppy thinking. Don't do this if your curiosity is weaker than your shyness. And don't over-specialize. Ross Ramsey

Talk to the Professionals

WEL 2.312

Three professional journalists will take your questions and shed light on what skills you need to make it in the world of journalism today. Rhonda Moore will moderate this session. Panel includes: Forrest Wilder, G.W. Schulz and Alex Horton

Ethical Decision Making in Unethical Times

WEL 2.308

So you just got a great scoop about drug use on campus and then one of the main sources calls just before you print to say you can't name him. Do you use his name? Do you make up a name and then refuse to tell administrators who it is? Or what if you discover that the playoff-bound football team's star actually lives outside the school district and should be ineligible. Do you run with the story and possibly cost the team its first state championship ever? Or do you keep quiet? Questions like these are often the most difficult for any news organization. The answers are not easy. This session will help you try to navigate the murky world of ethical journalism through a fast-paced, interactive discussion and feedback. Selwyn Crawford

Toddlers in Leg Irons

WAG 420

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. Guaranteed. Corey Hale

Social Media, Digital Production & Journalism

WEL 1.308

With a camera phone, social media and a wifi connection everyone and anyone is now capable of producing their own content. This is will showcase how you can produce your own content as well as the correct social media platforms to display them on. Ben Robinson

Broadcast Package Basics with Texas-Transition Twist

WAG 214

Advisers and students, come learn how you can start your own journalistic video broadcast program. Learn the basics for a quality journalistic broadcast package as well as how you may already have everything you need - equipment, knowledge and information - to get started right now. Lisa Musser Roskens

In the Details

WEL 2.224

Great yearbook staffs know successful coverage depends on the small details. Scattered or traditional approaches to a book's content ultimately depend on great visuals and verbals. Bruce Watterson

24 Great Leads – and Some Bad Ones, too

WAG 101

A boring lead can doom a great story that you spent hours interviewing, researching and writing. See examples of great leads that grab readers/ And get tips on avoiding cop-out leads that turn readers off. David Knight

Let me Tell you a Story

GEA 105

It's about a football coach's wife. It's about an eighth grader who's a great percussionist, about a young man whose mom died of cancer. It's about all those people you somehow manage to overlook or ignore while whining, "There's nothing to write about." Bobby Hawthorne

Beginning InDesign

WEL 2.256

Want to know the basics about the industry standard for doing page layouts? Then this session is for you. See the tools and how they can make your ideas look their best for student publications. Hal Schmidt

3 p.m. Saturday, April 22

TAJE Meeting

WEL 2.304

Advisers are encouraged and welcomed to attend the TAJE business meeting.

Advanced InDesign

WEL 2.256

If you've been using InDesign for a while and want to learn more about the capabilities of this powerful layout program, then attend this session. Bring questions about your publications projects. Hal Schmidt

Reporting Responsibly on Gender Issues

WEL 1.308

Telling the truth in a fair and factual way seems simple, until we're faced with the everyday realities of people and politics. This session will address how to cover some of the more controversial and sexy issues of the day without falling prey to stereotypes. Mary Angela Bock

It's Secondary, Watson: Unlocking the Mysteries of Secondary Coverage

WEL 2.308

Social media has changed the way we view and create a yearbook. Traditional copy and theme development have gone the way of Google+. So if you're looking to say "ta-tal" to traditional, and develop your theme through compelling secondary coverage and modern design, this session is for you. Kim Katopodis and David Miller

PR: The Other Side of the Journalism Fence

PHR 2.108

Public relations is a natural career path for many journalists. The relationships and skills you build in the journalism world can be put to good use helping clients understand what journalists want and how put their best foot forward in the news media. Lee Nichols

We're Running a Business Here!

PHR 2.114

Yearbook is not just a class. We are running a business. Learn to grow your business, discuss ideas for marketing your product, and recruiting employees. Ideal for yearbook staffers, but everyone is welcome. Kira Hayes

Sports Photography: More than Football

WAG 214

Sports photography is so much more than shooting football and basketball. Come discuss quality sports photography and what it took to get the images. Bradley Wilson

Video Editing to Enhance Storytelling

WEL 1.316

The nature of a story being told through video can be changed dramatically by decisions made in the editing process. This session will explore how editing decisions enhance the storytelling process. David Schneider

We have Separation

PAI 2.48

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

Immigration and Border Security

WCH 1.120

Immigration is more than a debate. It's about real people, real lives. For the last seven years, this Pulitzer Prize-winning photojournalist has been working on a long-term photo essay on immigration and border security issues. He traveled to southern Mexico and rode atop freight trains with Central Americans as they made their perilous journey north to try and cross illegally into the United States. He flew in helicopters with U.S. immigration agents as they looked for smugglers bringing people and drugs into Texas, Arizona and California. He photographed in U.S. immigration prisons and documented deportations. John Moore

Your Brand

WAG 201

It's not enough to just be a good writer anymore. Today's journalists have to have a personal brand. Attend this session and learn how to find your brand and use social media to communicate who you are and win over new fans. We'll talk about the best ways to make sure your social media profiles look professional, where you can show off your journalistic interests and how to reach outside your personal network to expand your viewership or readership. Julianne Coyne, Meg Nanson, Samantha Rupert

We're Bringing Storytelling Back!

WEL 2.224

Great journalists know how to engage, listen and follow-through in order to publish solid features. Everyone has a story to tell. It is up to us to uncover the unique questions that turn copy into stories worth telling. Bruce Watterson

30-seconds to Change the World

WAG 101

See some great public service announcements that will change the way you see the world and get tips on making your own. David Knight

What about College?

PHR 2.110

So you've got all these communications skills from your years on the varsity journalism team. What can you do with them in college? Here are your options. Here are the possibilities. Scott Winter

Muscular Development

GEA 105

A dozen or so tips on taking your writing — newspaper, yearbook, college entrance essay, whatever — from vague to va-va-voom, from weak-knee to weapons-grade, from Bieber to Beatles. Bobby Hawthorne

Icing the Cake: Details Complete the Book

WEL 2.246

Beautiful cover. Unique theme. But that's not enough. Great staffs pay attention to the smallest details. They consider every aspect from the table of contents and index to consistent writing style. This session will study these details and how they can make or break the finished product. Jeff Moffitt

Make Your Game Plan

PAI 4.42

Sports photography seems like an awesome career choice, but can you make any money at it? This session will include several galleries of images and will address some of the issues with specializing in documenting the games of our lives and the changing landscape of that profession. Louis DeLuca

Get on the Ball

WEL 2.312

Stop writing about sports, and start telling stories. This session is designed to help students bring their sports sections to life with strong, compelling stories that focus on personalities, not just facts and stats. Wade Kennedy

O Christmas Tree ...

WAG 420

Push your writing beyond the inverted pyramid and discover the power of dynamic tension with a simple but effective story structure. Corey Hale

4 p.m. Saturday, April 22

There's an App for That

PHR 2.108

Desktop and mobile apps are great resources for a journalism classroom. Come get ideas on how to incorporate these into your publications. Andrea and Laura Negri

Building a Broadcast from the Ground Up

WAG 201

Come learn how to turn your broadcast from video announcements into a dynamic show that impacts school culture. From cold opens to bumpers, this session will focus on how to create a rundown for your broadcast that makes your show the buzz of your high school. Brian Kennedy will help you reimagine your show by discussing all the elements that should be included and how to give each of them a special punch. Brian Kennedy

From Hulk Hogan to WikiLeaks: Law, Journalism and the First Amendment

WEL 2.312

Journalists face a variety of complex and unique legal issues in their day-to-day life, and the media has been the subject of increased legal scrutiny over the last several years. Reporters have been sued for publishing controversial news stories, investigative journalists have been sent to jail for refusing to reveal their confidential sources, and one major media company even went bankrupt after publishing a celebrity sex tape. This discussion will focus on the rights of journalists, the legal issues they face, and how the First Amendment guarantees the freedom of the press on campus, in the newsroom, and on the internet in a time when the role of the media is changing every day. Wesley Lewis

Teach It, Write

WEL 2.304

These tricks will make your instruction memorable. You'll go through the process I use to teach writing and make it stick. Share your tricks as well. Heck, just come and hang out away from the kiddies for a while. Lori Oglesbee

Get Your Motor Running

PHR 2.114

Alanis King, a UT college student and former high school journalist, will discuss her venture into the motorsports industry, a rare career choice for anyone--especially a woman. She'll explain how she made her way into a specialized industry, and how it is possible to achieve even the wildest of job aspirations. Alanis King

From Chaos to Caliber

WAG 420

Without set parameters, learning targets and goals, advising quality publications can be chaotic, demanding, frustrating and an absolute mess! Nicole Sanders

Beginning Photoshop

WEL 2.256

Get the basics on color correction, photo adjustments and cropping. Become familiar with some of the powerful tools of this program. Hal Schmidt

Digging into Investigative Reporting

WEL 1.316

What does it take to be an investigative journalist? What do you need to study, and how do you mold your skills to end up with one of the most competitive careers in the media today? See some of the latest investigative work in the broadcast industry, and pick the brain of one of the coolest guys in Texas TV (sarcasm!). Josh Hinkle

Video Storytelling: Merging Word, Image and the Timeline

WEL 1.308

There's more to a video story than grabbing a few shots to slap onto a script. This session will help students learn to "think visually" as they conceptualize video stories, plan them, shoot the elements, then combine them into stories that will make site visitors want to click and click again. Mary Angela Bock

Not Just Light, Bright, and Trite

WEL 2.308

Journalism is not all hard news and a snooze. Lifestyle journalism shows the real stories. It's not all fluff and is just as important as REAL journalism. Renita Coleman

Why We Need Copy Editors

WAG 214

Copy editors are an essential part of any media outlet, online, print or broadcast. Even marketing and public relations firms need solid copy editors. Learning to edit is one of the most valuable skills any scholastic journalist can learn. Bradley Wilson

The Story of LearnTV

WAG 101

How students produce more than 250 30-min shows a school year to air on their local cable channel. David Knight

Fake Views

PAI 2.48

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

Pakistan on the Brink

WCH 1.120

John Moore was based in Islamabad, Pakistan, for three years and documented the country's slide into instability, with the Pakistani Taliban gaining control of much of the territory near the Afghan border and extremists continuing to carry out suicide bomb attacks in urban centers formerly considered safe. John will show his years of work covering the hard news events that made international headlines and delving deeper into a country rarely glimpsed anymore by Western journalists. John Moore

Is There an I in Team?

WEL 2.246

Come to this session and find out. You'll learn great strategies for individual success as well as building a unified team. Ideas range from management strategies to team building activities. Jeff Moffitt and Tina Cleavelin

Sports Stories that Matter

PHR 2.110

Our job in sports is to take readers and viewers where they can't go. And always chase stories that could make the front page. What's the sports story you have to tell? Ricky Bobby's story? Jackie Moon's? Radio's? Scott Winter

Make Your Writing Great Again

GEA 105

I'm highly educated. I know words. I have the best words, but all I see is the carnage of stupid words (sad). Don't be a loser. Build a wall between yourself and weak words. Be a winner. And make your publication a winner too. Bobby Hawthorne

Color Me Happy

WEL 2.224

Greenery's not the only color of the year. See how professional designers are going bold with their color choices and what they're choosing to highlight. Be prepared for splashes of color that could inspire your 2018 yearbook hues. Kel Lemons

9 a.m. Sunday, April 23

Coding the News

WEL 2.308

Interested in web design or programming and journalism? There are new jobs in newsrooms across the country for tech-savvy journalists who code. Those jobs are focused on everything from building new interactive story forms to helping report complex “data stories” to building bots and new ways to communicate with readers. Andrew Chavez, a computational journalist at The Dallas Morning News, will discuss the career path to becoming one of these coding journalists and show some of the best work that journalists have created with code. Andrew Chavez

“How Do I...” Using InDesign

WEL 2.256

A question/answer session on how to put your ideas on a layout. Bring your questions and examples. Hal Schmidt

Raw Materials

PAI 2.48

Confused about what a CRT and NEF file are and how to use them? This session will address shooting in Raw file format with your digital camera and how to process these images through Photoshop. James Kenney

Get Social

WEL 1.308

It's not if you use social media, it's how well you use it. Learn tricks and tips on how to have a successful social media presence including policies for each platform. Leland Mallett

Sometimes you Have to Laugh

WEL 1.316

Satire can make a point by taking the edge off with humor. You also risk being misunderstood. Study examples and plan effective uses for your publications/broadcasts. Lori Oglesbee

Watch your Tone

WAG 201

Design is a lot like body language -- subtle details convey a lot of meaning. We'll consider tone as we look at various magazine and yearbook designs. Walk away knowing your tone and with a few ideas for executing it. Erin Adwell Teague

Publication Survival According to Bob Ross

WAG 214

Everything we need to learn about navigating the waters of being on a publications staff can be found by watching Bob Ross paint. This session picks apart Bob's life lessons and how editors and advisers can use them to enhance the experience of being on a publication staff. Remember - we don't make mistakes; we make happy little accidents. Samantha Berry

Fuel Your Creativity as a Designer

WEL 2.224

Know what graphic treatments wow your readers: In headline packaging, signature photographic choices, color and texture choices, and modern uses of negative space. Bruce Watterson

10 Shots You Got to Get (Well, maybe more than 10)

WAG 101

Get these shots every time to go out to shoot, and you'll produce award winning packages and PSAs and movies. David Knight

Improving Photography in Your Publications

PAI 4.42

Strong photography leads to great newspapers, yearbooks and magazines. Take a look at examples of strong photographs and learn some tips for capturing images like these for your publication. Mark Murray

Look Like a Winner

WEL 2.246

What made the winning IAA yearbook spreads medal-worthy? As you begin preparing for next year's book, let's look at last year's best spreads. Cindy Todd and Mary Pulliam

My Heart Says Go. My Gut Says No

GEA 105

Balancing the right to publish with the need to publish. A discussion of rights, responsibilities, ethics and the complex realities of ambitious student journalism in a tea party era. Bobby Hawthorne

Going to the Next Level

WAG 420

Former award-winning high school journalists Chase Karacostas and Emily Nash both jumped right into the college journalism scene after arriving at the University of Texas at Austin. Chase both shoots and writes for the Daily Texan, the UT newspaper while Emily works for Orange, the UT magazine. Come learn about their experiences and bring your questions. Chase Karacostas and Emily Nash

Quit Lying, Liars

WEL 2.312

We may think we're making a difference with our publications, but we could do more if we thought bigger on stories and really got down to work creatively and collaboratively. Our schools would never forget us. Scott Winter

Design Trends

WEL 3.502

Find inspiration for next year's yearbook with the design trends happening in magazines. See the graphic and layout choices designers are making in publications like Esquire, Entertainment Weekly, ESPN, O, and more. Kel Lemons

10 a.m. Sunday, April 23

Duct Tape and High Funkadelicity

WEL 2.312

Just because we're journalism-geeky enough to spend nights and weekends making newspapers and yearbooks and broadcasts, even traveling across the state and country to talk journalism, doesn't mean we can't enjoy it. We'll cover 437 ideas to make journalism more fun. And most of them aren't even all that naughty. Scott Winter

Nothing Personal: Dealing with Differences

WAG 201

Learn how the 16 psychological personality types described by C. G. Jung affect staff dynamic. Bring a phone or laptop to take a personality profile. Then discuss the implications on relationships. Erin Adwell Teague

Creating a Photo Story Package

PAI 4.42

Learn strategies and tips for creating better photo stories. See examples of strong images and discuss approaches to telling stories with more than one image. Mark Murray

What's the Worst That Can Happen?

WEL 1.308

In this session, a seasoned broadcast journalist will talk about how to get great access on the big story. Tom Abrahams will share his experiences about getting access to places most others didn't. Tom Abrahams

The New Face of Journalism

WEL 3.502

Come talk with the UT director of the School of Journalism about the opportunities and challenges facing journalism — and why it's never been more important or fun. R.B. Brenner

Q&A

WCH 1.120

Students will have the opportunity to ask questions of this globetrotting, Pulitzer-Prize winning photographer. John Moore

How to be a Horrible Columnist

WEL 2.246

This nationally syndicated columnist and political consultant knows. He's been a columnist twice in his life, once as a 22-year-old editor of an expatriate weekly magazine in Moscow, and now, almost twice again that old, with a weekly syndicated column and regular contributions to the Austin American-Statesman and Texas Monthly's website. Learn how to avoid the mistakes he's learned, how to write a solid column, how to place it and how to be really, really good at it. Jason Stanford

Transitioning from TV News to Newspapers

WEL 2.308

One of my college professors told me, "You will never be unemployed with a degree in communication," and he was right! Regardless of technology advancements, the public still needs and wants information. Why I stepped away from the camera and into what some consider a dying medium. Deeda Payton Lovett

Eye See: No More Blind Shooting

PAI 2.48

It's time to get emotional and find the heart and soul of a story. This session will make you laugh, make you cry, make you happy, make you sad, but most of all it will challenge you to change your way of seeing. James Kenney

Sports Saavy Sensation

WAG 214

Sports departments and news associations with impending deadlines are now using design trends on social media to capture the viewer to get information in a quick and efficient manner. What sets the designs apart is that it can give the viewer/reader the 5Ws and H in one photo. Let your design help your graphics get the information across in a fun way. Sara Gonzales

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

Adviser Roundtable

WEL 2.256

Meet with fellow advisers and discuss transitioning classes to CTE, requesting Title I, troubleshooting classroom situations and more. Bring your questions about and solutions to challenges you've faced in your school and community. Andrea and Laura Negri

Want to be Known as a Font Fanatic?

WEL 2.224

Advancing your yearbook design depends on your skill at choosing just the right typographic look. Type helps talented designers "brand" their publications. Simple as that! Bruce Watterson

From Craptions to Captions

WEL 1.316

It's just three little sentences. For the love of all that exists, you can do this. Don't say you can't. Lori Oglesbee

The PSA: All in Your Feels

WAG 420

Use video public service announcements to bring your audience's attention to an important issue or topic. In this session, you'll laugh. You'll cry. You'll learn how it's done. Alyssa Boehringer

Celebrate Later —Take Photos Now

PAI 3.02

So often, photographers forget what they are at the event for. Do not get caught up in the moment and miss the best photos of the day just because you are cheering for your team. Nearly all the great shots happen within seconds after the play is over. Do not be a victim of image surfing or shouting and miss your prime opportunity. Come see some award-winning shots that were taken merely seconds after the play ended. James Rich

Out-of-State speakers bios

JAMES KENNEY

Professor James H. Kenney received his bachelor's degree from California State University, Fresno, and his master's degree from 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, multimedia, design, and picture editing. He is also the director of the Mountain Workshops. He received the WKU Teaching Award in 2001.

Kenney was a photographer and photography editor for newspapers in Las Vegas, Nevada, before entering the teaching profession. He has spent his summers photographing projects in China, Thailand, Vietnam, Mongolia, Nigeria, Jamaica and Haiti. This summer he will travel to Bosnia and Herzegovina.

He spent a summer as a photographer for the Lexington Herald-Leader and worked a summer for National Geographic in their faculty fellowship program. He has covered the Tennessee Titans home games for the past two seasons for the Associated Press.

Some of Kenney's professional credits include still photography and multimedia awards in the Best of Photojournalism and Pictures of the Year International contests, a Best of Show in the 2007 Southern Short Course, and multiple awards since 2000 in the Kentucky Newspaper Photographers Association's Photographer of the Year contest. 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.

DAVID KNIGHT

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

JOHN MOORE

John Moore is a New York City-based senior staff photographer and special correspondent for Getty Images. He had previously been based internationally for 17 years. Moore grew up in Irving, Texas, where he worked on the Irving High School newspaper and yearbook as photographer and photo editor. He graduated from the University of Texas at Austin with a degree in Radio-Television-Film and worked on The Daily Texan for a record 11 semesters... and had four newspaper internships. After college, he began working abroad for the Associated Press, first based in Nicaragua, then India, South Africa, Mexico and Egypt. He joined Getty Images in Pakistan and worked throughout the Middle

East before moving back to the U.S. in 2008.

Moore won the Pulitzer Prize in 2005 for his team coverage of the war in Iraq, four World Press Photo awards over the years and the Overseas Press Club's Robert Capa Gold Medal for courage in journalism for his photos of the assassination of Benazir Bhutto in Pakistan. His was the 2015 Sony photographer of the year for his Ebola coverage in Liberia, where his work was credited with speeding the international response to the epidemic, which killed more than 11,000 people in West Africa.

He travels domestically, often photographing immigration issues on the U.S.-Mexico border and continues to work internationally, having returned to the combat zones of northern Iraq and Syria to cover the fight against ISIS last November and gaining rare access to photograph at a secret U.S. airbase in the Persian Gulf area this January.

BRUCE WATTERSON

Nicknamed the "yearbook whisperer" by his colleagues in the industry, C. Bruce Watterson has been inspiring young journalists for years, particularly those editing yearbooks. A pioneer in the training and use of Apple's Macintosh nationwide, Watterson worked closely with yearbook publishers to make desktop publishing (DTP) resources available to students and advisers on both the scholastic and collegiate levels.

A frequent presenter at state, regional and national conventions, Watterson has chaired the CSPA Crown Award competition, judged for NSPA and CSPA critical services, and continues to maintain a rigorous schedule of workshops, consulting with advisers and staffs across the country and abroad.

From the first day of his career, Watterson has worked to help staffs kick-start their thinking about yearbook production. He believes innovation and creativity help staffs and advisers create a better, a fresher, a more desirable yearbook. His goal has always been for members of the student body to come away thinking that their yearbook is essential and that their expectations have been fulfilled by the yearbook staff. "Readers know when some kind of 'magic' is taking place as they open their yearbook. They want to be awed by creativity, uniqueness and the unexpected. It is not a coincidence that staffs pushing to do more and to do it better sell books. They simply don't settle for second-best."

SCOTT WINTER

Scott Winter has been a journalist and high school adviser to unmentionable acclaim in three states. After nine years as the least distinguished professor at the College of Journalism and Mass Communications at the University of Nebraska-Lincoln, he now teaches journalism at Bethel University in St. Paul, Minn.

Winter's students have won national awards and their publications have placed in Best of Show competitions and earned Pacemakers and Hearst Awards. Winter also has an unhealthy fascination with the band Sleater-Kinney.

Speakers bios

Weekend Evening Anchor **Tom Abrahams** has traveled the world for KTRK Television since arriving from Orlando in 1999. From Chernobyl and the Panama Canal, to the Amazon Jungle and the Black Sea, he has shown Eyewitness News viewers how far-away places affect our lives in Southeast Texas. Tom also covers national politics and stories that relate to energy, the environment, and the economy. He was in the room when Colin Powell made the case for war against Iraq at the United Nations and was among the first reporters on the grounds of the Pentagon after 9/11. Since 2006, he has produced five half-hour special reports on subjects including the new space race, the 2008 presidential election, and the future of energy production. His award-winning reports include three regional Edward R. Murrow Awards, a National Headliner Award, and Emmy, and honors from the Houston Press Club, The Dallas Press Club, and The Associated Press. Tom is a proud graduate of the University of Florida in Gainesville and is married with two children.

A great giver of unsolicited advice, **Erin Adwell Teague** has been getting paid to tell young folks how to do journalistic stuff better for 12 years. With her help, her students have won lots of writing awards, and they've managed to win some big design and photography awards in spite of her. Her most brag-worthy accomplishments include hiking the Inca Trail on her honeymoon, teaching some college classes and winning an Edith Fox King.

Emily Pyeatt Arnold, CJE, is the yearbook adviser at Haltom High School in Haltom City, Texas. She was named a 2015 JEA Rising Star. In her eighth year at Haltom, she teaches photography, journalism and yearbook, and also advises Stampede TV and the Stampede online newspaper. Emily's students have earned awards from NSPA, CSPA, Quill and Scroll, ILPC and ATPI. She fell in love with photography when she was in high school and worked for the Daily Nebraskan when she was not serving as the mascot,

Herbie Husker and Lil' Red. Today, Emily enjoys watching her students develop a passion for journalism and teaching at workshops and conventions across the country.

Samantha Berry is the adviser for Cypress Creek High School in Houston. She is the recipient of the TAJE Pathfinder Award, JEA Rising Star Award, and was the 5th grade spelling bee champ. Her students have won many awards from CSPA, ILPC and TAJE, but they are most proud of the pinata from the 2016 TAJE convention.

Mary Angela Bock is a former TV journalist turned academic with an interest in the sociology of photojournalism. Most recently, she co-authored Visual Communication Theory and Research with Shahira Fahmy and Wayne Wanta. Her 2012 book, Video Journalism: Beyond the One Man Band, studied the relationship between solo multi-media practice and

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news narrative. She teaches courses about gender, reporting, and visual communication at the University of Texas at Austin.

Alyssa Boehringer is in her 12th year of advising journalism at her alma mater, McKinney High School. She advises broadcast, yearbook and online news and loves taking kids to journalism conventions where they wear ugly sweaters instead of staff shirts. She is incoming president-elect for the Texas Association of Journalism Educators and is JEA's National Broadcast Adviser of the Year.

R.B. Brenner is a professor and the director of the School of Journalism at the University of Texas. He arrived at UT-Austin in August 2014 from Stanford University, where he joined the faculty four years earlier after leaving The Washington Post. At The Post, his roles included Metro Editor, Sunday Editor and Deputy Universal News Editor. He was one of the primary editors of the newspaper's coverage of the Virginia Tech shootings, which was awarded a Pulitzer Prize in 2008, and played a leadership role in merging the digital and print newsrooms. While at The Post, he served as the journalism consultant for the 2009 film "State of Play." At UT-Austin, he leads a team of journalism, film and computer science students working on virtual reality and 360-degree video projects in partnership with The Washington Post. His journalism career also included reporting and editing jobs at newspapers in California, Florida and North Carolina.

Deanne Brown has taught photojournalism and advised the news magazine at Westlake High School for 31 years. She currently serves as the president of the Association of Texas Photography Instructors. She has been named Journalism Teacher of the Year by ILPC, a Trailblazer by TAJE, a Pioneer by NSPA, a Medal of Merit winner by JEA and a Star of Texas by the Association of Texas Photography Instructors. Each year, her students take top honors at contests such as the National Scholastic Press Association's Photo of the Year, Jostens' Photo of the Year and the Scholastic Art and Writing Awards.

Andrew Chavez is a journalist and Web developer at The Dallas Morning News. Before joining The News in January 2016, Andrew was a news applications developer at the Austin American-Statesman. At the Statesman, he built interactive and special presentations for stories, assisted reporters with data-heavy reporting projects and was the developer for the Statesman's Longhorns sports website, Hook'Em.com. Prior to joining the Statesman in September 2014, Andrew was the director of digital media at the TCU School of Journalism. At TCU, Andrew advised and managed the technology for TCU 360, the student news website, and the109, a student-run hyperlocal reporting project. He taught an undergraduate course on digital tools for journalists, Intro to Media Web Tools, and co-authored a media writing textbook, "Writing for Media Audiences: A Handbook for Multi-platform News, Advertising and Public Relations." Also at TCU, Andrew was the associate director of the Texas Center for Community Journalism, a center that provides

professional development for Texas community journalists. Along with a TCU colleague, he received a grant from the Knight Foundation Prototype Fund in 2014 to develop an open source photo-streaming tool for newsroom photographers. That project, Photostreamer, is still under development. Andrew has a B.A. and M.S. in news-editorial journalism from Texas Christian University.

As the Western Creative Accounts Manager for Jostens Publishing, **Tina Cleavelin** works closely with advisers and staffs to produce and market their publications. She advised award-winning newspaper, yearbook and photojournalism staffs for 14 years in Arizona and Oklahoma. While advising yearbook and photojournalism staffs in Arizona, she served as the Fall State Journalism Convention Director for the Arizona Interscholastic Press Association. She received the Friends of Journalism award from the New Mexico Scholastic Press Association and the Jostens Leadership Award. Tina continues to remain actively involved in state and national journalism organizations as a speaker and judge.

Renita Coleman, an associate professor at the UT School of Journalism, was a reporter and editor for 15 years at newspapers including the Raleigh (NC) News & Observer and the Sarasota (FL) Herald-Tribune. She has been a section editor in features departments responsible for travel, fashion, arts and entertainment, among others, developing story ideas, working with reporters to report and write them, editing stories, coordinating photographs, layout and design. At Gulfshore Publishing in Naples, FL, she was the assistant editor for the homes magazine and a writer for Gulfshore Life magazine and special publications.

Julianne Coyne has been passionate about journalism as long as she can remember. From being a high school journalist to copy editing at the Daily Texan at UT to working alongside Jeanne at ILPC, journalism was a constant throughout her scholastic career. Shortly after she graduated college, Julianne used her Internet savvy to find her way into a social media and PR job. Today, she leads a team of brilliant social media and Internet marketers at an ecommerce company.

Selwyn Crawford is the Communities Hub Editor at The Dallas Morning News where he directs coverage of several suburban areas throughout North Texas. A graduate of The University of Georgia, Crawford began his journalism career in 1981 at the Orlando Sentinel. He joined The Morning News in 1988 and has covered criminal courts, government, and general assignments. Crawford has also covered several special assignments at the paper including the 1992 Democratic National Convention, the 1992 Los Angeles riots, the 1996 Summer Olympics and two Super Bowls. In addition to his editing duties, Crawford is also director of the newspaper's highly-acclaimed college internship program and leads planning for The News' annual High School Journalism Day.

Photojournalist **Louis DeLuca** has spent his 30-year career capturing memorable moments in history and

individual people's lives. He has covered 12 Super Bowls, the NBA Finals, the Stanley Cup Finals, the Summer Olympics and the baseball World Series, as well as a variety of youth, high school and college sports events both in the north Texas area and nationwide. His non-sports work has included hurricane, riot and earthquake coverage, as well as quiet "slice of life" assignments in local schools, communities, businesses and churches. DeLuca has five times been named the Regional Photographer of the Year for the National Press Photographers Association and has finished as runner-up five other times. Along with numerous awards in local, state and national competitions, he has also been published in Sports Illustrated, Life Magazine, ESPN the Magazine, Newsweek and the New York Times Magazine. A native of Huntsville, Alabama, DeLuca grew up in a suburb of Houston and played baseball through college. He is married with four children and resides in Dallas.

Christine Keyser-Fanick is in her 12th year as publications adviser at John Paul Stevens High School in San Antonio and has served as a scholastic journalism adviser for nearly 20 years. Writing has been her passion her entire career, which has included stints as a newspaper reporter, magazine and website writer, public relations professional, and a financial executive vice president. Her favorite job is working with high school students and helping them achieve more than they ever thought possible. Keyser-Fanick and her students produce national and state award-winning publications year after year through hours of hard work and a commitment to excellence.

Sara Gonzales is a dog-loving Texan from Central Texas who now teaches in Katy. She got her start in the journalism world as part of the Dragon Lore yearbook at Round Rock High School and graduated from Texas State University- San Marcos with a degree in Electronic Media. From being personal photographer to Bill Clinton and Executive Director Intern at the Clinton Foundation, to taking helping her students create the first multilingual yearbook in the country, she loves staying connected to all things news. In her spare time, she loves to talk about the two loves of her life – her dogs, Boudreaux and Lucy. Ask her to see photos of her adorable pooches, she loves to show them off.

Corey Hale has advised high school newspapers for 15 years and is in his second year with The Red Ledger at Lovejoy High School. Hale cut his journalistic teeth in the wilds of Central Arkansas, where he wrote, edited and designed in the sports department of medium-sized daily. His students make him look good by winning lots of awards and he returns the favor with a never-ending stream of groan-inducing puns.

Charla Harris has advised the journalism programs at Pleasant Grove High School in Texarkana for the past 31 years, and she has brought students to 26 straight ILPC conventions (obviously loves the convention and riding a school bus for eight hours with 20 teenagers). Her students have won multiple CSPAs Gold Crowns, NSPA Pacemakers and ILPC Star Awards, Harris is a Max Haddick Teacher of the Year, a JEA and Dow

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Jones Distinguished Adviser, and she is the president of TAJE.

Bobby Hawthorne teaches a lot of dog-and-pony show workshops for high school journalists and writes a column and various feature stories for an education magazine published by an association of Texas school administrators. When Bob first got involved in student journalism, Richard Nixon had yet to hear of Watergate, the cow pastures of Woodstock remained a muddy mess after the hippy invasion, and the Beatles were two albums away from splitting up. For his efforts, real and imagined, Bob has won a lot of cool honors including TAJE's Trailblazer Award, ILPC's Edith Fox King Award, CSPA's Charles O'Malley Excellence in Teaching Award, and JEA's Carl Towley Award. Bob also wrote several books, including "The Radical Write," which you all should own and study religiously.

Wade Kennedy is a high school journalism adviser and a professional freelance photographer. Kennedy has advised yearbook and newspaper classes at Richardson High School for six 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.

Meg Nanson has been a writer her whole life, and writing about her passions has taken her a lot of places, including to Finland for a stint as a youth ambassador. Today, she's passionate about helping people harness the Internet to improve their day-to-day lives. She has spoken at major conferences and universities on topics related to branding, marketing and communication, and wonders how many speakers at this one will be referencing breakfast tacos in their bios.

Alex Hannford was born in London and spent his early childhood in Nigeria. He cut his teeth in journalism on the South China Morning Post in Hong Kong and the Lynton Times in England — at the time the last newspaper in the country to use hot metal printing. He worked as a feature writer and commissioning editor on the London Evening Standard before going freelance in 2003. Alex has taught journalism at Kingston University in the UK and authored a biography (Last of the Rock Romantics) for Ebury Press, part of the Random House group. He has written about the death penalty, crime, harsh sentencing, religion, culture and human rights issues for the Sunday Times and Sunday Telegraph magazines, The Guardian, GQ, Esquire, The Atlantic, The Nation, and the Texas Observer. A dual British-U.S. citizen, he divides his time between Texas and London.

Kira Hayes advises at her alma mater, Lewisville High School. Before she became a teacher, she earned a BBA in Marketing at The University of Texas at Arlington and spent six years in the sales and marketing field. She left marketing when she realized she would probably never have a job as glamorous

as Matthew McConaughey's in How to Lose a Guy in 10 days. (Shout out to MM if he's around in Austin this weekend!)

Josh Hinkle is KXAN's Executive Producer of In-depth & Investigative Content. In addition to leading the station's Alfred I. duPont and IRE Award-winning investigative team, he oversees its political coverage as host of "State of Texas," a weekly, Cronkite Award-winning program devoted to coverage of the Texas Legislature and elections. Josh also teaches broadcast journalism at St. Edward's University in Austin.

Kathi Hopkins is currently serving the South Texas region for Balfour yearbooks in her 26th year. She loves getting the most out of her yearbook staffs! She also judges and coaches UIL writing events in her area.

Alex Horton is a national reporter at Stars and Stripes, where he covers military and foreign defense issues. He previously worked in the federal government and nonprofit sectors. He has published at The New York Times, The Washington Post, The Atlantic, Foreign Policy and other publications. Horton is a graduate of Georgetown University, where he also taught a course on journalism in the digital age.

Kim Katopodis is a word nerd, champion of her own "Chopped" kitchen, and lover of all things journalism. She's been honored to advise Star, Crown and Pacemaker publications over the past decade, and coached dozens of UIL journalism champions. While her heart will always be in the classroom, she's currently a representative for the Houston Office of Balfour Yearbooks as part of an amazing team serving nearly 700 schools in Houston and the surrounding area.

Chase Karacostas is a journalism and public health student at the University of Texas at Austin. As a senior in high school, he won three Tops in Texas awards and more than a dozen Individual Achievement Awards from ILPC for both yearbook and newspaper. That year was also his first time competing in UIL Journalism, and he went to State for feature writing. Last summer, he interned at the Dallas Morning News in its Guide/Guideline department. Currently, he's currently a photographer and reporter for The Daily Texan, UT's student newspaper.

Shannon Kelly is an English and journalism teacher at John Paul Stevens High School located in San Antonio. A former blogger, museum educator, and higher education administrator, Kelly earned a Bachelor's degree in Mass Communications from Louisiana State University in Shreveport and a Master's Degree in Business Management from Troy State University. Kelly is completing her fourth year of teaching in public schools and has served as a publications advisor, UIL coach and writing instructor in addition to teaching English II and Journalism I.

Brian Kennedy is the broadcast adviser for Prosper High School's award-winning Eagle Nation News.

He has produced video for the Dallas Morning News and run promotional campaigns for many Dallas area charities. His program in Prosper produces a live daily scholastic broadcast, college gameday style sports programming and a late-night comedy style talk show that has been recognized by both Stephen Colbert and Seth Meyers at the national level. Brian received the National Distinguished Broadcast Adviser award this year.

Alanis King is a full-time University of Texas at Austin student and a motorsports reporter for several publications, including Jalopnik, Autoweek Magazine and SPEED SPORT Magazine. She went through the Hulk Hogan lawsuit as an employee at Gawker Media, and she's covered everything from NASCAR to Formula One. She also really, really loves her cats.

Kel Lemons fell in love with yearbook at 16. More than two decades later, she has her dream job as Balfour's Key Account/Education Manager. Before joining Balfour, Kel was a newspaper and yearbook adviser for 12 years in Texas. Her publications at Connally High School and Rouse High School won numerous ILPC Stars, CSPA Crowns and NSPA Pacemakers. Kel's love for design and photography was heavily influenced by her first job as a newspaper photographer at the Waco Tribune-Herald. When she's not working, she's usually curled up with a good book or the latest Entertainment Weekly. Kel's only slightly addicted to thrift shopping, house renovations, Whataburger and Law & Order reruns.

Wesley Lewis is an associate at Haynes & Boone LLP, where he focuses on First Amendment, media, and entertainment law. He has represented clients in the entertainment, media, advertising, and financial industries in a wide variety of disputes and appeals. He is a graduate of The University of Texas and Harvard Law School.

Leland Mallett has been advising yearbooks and newspapers since 1999. He is the newspaper and yearbook adviser at Legacy High School in Mansfield, Texas. Legacy's publications have won Crowns, Pacemakers and Stars. Mallett serves as the Webmaster for TAJE. In 2015 he won the Max Haddick Teacher of the Year award from ILPC. He's also won the Edith Fox King Award, TAJE Trailblazer, Dow Jones Special Recognition Adviser and JEA's Yearbook Special Recognition Yearbook Adviser. Leland loves the art of telling stories in any media. But really, he's just going through life trying not to look like a moron.

David Miller loves fonts. And good design. And great writing. And Starbucks -- though that has nothing to do with scholastic journalism. As a 14-year veteran of the journalism classroom, he is passionate about yearbooks and newspapers and continues to be amazed at the work produced by Texas students. Now in his eighth year as a representative for the Houston Office of Balfour Yearbooks, he has the privilege to work with those amazing students and their advisers on a daily basis.

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Jeff Moffitt, MJE, is a Jostens Creative Account Manager. He advised the award-winning Torch yearbook and Oracle newspaper at Olympia High School in Orlando, FL for 11 years. He is a National Board Certified teacher in Career and Technical education. Moffitt was OHS's 2007 Teacher of the Year. JEA named him a Special Recognition Yearbook Adviser in 2010 and a Rising Star in 2006.

Mark Murray currently serves as the Director of Technical Services and Systems Integration for the Arlington Independent School District in Arlington, Texas. He is Executive Director of the Association of Texas Photography Instructors. Murray is a Joseph M. Murphy recipient from the Columbia Scholastic Press Association, has been awarded the Carl Towley Award by the national Journalism Education Association, and the Interscholastic League Press Conference in Texas has named him one of 75 Texas Legends of Scholastic Journalism.

Lori Oglesbee advises EagleNationOnline.com and teaches both Photojournalism and Journalism I at Prosper High School. Her wall of me includes 2009 JEA National Yearbook Adviser of the Year and 2005 Max R. Haddick Texas Journalism Teacher of the Year. She even has an Honorary FFA Chapter Degree -- something Leland Mallett doesn't have. Her students have top honors at the state and national, staff and individual level for more than 30 years.

Andrea Negri is in her eighth year at Alief Hastings High School in Houston. She teaches journalism, photojournalism, and commercial photography, advises the newspaper and yearbook, and serves as UIL academic coordinator in addition to coaching the journalism team. She is secretary for the Association of Texas Photography Instructors, a JEA Master Journalism Educator and a recipient of the Edith Fox King and Pathfinder awards.

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. Fourteen years ago, she landed in Houston, at Texas' strangest little high school, where she advises the yearbook, newspaper and morning announcements and teaches whatever technology courses they put on her schedule. She is the author of Scholastic Yearbook from Teaching-Point.

Lee Nichols spent 24 years as a journalist for The Daily Texan, Austin American-Statesman and The Austin Chronicle until 2011, when he became the communications director for State Senator Leticia Van de Putte of San Antonio. Since 2015, he has been communications director for TexProtects, the Texas Association for the Protection of Children.

Katey Psencik is an award-winning writer and social media producer at the Austin American-Statesman and Austin360. A 2013 graduate of the School of Journalism at the University of Texas at Austin, she has worked in TV, radio, public broadcasting and digital media. She discovered her love for journalism in her high school yearbook class and has a passion for helping young future journalists learn more about the industry and how to succeed in the ever-changing media landscape.

Sean Price has worked in the communications field for over 30 years. He has written more than 50 books for young people and served as a managing editor at both Scholastic Inc. in New York and the Southern Poverty Law Center. Price freelanced full-time for 11 years and has done projects with freelancers throughout his career. He currently serves as the chief editor at EnviroMedia, an advertising firm in Austin.

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 Teacher of the Year and Edith Fox King awards, TAJE's Trailblazer Award, CSPAs 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 five beautiful 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.

Ross Ramsey is executive editor and co-founder of The Texas Tribune. Before joining the Tribune, Ross was editor and co-owner of Texas Weekly for 15 years. He did a 28-month stint in government as associate deputy comptroller for policy and director of communications with the Texas Comptroller of Public Accounts. Before that, he reported for the Houston Chronicle from its Austin bureau and for the Dallas Times Herald, first on the business desk in Dallas and later as its Austin bureau chief, and worked as a Dallas-based freelance business writer, writing for regional and national magazines and newspapers. Ross got his start in journalism in broadcasting, covering news for radio stations in Denton and Dallas.

Michael Reeves is the current newspaper adviser at James Bowie High School in Austin, TX. He is a 14-year veteran teacher with experience leading students in newspaper, yearbook, lit magazine, and online

coverage. His staffs have won lots of awards from lots of places, but it isn't really about awards, scholastic journalism is about learning skills and applying them to a publication. Reeves is a champion of scholastic rights and in today's political climate the emphasis on the "truth" has taken center stage in his program. In his spare time he spends lots of time at the "purple park" with his rambunctious 4-year old daughter.

James Rich in his 15th year of advising student publications. He currently serves as the advisor of Panther Prints newspaper and Panther Tale yearbook at Duncanville High School. Over his years of advising publications, his staff photographers have received awards as NSPA sports picture of the year, first place and Tops in Texas photo awards at ILPC, Individual photography awards from JEA, ATPI, TAJE, SIPA, Quill and Scroll, NSPA and CSPA. His publications staff photographers have also been winners of the Dallas Morning News top portfolio and Top Photographer awards. In 2014 one of his photographers received the Award of Excellence in Journalism from the National Federation of Press Women. Mr. Rich's publication The Stinger from Azle High School won the George H. Gallup Award from Quill and Scroll in 2005 and was selected for multiple ILPC Star awards. Panther Prints online has been selected as the top website in the Dallas Morning News contest and has been nominated for star awards with ILPC and been named as an All-Southern News site by Southern Interscholastic Press Association multiple times. His publications have received Silver Crowns from CSPA and has been nominated for multiple NSPA pacemakers. He received the Edith Fox King award in 2010.

Jenny Richards is a Senior Data Artist and part of the Tableau Public team, working to help people turn rows of numbers into visualizations that are interesting, insightful, and beautiful. A dedicated volunteer and do-gooder, she loves supporting others who want to change the world in real life and through data visualization.

Kevin Robbins is a senior lecturer specializing in sports reporting and long-form feature writing at the School of Journalism at the University of Texas at Austin. He wrote for newspapers in Kansas City, Memphis, St. Louis and Austin before becoming a teacher in 2012. His freelance work has appeared in The New York Times, espnW.com, TexasMonthly.com, Golf.com, Sports on Earth and USGA.org. His first book, a biography of golf professional Harvey Penick, won the 2016 United States Golf Association Herbert Warren Wind Book Award.

Benjamin Robinson is a native of Raleigh, North Carolina and currently a MultiMedia producer for the Dallas Morning News. He received his Master's degree in Interactive Media at Elon University. Benjamin has more than 7 years in media production where he takes responsibility for documenting culture through film and uses the internet to gain information to create a larger platform for his community using social networks and other tools.

Sessions brought to you by ...

Lisa Musser Roskens has taught writers for more than 15 years, but this school year will be her fifth to teach scholastic journalism and her first as a career/technical education instructor. Prior to teaching, she worked as a full-time journalist, stay-at-home mom and freelance writer. Her publishing credits span multiple genres and sources, such as National Geographic for Kids, Fort Worth Magazine and several newspapers and trade magazines. Her small-town students don't mind taking on the big-time job of producing award-winning broadcast, newspaper and yearbook publications.

Samantha Rupert is a recovering local news journalist with a full-fledged social media obsession. After making the transition from journalism to marketing, Samantha found her sharp wordsmithing was a coveted asset. She moved from New York to Austin in 2015 and quickly recognized her passion for ecommerce and helping online businesses succeed through social media. She is now a Social Media Team Lead at Volusion.

Nicole Sanders advises the award-winning print, online newspaper publications, LeopardLife and the yearbook, Rosette, at Willow Springs Middle School in Lovejoy ISD, where her students have earned NSPA First Class, Best of Show, as well as Awards of Distinguished Merit and a Bronze Star through ILPC. She has years of professional journalism experience, holds a B.S. in journalism and MEd in educational leadership and mediation.

Hal Schmidt has been working with student publication staffs get the most from their software apps for over 30 years. He is the tech rep for the Houston Office of Balfour Yearbooks and co-owner of PS Graphics, inc in Fredericksburg, Texas.

David Schneider is a television professional with years of experience directing a wide variety of television programs in a wide range of genres. David has directed everything from single camera style shoots to large multi-camera remotes. He has vast experience in broadcast television news and talk shows during a long career with the Disney/ABC Television Group. David's passion is directing live music performances and he has directed live concert broadcasts with artists including The Philadelphia Orchestra, Elton John, The Roots, Jennifer Nettles, Sheryl Crow, John Legend, The Goo Goo Dolls, Lauren Hill, Hall and Oates and many others. David has also served as a Director, Technical Director or Assistant Director for sports broadcasts on NBC, CBS, Comcast Sportsnet and ESPN. In addition, David is an editor, working on long format productions in Avid or Final Cut Pro. David holds an undergraduate degree in Radio, Television and Motion Pictures from The University of North Carolina at Chapel Hill and a Master's Degree in Media Studies and Production from Temple University in Philadelphia.

G.W. Schulz joined The Center for Investigative Reporting in 2008 and covers security issues and law enforcement. Since joining CIR, he's reported stories for National Public Radio, Wired.com, The Daily

Beast, the San Francisco Chronicle, the Houston Chronicle, Mother Jones and more. Prior to that, he wrote for the San Francisco Bay Guardian and Urban Tulsa. He was an early contributor to The Chauncey Bailey Project, which won a Tom Renner Award from Investigative Reporters and Editors in 2008. In 2007, he won a first-place prize in investigative reporting from the California Newspaper Publishers Association. He also won the Public Service Award that year from the Society of Professional Journalists' Northern California Chapter. G.W. graduated from the University of Kansas.

Jason Stanford is the communications director for Austin Mayor Steve Adler. Previously, he was a Democratic strategist for Planned Parenthood of America, a syndicated columnist with Cagle Cartoons and a regular contributor to both the Austin American-Statesman. Stanford co-authored Adios Mofo: Why Rick Perry Will Make America Miss George W. Bush in 2011 with James Moore. His bylines have appeared in Texas Monthly, the Texas Tribune, Texas Observer, USA Today, Talking Points Memo, Politico Magazine, and MSNBC.com, among others. He was the founder of Stanford Campaigns, a national political consulting firm based in Austin that is still operating.

Senior staff photographer **Irwin Thompson** joined the Dallas Morning News photojournalism staff in April 1990. Before coming to Dallas, he was a staff photographer at the Times-Picayune in New Orleans (1987-90) and The News-Star in Monroe (1984-87). Thompson has received numerous awards, including recognition from the Texas Associated Press, the Louisiana Associated Press, the Texas Headliners, the Press Club of Dallas and the National Press Photographers Association. He was among The News' team of eight photojournalists that won the 2006 Pulitzer Prize in Breaking News Photography for their gripping images showing the pain, chaos, and suffering after Hurricane Katrina hit New Orleans. His work has been published around the world and in People Magazine, Life Magazine, TIME Magazine, U.S. News & World Report, National Geographic Magazine and Sports Illustrated. Thompson was born in Lake Charles, LA., grew up in DeRidder, and attended DeRidder High School. He graduated in 1984 from the University of Louisiana at Monroe with a B.A. degree in photojournalism. He is the son of Mae Helen Buckley.

Cindy Todd retired last May after advising yearbooks at Westlake HS and Randall HS for 25 years. Her students earned ILPC Gold Stars, CSPA Gold Crowns, NSPA Pacemakers and Best of Show. A frequent workshop speaker, Todd received the 2012 H.L. Hall National Yearbook Adviser of the Year, 2008 Max Haddick Texas Journalism Teacher of the Year, 2010 TAJE Trailblazer, 2013 CSPA Gold Key, 2013 NSPA Pioneer and 2013 JEA Medal of Merit. Todd will become the Texas Association of Journalism Educators Executive Director in June 2017.

Kate West is an Emmy-nominated television journalist with 15 years of experience covering the news

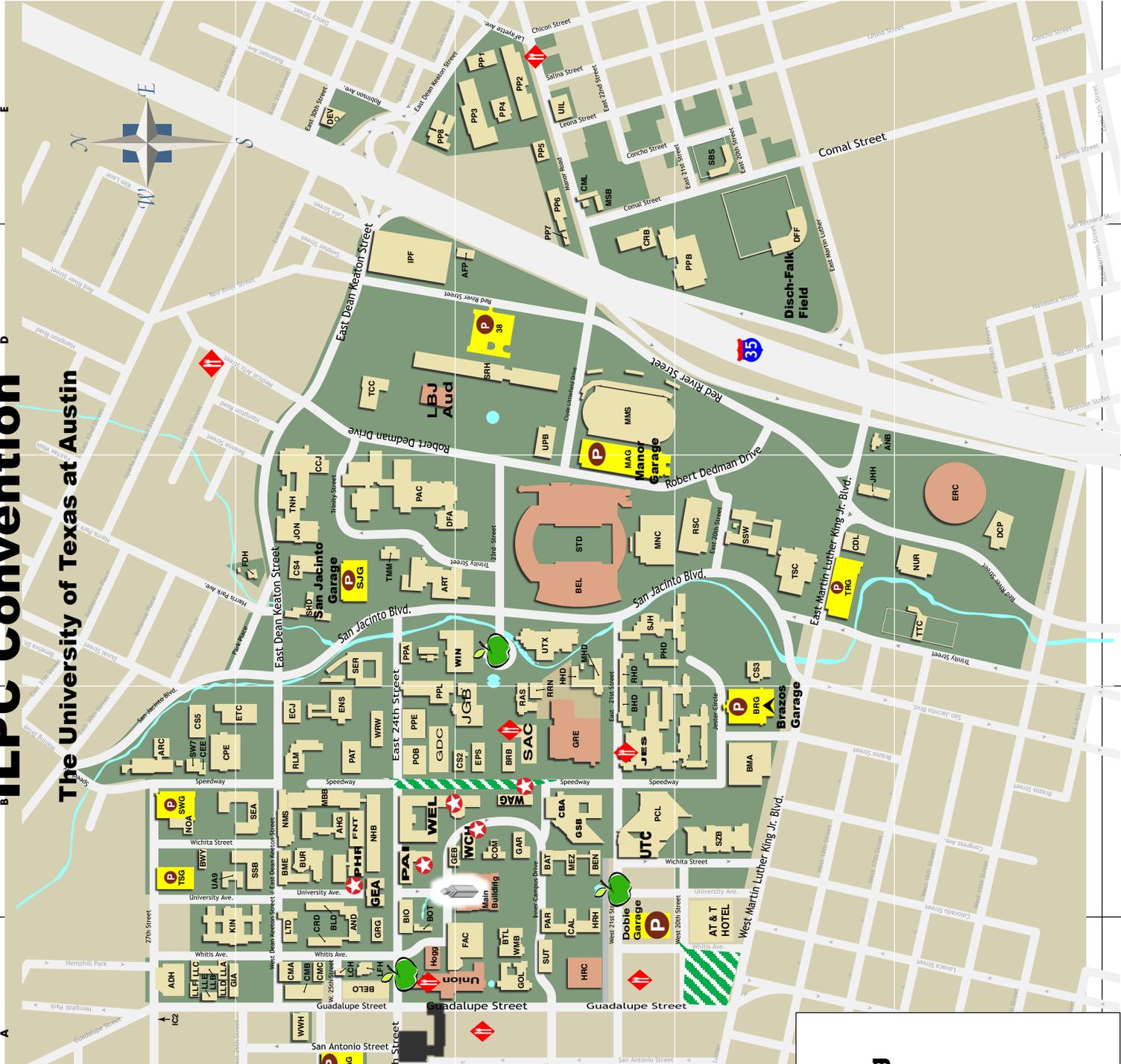
for various television stations across the country. Currently, she's the morning reporter for the Emmy award-winning KXAN News Today. Since 2004, Kate has set her alarm clock for 2 a.m. to wake up Austinites. Before coming to the Live Music Capital, Kate worked at the ABC affiliate in Harrisburg, Pennsylvania, the CBS affiliate in Roanoke, Virginia, and the CBS affiliate in Clarksburg, West Virginia. She graduated with a bachelor's in communication from the University of Massachusetts in 1998 and earned both her master's and Ph.D. in journalism from The University of Texas at Austin in 2008 and 2012, respectively. Kate left Austin for one year to become an assistant professor at the University of Georgia in the Department of Telecommunications. Kate has received two Emmy nominations for her reporting and has been recognized by the Texas Associated Press for being a part of the 2010 and 2013 winning team for Best Morning Newscast as well as a Texas Associated Press Award, First Place, Spot News Story Individual, 2013. Kate's research looks at the convergence of media organizations and the sharing of content between competing organizations. Her research has appeared in peer-reviewed journals like New Media & Society and the Journal of Broadcasting and Electronic Media. Kate has also been the recipient of the University of Texas McCombs Publishing Award and has had numerous papers presented at AEJMC and ICA conferences. Kate and her husband have three young and energetic kids, an 80 pound lab mix that never tires out, and two cats. You'll often find Kate running on the Hike and Bike Trail in her spare time.

Forrest Wilder, a native of Wimberley, Texas, is the editor of the Observer. Forrest has appeared on Democracy Now!, The Rachel Maddow Show and numerous NPR stations. His work has been mentioned by The New York Times, the Washington Post, the New Yorker, Time magazine and many other state and national publications. Other than filing voluminous open records requests, Forrest enjoys fishing, kayaking, gardening and beer-league softball. He holds a bachelor's degree in anthropology from the University of Texas at Austin.

Bradley Wilson, MJE, Ph.D., is an assistant professor and student media adviser at Midwestern State University. Publications he has advised have won top national honors repeatedly. He has received JEA's Carl Towley Award and ILPC named him a Texas Legend. Wilson is editor of Communication: Journalism Education Today, JEA's magazine.



ILPC Convention The University of Texas at Austin



Legend

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-  Bus Drop Off
-  Building

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 PAH - Painter Hall
 PHR - Pharmacy Building
 WAG - Waggoner Hall
 WCH - W.C. Hogg Building
 WEL - Welch Hall