

Honest. Good. Real. That's you.

Or at least that is what you do for your school. You give them honest, good, real stories. You show them the truth. You deliver, and they stay informed about their school, their community and their classmates.

I thank you for your hard work, and I know they appreciate it. And that's why we are here today to celebrate you and celebrate scholastic journalism. My hope is that you learn something this weekend. My hopes is that you are inspired. My hopes is that you understand what you do matter.

This is our 91st scholastic journalism celebration in our great state of Texas. Only nine years away from a century.

More than 30 years ago (well dang, I'm getting old), I made my debut at ILPC as a sophomore student from Duncanville High School. I still remember being shocked at the size of the University of Texas and being "wowed" by David Knight (who was presenting even back then) and all of the other speakers.

The convention gave me a glimpse of the world of journalism outside my little home town. It made me realize that journalism mattered. It did then — 30 years ago — and it still does today.

YOU MATTER and what YOU DO MATTERS. Journalism, regardless of the medium it's delivered with, makes a difference. Whether you are taking photos for your yearbook or anchoring your weekly broadcast show, you are impacting the students at your school. No other student has the power that you have — not only do you get a glimpse of the lives around you, but you also get to share the stories you find. You give voices to those with none and protect those who need it most.

Here at the convention, engage with our presenters as they share their stories and their experiences, and I think you will agree — journalism matters.

Embrace the sessions and the speakers. Attend as many as you can. Ask questions and take notes. Listen to the stories. Make contacts. Get motivated.

Many, many years ago when I was in high school, ILPC changed my life. It gave me direction and inspiration. I hope we can do the same for you over the next two days.

The Convention

This year we are headquartered in Burdine Hall, and we are using several buildings around it. That means you will have to go on a bit of a treasure hunt to find your sessions. The good news is our buildings are closer together this year. Less walking. More sessions. It's a good combination.

Don't be afraid to venture out to find that great presenter. Use the map printed in this program and look for our UIL workers ready to help give you direction and answer any questions you have. We are wearing the red ILPC T-shirts, so we shouldn't be hard to miss.

Before selecting your sessions, read the bios of our speakers. We have so many impressive journalists, professors and advisers donating their time this weekend. My advice: Split up your staffs so you can get as much variety as possible to take

home with you. Enjoy the adventure.

ILPC History

For the past 91 years, students and teachers from all points of Texas have converged on Austin each spring to attend the state scholastic journalism convention. In that time, famous and infamous have been here as students and teachers. The famous, ranging from Walter Cronkite to U.S. Representatives such as Martin Frost and Kay Granger to celebrities such as Sissy Spacek and writers such as Rob Thomas, have learned from the best of the best in Texas scholastic journalism.

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

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

The second conference was held in the spring of 1928. This time lapse occurred because Governor Miriam Ferguson had vetoed the appropriation for the UT Department of Journalism in 1926, and the department was not reinstated until the fall of 1927.

That same year, DeWitt Reddick assumed responsibility for the ILPC program. Under his guidance, ILPC grew into one of the nation's largest student press associations and directors such as Reddick, Max Haddick, Bobby Hawthorne and Randy Vonderheid have been instrumental in making Texas scholastic journalism the best in the nation.

Questions

Don't be afraid to ask questions of me and of any veteran teacher/adviser here. Journalism teachers are the best bunch of people to know. If we've never met, please stop by the registration table and introduce yourself.

In the beginning of this welcome, I said "we host." I did not, nor could not, organize this convention by myself. Jessica Martinez, Glenda Muñoz, Jenny Nichols, Lisa Parker, my intern Nicole Stuessey and the other UIL interns did a huge amount of hard work to make this convention a success. Bobby Hawthorne, former UIL academic director, and Randy Vonderheid, the former ILPC director, also gave us much-needed advice and direction.

Finally, I must thank the advisers who volunteered their time to present a session or two or three or six. We couldn't put on this show without them. Thanks. Now stop reading and go enjoy your adventure.

JEANNE ACTON
ILPC Director



The DETAILS

◆ REGISTRATION

The registration desk is located on the ground floor of Burdine Hall from 8 a.m. to 3 p.m. Saturday.

◆ IN-SERVICE CREDIT

Professional development in-service certificates will be in your adviser bag. We will have a few extras at the registration table.

◆ ADVISERS, ARE YOU HUNGRY?

Stop by the Balfour Publishing Company Luncheon, 11:45 a.m. - 12:45 p.m. Saturday in BUR 116.

◆ VISIT EXHIBITORS

Check out the exhibits on the first and second floors of Burdine. Exhibitors will have a wide range of instructional material, handouts and assorted other goodies.

◆ CERTIFICATES

Certificates, newspaper/broadcast rating booklets and other materials will be mailed to schools after the convention. Unclaimed medals and plaques will also be mailed after the convention.

◆ TOPS IN TEXAS IAAs



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

Jim Anderson and Balfour Publishing Company will provide lunch for advisers at 11:45 a.m. Saturday in BUR 116. Signs will be posted.

Winners of the Tops in Texas Individual Achievement Awards will be announced and medals presented at 5 p.m. Saturday in BUR 106. Those eligible for Tops in Texas IAAs are the first place winners in each conference of the yearbook and newspaper IAA contests.

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

◆ MEDALS

All other IAA medals can be claimed at the registration desk. If you need additional medals, see Jeanne or Jessica. 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 91st annual ILPC State Convention.



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

For more than nine 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

CONVENTION STAFF

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

BUILDING KEY

- BUR - Burdine Hall
- WCH - Will C. Hogg Building
- PAI - Painter Hall
- GEA - Gearing Hall
- WAG - Waggener Hall

OVERVIEW OF THE SCHEDULE

Saturday, May 4

- 8 a.m. – 3 p.m. – Registration in Burdine Hall (ground level)
- 9 – 9:45 a.m. – Break-out session
- 10 – 10:45 a.m. – Break-out session
- 11 – 11:45 a.m. – Break-out session
- 11:45 a.m. – 1 p.m. – Advisers' luncheon · BUR 116
- 11:45 a.m. – 1 p.m. – Lunch for students (map of options at registration desk)
- 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 · BUR 106

Sunday, May 5

- 9:15 – 9:45 a.m. – Informal book signing with John Moore, LBJ Auditorium
- 10 – 11 a.m. – John Moore's keynote
- 11:15 a.m. – 12:15 p.m. – Grand Awards Assembly at LBJ Auditorium

REMINDERS

EXTRA SESSIONS!!

We now have 9 and 10 a.m. break-out sessions on Saturday morning for our early arrivals and UIL State competitors.

BOOK SIGNING

John Moore, author of "Undocumented: Immigration and the Militarization of the United States-Mexico Border," will be available to sign books from 9:15 – 9:45 a.m. in the LBJ auditorium. We will not have books to sell. You must bring your own book.

NO MORE RIBBONS

We no longer award ribbons for ILPC IAA Honorable Mentions.

BUILDING HEADQUARTERS

We are headquartered in Burdine Hall. The good news is it's closer to the parking garages and it's closer to the other buildings we use. One drawback is that the hallways are not designed for vendors, so PLEASE make sure you roam around the building and check out all of our great vendors.

TAJE MEETING

4 p.m. BUR 136

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.

Featured Speakers



Walt Maciborski is an Edward R. Murrow and Emmy award-winning journalist who has worked in network news and major markets from Los Angeles to London. Walt is currently the main anchor for CBS Austin News. Recently Walt anchored daily extended coverage of the "Austin Bomber," bringing the city live, breaking news

updates on the search for a domestic terrorist. Walt has been on the front lines of major national and international stories. Walt anchored coverage of the Olympic Games from Sydney, Australia. He also reported and anchored from Superstorm Sandy imbedded with Indiana Task Force 1, the Oklahoma City Bombing, the massive Texas A&M Bonfire collapse, the devastating F-5 tornado that hit Jarrell, Texas, and then Governor George W. Bush and his run for the White House.

Corrie MacLaggan is the managing editor of The Texas Tribune. Previously, the Austin native worked as a national correspondent for Reuters, writing and editing stories about Texas and nearby states and overseeing a network of freelance writers.



Before joining Reuters, she covered Texas government and politics for the Austin American-Statesman. She has also worked in Mexico City, where she wrote for publications including the Miami Herald's Mexico edition. Her first reporting job was at the El Paso Times. Corrie is a graduate of the University of North Carolina at Chapel Hill, where she studied journalism and Spanish. She got her start in journalism at Westlake High School in Austin; she was the Journalism Education Association's 1998 national high school journalist of the year.

For the last 35 years, **Lori Oglesbee** advised more than 4,000 outstanding students at high school in Arkansas and Texas, including McKinney HS and Prosper HS. Her



staffs created award-winning yearbooks, newspapers and online sites, taking top awards at both the state and national level. The 2005 Max R. Haddick Teacher of the Year and 2009 JEA National Yearbook Adviser works as an independent educational consultant teaching staffs without having to assign grades. She has advocated for

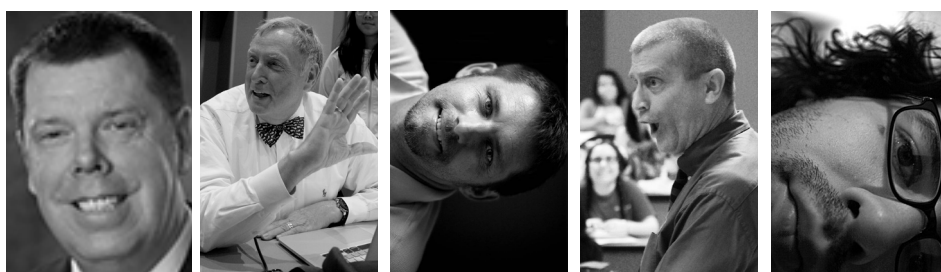
New Voices legislation and student press rights. She uses Twitter to give pointers on writing: #WritingTips-FromMsO.



What does it take to win? Take a look.

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

Out-of-State Speakers



Lundgren || Watterson || Kenney || Knight || Winter

NSPA Associate Director **Gary Lundgren**, Minnesota. "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

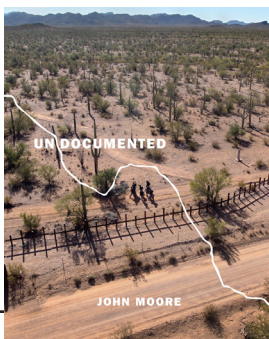
sponsored by *Walsworth* yearbooks



John Moore

Sunday 10 a.m. in LBJ Auditorium

JOHN MOORE, the 2019 World Press Photo of the Year winner, is a special correspondent for Getty Images. He has photographed in 65 countries on six continents and was posted internationally for 17 years, first to Nicaragua then India, South Africa, Mexico, Egypt and Pakistan. He returned to the U.S. in 2008. Moore has won top awards throughout his career, including the 2005 Pulitzer Prize for Breaking News Photography, World Press Photo honors, the John Faber Award and the Robert Capa Gold Medal from the Overseas Press Club, Photographer of the Year from Pictures of the Year International, the NPPA and Sony World Photography Organization. Moore is a graduate of Irving High School, where he photo edited the school newspaper the Tiger Rag and The Lair yearbook. He later graduated from the University of Texas at Austin, where he studied Radio-Television-Film. He lives with his



BOOK SIGNING

John will be available to sign his book "Undocumented" on Sunday from 9:15 - 9:45 a.m. in the LBJ Auditorium. We will not have books for sale. You must buy the book before the convention.

9 a.m. Saturday, May 4

#WRITINGTIPSFROMMSO

BUR 208

Dig through my toolbox to find fixes for common problems in your writing. All audiences. Lori Oglesbee

LEARN SOME STUFF TO DO TO MAKE YOU WAY BETTER

BUR 134

As a writer. As a storyteller. And as a reporter. WARNING! Some of it's stuff you'll only do if you're REALLY serious about writing. Targeted for newspaper and broadcast students. David Knight

MORE THAN JUST DO IT

BUR 130

Covering and writing about sports requires more than just showing up on the sidelines at game time. Learn how to ramp up your sports coverage by building relationships and telling the stories that go beyond the stat lines and the score boxes. Margaret Edmonson

SHOW OFF

BUR 108

Show-stopping spreads and unconventional coverage are the hallmarks of cutting edge yearbooks. You will leave with inspiring ideas and new ways to tell stories that capture the year. Jeff Moffitt

20/20 VISION

BUR 212

It's time to start planning your 2020 yearbook. Let's examine graphic design trends and review storytelling essentials. Gary Lundgren

AMERICA AT WAR

BUR 106

John Moore spent years covering international conflict around the world. Here, he focuses on the U.S. invasion of Iraq 15 years ago and the subsequent occupation of that country. He returned to northern Iraq and Syria in 2015 to cover the continued US war on ISIS in the region. John Moore

WHAT ABOUT COLLEGE?

GEA 105

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. Also, here's how to do college right, whether you major in journalism, pre-law or forensic pet therapy. Scott Winter

WOULD YOU? COULD YOU? SHOULD YOU?

BUR 220

The entire thought process behind photojournalism has changed in the last few years. Now anyone with a phone can shoot a picture and transmit it worldwide with no editors as gatekeepers, no background in journalistic ethics and no thought put into the implications of the image. But should they? Bradley Wilson

10 a.m. Saturday, May 4

FROM ENTRY LEVEL TO EMMY WINNING: BREAKING INTO THE BRAVE NEW WORLD OF JOURNALISM

BUR 136

This session will look at traditional and new ways of breaking into the career of journalism. EMMY and Regional Edward R. Murrow winning anchor/reporter Walt Maciborski shares his journey into journalism and how it has changed with today's digital opportunities. Walt Maciborski

PHOTO COMPOSITION

BUR 208

What story are you telling with photography in your publication? Nothing else matters if you don't start with great photography. Lori Oglesbee

BOKAH

BUR 220

The aperture is but one component of a good exposure, but really learning how to manipulate the aperture and depth of field can mean the difference between a mediocre picture and a picture where the center of visual interest pops out. Bradley Wilson

TAKE IT FROM A PRO

BUR 212

Let's discuss cool print designs from magazines and newspapers and ignite a creative spark for your school's newspaper, magazine and yearbook. All audiences. Gary Lundgren

MAKING A DIFFERENCE IN YOUR WORLD – WHY JOURNALISM MATTERS NOW MORE THAN EVER

BUR 216

Your parents have probably told you journalism doesn't pay well and means you'll work long hours. But did they tell you just how important journalism is in today's world? Learn how your peers across the world are making a difference and get some ideas for ways you can improve your school and community. We'll brainstorm ideas for stories and projects that matter – from covering underrepresented groups to helping others understand why the media are essential to our democracy. We'll discuss ways journalism can advance social justice and encourage your peers to be active in your community. Amy Sanders

GOING AGAINST THE GRAIN

BUR 112

The pivotal role paper, type, color and photos play in the success of your publication. Gotta be sophisticated and willing to be agile (maybe even risk-taking) to produce beautiful print. Bruce Watterson

THE PATH TO SUCCESS

BUR 130

This session will highlight what you need to know to be a successful reporter or editor, how to cover stories, what skills you need and some tips on how to become indispensable. Ross Ramsey

TYPE? OH!

BUR 108

Are you just picking a font you like, or thinking like a designer? Typography can enhance or detract from a spread. This session will take your knowledge and use of type from average to outstanding. Jeff Moffitt

BABY STEPS

BUR 214

This session is for beginners in Photoshop. Come learn some of the basics on how to improve your photos. Bring a laptop to get the most out of this session. Hal Schmidt and David Graves

WHERE DO YOU WANT TO WAKE UP TOMORROW?

GEA 105

Our story ideas are stale. Heck, they were stale in November. Now, they smell. How do we find ideas that keep the staff motivated to do great stuff and readers motivated to read it? Well, it's a secret. (We'll also have a thumbwrestling tournament.) So show up early. Scott Winter (all)

NEW VOICES

GEA 114

Come learn about the New Voices movement in Texas. A panel of students will discuss what they are doing and respond to questions. Neha Madhira, Haley Stack, Bethany Bissell and Mylo Bissell

11 a.m. Saturday, May 4

HOT HEADS

BUR 212

Say goodbye to dull and boring single-line headlines displayed in the same font and point size. Say hello to vibrant visual/verbal connections, layering, secondary decks and dominant words. Designing and writing dynamic headlines is essential for contemporary 2020 yearbooks. Gary Lundgren

LOOK LIKE A WINNER

GEA 127

What does it take to be a winner at ILPC – both with IAAs and Stars. Come talk with two of our seasoned judges who will give you inspiration and tips. Rhonda Moore and Mary Pulliam

GOOD SPORTS

PAI 3.02

Sporting events are a staple of every high school publication, but photographing them can be challenging. This action-packed session will cover techniques that will help you improve your sports action and sports features. James Kenney

MAKING MUSIC JOURNALISM COUNT

BUR 208

Everyone writes about music now. What can you do to make people want to read what YOU write about music? And if you want to do this professionally, what are the skills you'll need to succeed? Peter Blackstock

GREAT GATHERING COMES FIRST

BUR 134

The greatest journalists are always the greatest gathers – of information, of stories, of images. Find out how to improve your gathering. Targeted for newspaper and broadcast students. David Knight

TAKING FOOD JOURNALISM SERIOUSLY (WHILE HAVING A BLAST)

BUR 130

Food reporting and criticism is more than writing that something tastes good. This session offers tips on being a well-rounded food journalist. Kathleen McElroy

ADVANCED INDESIGN

BUR 214

Tips, tricks and techniques to help you take your Adobe InDesign skills to the next level. Bring a laptop to get the most out of this session. Hal Schmidt and David Graves

BALANCING ACT

PAI 4.42

Feeling overwhelmed with maintaining a print, online and social media presence? Want to start working in one of those areas without sacrificing the integrity of the others? Come learn how one newspaper staff was dragged into the 21st century; we will share the strategies, goals and techniques we used to create a website and Instagram with significant followings over the course of three years. Dave Winter and Sophie Ryland and Zoe Hocker

BEYONCE? PRINCE? HERMIONE? FIND YOUR LOOK

GEA 114

Description: Who will your 2020 book be? Lady Gaga? Kate Middleton? Once you know who your book is, you can figure out what she should wear. Let's focus on developing a clear and cohesive look for your publication. John Horvath

GET OUT OF THE GRAY AND FIND YOUR TRUE COLORS

BUR 224

This session will discuss color basics and how to use them creatively in your publications. Ana Rosenthal

THE DREAM TEAM: DIVINE DESIGN + WRITING THAT WOWS

GEA 105

You need copy that tells the story of the year and planned effective design that leads the reader around the page. Get some ideas on how to do both. Charla Harris

THE NO. 1 GOAL OF EVERY BROADCAST JOURNALIST

– INCLUDING YOU!

BUR 216

TV stations can't find enough good people to hire. But they want a lot more than just talking heads. From pitches to stacking, editing to anchoring, here are some tips on shooting video, writing stories and creating a student newscast people will want to watch. Bruce Gietzen

GOOD VIBRATIONS

BUR 112

Type and graphics MUST reverberate with creativity and modernity in order to make "Good-Great." Come see how ideas, materials and processes can generate eye-catching designs. Bruce Watterson

YES, WE'RE LIVE!

PAI 2.48

You've been recording, and re-recording, your shows, but now it's time to give your students the opportunity for a LIVE broadcast. Come learn tips and tricks of going live for your broadcast with everything from types of equipment to services you can use. Kristina Bitela Steinhauer

YEARBOOK HACKS

BUR 136

Bring your pencils sharpened and be ready to write fast. We'll give you more than 50 hacks to make your yearbook better and life easier. Leland Mallett, Jill Chittum

A LITTLE BIRDIE TOLD ME

BUR 220

When it comes right down to it, 280 characters is too many. Come discuss what makes a good tweet and how you can use Twitter to your advantage when building a social media shadow personally or for your media outlet. Bradley Wilson

POST SEASON

BUR 108

Just because the book is finished doesn't mean you are. From planning a distribution event to motivating the new staff members, the work is never done. Jeff Moffitt

EBOLA IN LIBERIA

BUR 106

The Ebola epidemic killed more than 10,000 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 while photographing sick and dying people. His coverage has been credited with bringing the humanitarian disaster to the world's attention and adding a sense of urgency to the halting international response to the crisis, months before the virus came to Texas. John Moore

1 p.m. Saturday, May 4

NEED SOME ADVICE?

GEA 127

This session is for advisers only. Come pick the brains of two veteran advisers who have won more awards than Jeanne can count. Bring your questions. They have answers. Deanne Brown and Cindy Todd

WRITING POWER COLUMNS

BUR 134

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

DO I HAVE A STORY?

BUR 130

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

ON THE ROAD WITH O'ROURKE

BUR 106

Learn about covering political campaigns from the reporter who followed Beto O'Rourke's Senate bid for the El Paso Times, his hometown paper. This session will explore different aspects of campaign reporting, from the glamorous to the mind-numbingly dull. You'll also learn how to build relationships with politicians you cover and how to tailor national or statewide news stories to a local audience. Madlin Mekelburg

THINKING MADE VISUAL

GEA 114

Let's review the principles of graphic design and show how incorporating professional design strategies can elevate the overall sophistication of yearbook design. We will look at design examples and how to create interesting yearbook layouts with them. Kristen Scott

REPORTING ON #METOO

BUR 212

In this session, we will talk about the careful way you must approach reporting on gendered harassment and violence, how to contact and interview sources, especially survivors of VAW or interpersonal violence, where to dig up documents, word choice and narrative framing when you go to write it, and pitfalls to avoid along the way. Jessica Luther

IMAGES AND THE POWER OF METAPHORS

BUR 224

This session explores the use of visuals as the binding element that brings a story together. Metaphorical images help tell a compelling and thought-provoking story. Ana Rosenthal

THAT'S MY FAVORITE COLOR

GEA 105

Color does more than make your publication pretty — it has several important jobs in design. This session will give you some tips on using shades, hues and colors to create concept and connection. Charla Harris

YOUR VIDEO IS BORING, LET'S MAKE IT LESS BORING

BUR 112

Learn how to get the most out of each shot (wide-medium-tight), sequence your shots to tell a story and pace your video so your audience is entertained. We also will discover how to give your video personality — make it relatable. Jacob Tovar

SETTING THE PACE

BUR 136

Editors and advisers from online newspapers, who were recently nominated for Pacemakers, will discuss what they do in their program and how their publication is organized. Bring your questions for a Q&A session as well. Legacy HS, Canyon HS, Bowie HS, McCallum HS, Texas High School. Leland Mallett

ADVANCED PHOTOSHOP

BUR 214

Tips, tricks and techniques to help you take your Adobe InDesign skills to the next level. Bring a laptop to get the most out of this session. Hal Schmidt and David Graves

A NEW GAME PLAN

PAI 4.42

Sports writing isn't really about sports. The people competing are what make the stories. Come learn tips and tricks to make sure your sports stories bounce to life, instead of just regurgitating facts and figures from last night's game. Wade Kennedy

HUMOR WITH A PURPOSE

BUR 208

Satire spotlights absurdity with laughter. Let's laugh. All audiences. Lori Oglesbee

WAITING FOR LIGHTNING

PAI 3.02

What separates the extraordinary image from the ordinary one? It's all about timing. But there is a lot more to it than just pushing the shutter button at the right time. Come learn how preparation is the key to making moments that matter. James Kenney

GETTING THAT GREAT SPORTS IMAGE

PAI 2.48

Students in this session will get tips on things to be looking for while out shooting sports. Everything from who to take pictures of to where to stand and what equipment to use. Come learn from a former professional photojournalist. Michael Reeves

USE WHATCHA GOT

BUR 220

Yeah, you've got InDesign, but are you really using it efficiently? Join us to learn more about utilizing the most overlooked tools, tips and tricks to rock what you've got. Paula Adamek and Davis Gamble

REPORTERS WHO TAKE A STAND

BUR 108

Advocacy journalists work on behalf of a cause — human rights, the environment, or some other important effort. They report, edit, fact-check and follow the other rules of journalism. But at the same time, they openly write with a viewpoint in mind. Come and see if this is the right kind of journalism for you. Sean Price

VIDEO STORYTELLING: MERGING WORD, IMAGE AND THE TIMELINE

BUR 216

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

2 p.m. Saturday, May 4

FRONT PAGE NEWS

BUR 212

Learn strategies for effective content packaging as we look at pages from the nation's best high school newspapers and discuss why they are effective. Gary Lundgren

NEVER THE SAME THEME

BUR 208

Come explore fresh ideas for yearbook theme inspiration and learn where to find them. Lori Oglesbee

EMBRACING CHANGE

PAI 2.48

After being laid off, 40-year newspaper photography veteran Louis DeLuca relates strategies to prosper in the world of freelance photography. Learn marketing tips and explore opportunities to use your photography skills to make money with either full-time work, or as supplement income. Louis DeLuca

IT'S THE LITTLE THINGS

BUR 134

Find out what makes a great editor. And how the little things make great writing even better. (NP) David Knight

FACT-CHECKING CAN BE FUN (TRUE)

BUR 106

It's not every day you get to call an elected official a liar ... unless you're a reporter for PolitiFact. This non-profit project of the Poynter Institute for Media Studies has been separating fact from fiction in political rhetoric since 2007. Come learn about the rise of fact-checking in journalism and discover what it takes to verify a claim. Madlin Mekelburg

REPORTING RESPONSIBLY ON GENDER ISSUES

BUR 216

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

CAN NONPROFIT JOURNALISM SAVE LOCAL NEWS?

BUR 108

Ten years ago, as news coverage of statehouses across the country was plummeting, The Texas Tribune launched with a bold vision to inform Texans about state politics and policy — and to operate as a nonprofit organization that would give away its journalism for free. A decade in, how's it going? What's next? And is nonprofit journalism the future of local news? Corrie MacLaggan

A NEW TAKE ON CHOOSING THE RIGHT COLOR

BUR 112

Let's trace six staffs' approach to their yearbook theme, design, coverage and content. Gotta be able to leave your bias at the door and open your eyes to new possibilities. Bruce Watterson

PUBLICATION SURVIVAL ACCORDING TO BOB ROSS

BUR 136

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 and Leland Mallett

MAKE 'EM FEEL THAT WAY

BUR 220

Use video public service announcements to bring your audience's attention to an important issue or topic. This is an effective way to make a positive change at your school. In this session, you'll laugh. You'll cry. You'll learn how it's done. Alyssa Boehringer

TAKE THE SHOT

PAI 4.42

I bet you're tired of all those noisy sports images with motion blur and athletes so small you can barely see them. Sports photography can be a huge challenge, but with a few simple tips and tricks, you will see an enormous improvement in your shots. Wade Kennedy

WHY YOU GOTTA B-SO BORING?

BUR 130

BSOs (Boring Story Obligations). We all have them, and they tend to show up at the same time every year, just like AP exams. But no one wants to write them, and, as a result, no one wants to read about them either. Come hang out and get some ideas on how to end this cycle of madness. Corey Hale

SHOW SOME #*\$(@& CHARACTER

GEA 105

I know you, Meryl, you're the kind of actress who ... I know you, Michael, you're the kind of player who ... All our magazine, yearbook and broadcast stories are driven by character(s). Let's talk about how to find good ones and how to surprise our readers with real characters and change our communities by producing stories with real character. Scott Winter

LOL – LOVE OF LIGHT THAT IS.

PAI 3.02

When considering the most important ingredients that make up a great picture, light is right up there toward the top of the list. This session will cover the three characteristics of light and how to use them effectively in your photographs. Warning: After attending this session, you will never see the same way again. James Kenney

GIVE YOUR PROGRAM A BOOST

GEA 127

Why should athletic programs have all the fun? Organize your parents and start your own Booster Club. Need volunteers for yearbook distribution? Want a cake or pizza to celebrate a milestone or deadline? Want to order from Amazon but the district won't let you? Parent Booster Clubs can be a big help but there are a few legal matters you have to be careful with in getting started. Let's discuss! Jerry Fordyce

DO ALL THE THINGS

BUR 224

Three programs, two publications, twice-weekly broadcasts, an online newspaper and social media accounts all spread over six classes under one adviser. In other words, madness. Gather ideas from how Dragon Media creates content, streamlines the work, and increases coverage all while maintaining our sanity (mostly). Natalie Brown

COVERING POLITICS AS A STUDENT, HOW TO FIND STORIES THAT MATTER TO YOUR SCHOOL

GEA 114

It's not your job to aggregate national news story. But that doesn't mean you can't cover the government and politics happening all around you. School boards are notoriously dramatic, and when the Texas Legislature is in session, there's plenty of things to talk about. Come to me to find out how to break into political journalism with your own reporting and break stories even your local news outlets might not find. Chase Karacostas

HOW DO I?

BUR 214

Bring your questions about using InDesign to the experts. They've got the answers. Hal Schmidt and David Graves

3 p.m. Saturday, May 4

NOTHING BEATS A GOOD IDEA

BUR 130

It all starts with an idea. But where do those come from? Are we cast into the fickle clutches of “inspiration”? Or can we train ourselves to get better story ideas. Come join the discussion, and be prepared to share what works for you as well. Corey Hale

THE DIFFERENCE BETWEEN ILLUSTRATING AND DECORATING YOUR PUBLICATIONS

BUR 112

Yearbook and magazine designers used to surrender to template design. Not anymore. Spend 45 minutes and let me preview novel approaches to award-winning themes. Bruce Watterson

WANT TO BE A TELEVISION REPORTER, ANCHOR OR PRODUCER?

BUR 208

Learn the ins and outs of working and starting a career in the television news industry from this former NBC Austin reporter and anchor (now a UT media professor) who was 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

PODCASTING 101

BUR 136

Everyone has a story, but how we tell those stories is evolving. Podcasting is the latest trend and it looks like it's becoming a permanent fixture in digital media. Learn the basics and mechanics behind starting a podcast for your program. We will talk equipment, software and how to manage a schedule and track engagement. Samantha Berry

SETTING THE PACE

BUR 212

The Pacemaker, the highest award given by NSPA, was recently awarded to 19 yearbooks, including seven from Texas. The NSPA associate director and coordinator of the Pacemaker competition showcases the winning yearbooks and discusses what sets them apart the other 400 yearbooks that entered the competition. Gary Lundgren

10 SHOTS YOU GOT TO GET (WELL, MAYBE MORE THAN 10)

BUR 134

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

ONE DAY AT A TIME: CHRONOLOGICAL YEARBOOK

BUR 108

There is no better time to start planning next year's book than now. This is a great time to consider the benefits of organizing your yearbook chronologically. Whether you are ready to dip your toe in or take the plunge, come learn some tips for blended coverage and chronological organization. Kari Riemer

DUCT TAPE AND HIGH FUNKADELITY

GEA 105

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 758 ideas to make journalism more fun. And most of them aren't even all that naughty. Scott Winter

NOT JUST ANOTHER PRETTY FACE

PAI 4.42

Portrait photos can be some of the best storytelling images you include in your publications. Don't fall into the trap of shooting boring, cliché posed shots. Come learn how to shoot compelling images whether you're in front of a backdrop or out on location in your subject's environment. Wade Kennedy

MAKING A DIFFERENCE

PAI 3.02

Anyone can press a shutter button on a DSLR or press record on a video camera, but not all visuals made from a camera are created equal. What makes the difference? Story. If you want to move people with your images and video, you have to be a good storyteller. This session is designed to inspire you to become one. James Kenney

SHARING THE JOURNEY

PAI 2.48

A simple daily assignment to photograph a child at a Dallas hospital rerouted the life of veteran newspaper photographer Louis DeLuca during the height of his career. Learn the remarkable story of Fuyang, an orphan from China who has embarked on a successful career in photography as a result of the chance encounter. Louis DeLuca

SOCIAL MEDIA: UTILIZING & BRANDING

BUR 220

Discuss best practices for utilizing social media outlets (Facebook, Instagram, Twitter and Snapchat) to promote yearbook programs and yearbook sales. Additionally, discuss what branding tools can be useful for creating a support community around yearbook programs. Davis Gamble

HOW TO BECOME AN INVESTIGATIVE REPORTER BEFORE YOU'VE LEFT COLLEGE

GEA 114

The idea of investigative or long-term reporting can seem kind of distant when you're in high school. You're probably not going to be breaking news about political scandals but no matter where you are, there's always something to be looked into. Just two years into college, I've investigated illegal practices by a student housing complex, written about the state's failure to monitor opioid overdoses and addressed widespread harassment in a student government election. Investigative stories are everywhere, you just have to know where to look. Chase Karacostas

IF YOU BUILD IT, THEY WILL COME

BUR 224

Staff culture is more than just a buzzword; it's a building block needed to take your journalism program from OK to awesome. Get tips on how the entire staff can create an environment where all are valued and fun is as prevalent as deadline stress. Natalie Brown and Tiffany Sheffield

4 p.m. Saturday, May 4

GRAPHIC DESIGN: LEARNING FROM THE PAST. STEALING FROM THE BEST

BUR 212

Words! Words! Words! YIKES! You're an image-maker surrounded by storytellers! Great content deserves great design, but designers can be storytellers too — they just use a different language. Color! Texture! Space! Give me white space! Writers be warned: This survey of graphic design is for the visually inclined and ricochets from the 15th century to modern times. Along the way you'll meet some of the most famous graphic designers you've never heard of, be amazed by ligatures, blinded by color, teased by typography, and inspired to do more than just "make it look good." Note-taking will not be allowed. (Doodling, yes.) And — there will be prizes! Ron Bowdoin

NO STORIES LEFT BEHIND

BUR 208

No one should be a zero in the yearbook. Take the pledge to cover all students beyond their mugshot. This session will look at ways to find inspiration for coverage beyond the classroom and sports team. How do we include those kids who aren't typically involved? This session will focus on places to find inspiration and see how staffs are getting creative in telling the story of their year. Meredith Bledsoe

PRINT AIN'T DEAD

BUR 130

The news industry is changing, but journalism — yes, even good old fashioned newsprint — is still alive and even thriving in communities across the country. Learn about the need for hyper-local journalism, its ability to keep the industry afloat and its potential to employ aspiring journalists. Taylor Jackson Buchanan

UNDOCUMENTED

BUR 106

Senior staff photographer and special correspondent for Getty Images John Moore has focused on the issue of undocumented immigration to the United States for a decade. His access to immigrants during their journey and to U.S. federal agents tasked with deterring them sets his pictures apart. Moore has photographed the entire length of the U.S. southern border, and traveled extensively throughout Central America and Mexico, as well as to many immigrant communities in the United States. The photograph he took in south Texas last June "Crying Girl on the Border" brought international attention to the Trump administration's "zero tolerance" policy on immigration. John Moore

YOUR PROGRAM IS JUST LIKE NETWORK NEWSROOMS

BUR 108

Don't sell yourself short. You may not have a major network channel, but you still have a major program for your audience. So, your newsroom and infrastructure is no different than major network newsrooms. Learn how staff culture and newsroom dynamics can make or break your program and the importance of developing your program staff to produce just as effectively and efficiently as major networks. James Longoria

HOW DO I?

BUR 214

Bring your questions about using Photoshop to the experts. They've got the answers. Hal Schmidt and David Graves

PR: THE OTHER SIDE OF THE JOURNALISM FENCE

BUR 136

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 to put their best foot forward in the news media. Lee Nichols

THE NITTY GRITTY

BUR 224

Definition of Nitty Gritty: most important aspects or practical details of a subject or situation. Let's get down to the nitty gritty on yearbooking so you and your staff have a plan to succeed. Designed for advisers and staff members. Please attend if you have ever thought "I want my life back or I wish my students understood," or if you have lost more than five nights of sleep to yearbook nightmares. Tiffany Sheffield

BE A STORYTELLER

BUR 112

Take a minute and let's talk about storytelling approaches that really work. The need for instant gratification on the part of your student body and their ever-climbing expectations for more coverage inside the yearbook should drive better copy writing. Approaches must be focused, agile and adaptable in order to create effective and memorable copy. Bruce Watterson

SPORTS STORIES THAT MATTER

GEA 105

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

RAW MATERIALS

PAI 3.02

Confused about what CRT, NEF and RAW files 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

24 GREAT LEADS – AND SOME BAD ONES, TOO

BUR 134

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

ELEVATE YOUR SPORTS PHOTOGRAPHY

PAI 2.48

As technology continues to advance, changing the functionality of cameras, learn from renown sports photographer Louis DeLuca how to make your sports imagery stand out, especially using the emerging technology to your advantage over the competition. Louis DeLuca

THE COLLEGE EXPERIENCE

GEA 114

Staffers from the Daily Texan, the University of Texas at Austin student newspaper, will share their college media experiences and answer any questions you may have. Peter Chen and Daily Texan Staff

AR YOUR PUBLICATIONS

BUR 216

In this session, you will learn ways to bring additional coverage to your yearbook and other publications as well as use Augmented Reality to extend branding and marketing strategies. What makes augmented reality technology so present in our daily lives is not just the excitement of novelty and the experience it creates, but the fact that it helps us work better, smarter and easier. It is everywhere – at the mall, restaurants, in publications, on TV and streets signs. So shouldn't it be in your yearbook, too? Tiffani Womack

TAJE MEETING

BUR 116

All advisers are invited to attend the general TAJE meeting. Please come and share your ideas.

Out-of-State Speaker 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 has been the director of the Mountain Workshops since 2006. 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 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.

In 2012, Kenney made three trips to Haiti for a documentary project that was part of his sabbatical. He has been photographing the Tennessee Titans NFL home football games for the Associated Press since 2015. In 2017, Kenney traveled to Bosnia and Herzegovina to document the people of this country 20 years after the end of the Bosnian War.

Some of Kenney's professional credits include still photography and multimedia awards in the Best of Photojournalism contests, a multimedia award in the Pictures of the Year International contest, a Best of Show in the Southern Short Course, AEJMC's First Prize in its Creative Project Competition and multiple awards in the Kentucky Newspaper Photographers Association's Photographer of the Year contest.

For the past four summers, Kenney has been teaching in the Kentucky Governor's Scholars Program. 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 former public information director for Lancaster County School District. Before retirement he also taught 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.

GARY LUNDGREN

Gary Lundgren, is the associate director of the National Scholastic Press Association (NSPA) and manages the organization's contests and critiques including coordinating the Pacemaker competitions. During his 10

years as director of student publications at the University of Arkansas, he received the CSPA Gold Key, NSPA Pioneer Award, JEA Medal of Merit and was inducted into the Scholastic Journalism Hall of Fame. The Razorback yearbook and the Arkansas Traveler newspaper were consistent CSPA Crown and ACP Pacemaker winners. In 2014 he received the ILPC Edith Fox King and the TAJE Friend of Journalism. During his 20 years as a senior marketing manager for Jostens, Lundgren launched the Look Book and Jostens Adviser University. He edited three editions of the 1,2,3 Yearbook Journalism Curriculum as well as serving as editor of Jostens Adviser & Staff magazine.

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.

Speaker bios

Paula Adamek has been a high school publications adviser, English teacher and counselor. Her students have earned Star Awards, Individual Achievement Awards and been named Tops in Texas. Now she drives across central and south Texas spreading yearbook goodness as a representative for Walsworth Publishing Company. She is an advocate for yearbooks as a vehicle for positive social change and school culture. She loves communication, good chocolate, and 80s music, and will share all of these with you at her session.

Samantha Berry is the publications adviser at Bridgeland High School in Houston. She grew up in West Texas and graduated from Texas Tech University with a degree in Agricultural Communications and, no, she

sadly cannot communicate with cows. She is a former Teacher of the Year, TAJE Pathfinder and JEA Rising Star. She is generally over-caffeinated and loves a good true-crime podcast.

Peter Blackstock is a staff music writer for the Austin American-Statesman. A 1983 graduate of Austin's McCallum High School, he worked part-time at the Statesman while at the University of Texas and had summer internships at daily newspapers in California, New York and Alaska. After college, he moved to Seattle where he was co-founder and co-editor of No Depression, a bimonthly magazine covering Americana music. He's also worked at a weekly newspaper in North Carolina, co-authored a book about Austin's South By Southwest Festival & Conference,

and written freelance articles for journalistic publications Rolling Stone and Billboard as well as music retailers eMusic and Amazon.

Meredith Bledsoe (CJE) fell in love with journalism and yearbook her freshman year in high school and hasn't left. She was editor of her high school yearbook and then completed a journalism degree at Indiana University where she was editor of the Arbutus. The book she edited won a Pacemaker, Gold Crown and was named Best in Show. Named the 2010 Indiana Adviser of the year, she taught journalism and photojournalism and advised award-winning yearbook staffs for 18 years. For 14 summers, she taught and coached aspiring photojournalists from across the country at the High School Journalism Institute at Indiana University. She

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currently is privileged to work with and learn from central Texas yearbook staffs as a Herff Jones yearbook representative.

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

Alyssa Boehringer is in her 14th 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. She is president-elect for the Texas Association of Journalism Educators, recipient of the Edith Fox King Award, TAJE Trailblazer Award and JEA's Medal of Merit. In 2017, she was named National Broadcast Adviser of the Year by JEA.

Ron Bowdoin attended his first ILPC convention as a high school sophomore in March of 1973 (yearbook staff!). He has worked as a designer in the corporate world, educational publishing, and in the private sector. For the past 10 years he has worked at his alma mater, The University of Texas at Austin, where he currently serves as art director for the Division of Diversity and Community Engagement.

Deanne Brown has advised The Featherduster news magazine at Westlake H.S. in Austin for 33 years. She was named a 2017 UIL Sponsor of Excellence, the 2014 Texas Journalism Teacher of the Year, a TAJE Trailblazer, a JEA Medal of Merit recipient, an NSPA Pioneer and an ATPI Star of Texas. She recently co-authored a photojournalism curriculum textbook.

Natalie Brown serves as the adviser to the yearbook, broadcast, online and print newspapers for Carroll Senior High school in Southlake and as such her motto is "do all the things." Her students continue to make her look good by creating work that has been recognized with ILPC Star awards, All-American honors, CPSA Crown awards and Pacemaker nominations. She worked as a reporter, editor and PR officer before finding her way into journalism education where

she loves nothing more than to torture her students with endless Hamilton lyrics, movie quotes and made-up songs.

Taylor Jackson Buchanan is the editor for the Round Rock/Pflugerville/Hutto edition of Community Impact Newspaper. She holds a bachelor's and master's degree from The University of Texas at Austin. Her work has been published in The Dallas Morning News, Austin American-Statesman, Baylor Magazine and Synergy Magazine. She graduated from A&M Consolidated High School in 2008, where she served as editor-in-chief of The Roar.

Peter Chen is the print adviser for Texas Student Media at The University of Texas at Austin, which means he oversees The Daily Texan, the Cactus Yearbook and Texas Travesty humor magazine. He has 20 years experience as a daily metropolitan newspaper photographer, reporter and videographer, mostly in Upstate New York. He also spent 2.5 years teaching multimedia storytelling at The University of Southern Mississippi's School of Mass Communication and Journalism.

Jill Chittum, MJE, has been a Walsworth Yearbooks rep for seven years. She works with schools in the Dallas-Fort Worth area. Prior to joining the Walsworth family, Jill was the journalism adviser at Blue Valley HS in suburban Kansas City, and Derby HS, near Wichita, Kan. Journalism and yearbooks have been the common thread running through her life since she was on yearbook staff in middle school. She loves helping schools tell the stories of their years.

Louis DeLuca is a freelance photographer in Dallas. Over his 40-year career as a newspaper photographer, he has been named NPPA Regional Photographer of the Year five times and has been named runner-up for the honor an additional five times. He has worked for the Dallas Morning News, the Dallas Times Herald, the Chicago Sun-Times and the Shreveport Journal.

Margaret Edmonson, CJE, advises the Ranger yearbook, Valley Ventana online newspaper and The Ranger Report broadcast at Smithson Valley High School near San Antonio. A former reporter and editor at daily newspapers, she has covered everything from septic tanks to school board meetings to football games. Her journalism career started in middle school covering Little League results for The Comfort

News, and she served as managing editor of the New Braunfels Herald-Zeitung before leaving the newsroom for the classroom. She now teaches at a 6A school that is larger than her hometown.

Jerry Fordyce spent 25+ years in the media before making the switch to teaching. He's in Year 11 at Tomball High School and teaches Newspaper, Yearbook, Broadcasting, PhotoJ and Journalism. He has a BA in Journalism and a M.Ed. in Education and Technology. His wife is also a recovering journalist, now a lawyer.

Davis Gamble grew up in student publications serving on his middle school and high school yearbook staff. He graduated from Troy University with a degree in Multi-Media Journalism. He served as the Palladium Yearbook editor for three years. In that time, he revitalized a shrinking program, increased campus awareness and sales, and developed an award-winning yearbook. In 2016 the Palladium received four CMA (College Media Association) awards and honors. His greatest passion is working with advisers and staffs to develop their yearbook programs. Davis is a sales representative for Walsworth in central Texas.

After 33 years as an award-winning broadcast journalist, **Bruce Gietzen** is now the Director of Student Media at Baylor University and just completed his first year as the radio play-by-play voice for the national champion Baylor Lady Bears basketball team. Gietzen oversees Baylor's nationally recognized Lariat student newspaper, Roundup yearbook, Focus magazine and Lariat TV News team. From 2003 to 2016 he was the evening news co-anchor at KXXV-TV (ABC) in Waco, Temple and Killeen. The last four of those years he was also the managing editor for the newsroom, helping coordinate and present coverage of major stories like the Ft. Hood shootings, the deadly fertilizer plant explosion in West, Texas, and President Bush's Western White House in nearby Crawford, Texas. His broadcast career started at WFAA-TV in Dallas, where he interned for legendary sportscaster Verne Lundquist. After graduating from SMU, Gietzen was a sports reporter and anchor for 20 years in Wichita Falls, Salt Lake City and then Houston, where for seven seasons he was part of the broadcast team for the Houston Astros and Houston Rockets. Gietzen has also been a contributing reporter for ABC News, CNN, Prime Sports, MLB Network and NBA Entertain-

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ment. He also worked in sports marketing in Atlanta, Washington D.C. and Dallas and owned a production company in Houston. Gietzen now teaches and coaches aspiring students to prepare them for careers in print and broadcast journalism.

David Graves is the yearbook adviser at St. Thomas' Episcopal School in Houston. His students have won a number of Crown, Pacemaker and ILPC Star awards. He was awarded a CSPA Gold Key in 2012. In his spare time he writes and designs political junk mail, so you've probably thrown away some of his greatest creations.

Corey Hale is the newspaper and broadcast adviser at Lovejoy High School. He's been teaching for 17 years, and his kids have won a lot of stuff you probably don't care about. But he also wants to help student journalists everywhere grow as storytellers, so maybe you can care about that. Husband to Faith, dad to the Charlie Bear, part-time blues musician, accomplished egg scrambler, and possessor of one of the world's foremost collections of bad puns and dad jokes in existence.

Charla Harris advises the yearbook, the print and online newspaper and the broadcast program at Pleasant Grove H.S. in Texarkana, Texas. The Hawk yearbook and Edge newspaper staffs have both won multiple Stars, Crowns and Pacemaker awards, as well as individual awards. She is the past president of TAJE and the 2018 HL Hall Yearbook Adviser of the Year.

Zoe Hocker is a fourth year staff member for The Shield and currently co-editor-in-chief. She has written a variety of stories of the years primarily focusing on news and arts and entertainment stories. Hocker started as a staff member freshman year and became an assistant and copy editor in subsequent years. Her current role as co-editor-in-chief has been her favorite so far and she hopes to continue her journalism career in college.

John Horvath advises The Bard yearbook at Hill Country Christian School in Austin, Texas. When initially asked to teach yearbook, he threatened to quit. Seven years later, he's a self-avowed yerd and Photoshop junkie. While his students say they're proud of their Stars, Crown and Pacemaker, they seem more intent on focusing on the challenge ahead, and he's not-so-secretly proud of them for that.

Chase Karacostas is a journalism and political communication junior at UT-Austin. In 2016, he interned at the Dallas Morning News as an entertainment writer. Following that, he worked as a Life & Arts feature writer and photographer for The Daily Texan newspaper at UT before joining the news department as a general reporter. Last year, he became the senior city/state reporter and led The Texan's politics coverage while working on various long-term ventures, including a three-part series in which he exposed a student housing complex for illegally terminating rental contracts. Last summer, he took a break from The Texan and went to the San Antonio Express-News for a turn on their web desk. After that, he took over as the news editor of The Texan in the fall and oversaw a team of 34 people who filled the first three pages of the paper. Finally, he is now back to covering politics as The Texan's Washington D.C. and Texas Legislature Enterprise reporter. But before all of this, he was just like you, attending ILPC as a high schooler and competing in numerous photography, design and writing competitions.

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.

Entering his fifth year at Porter High School (New Caney ISD), **James Longoria** quickly assembled a diverse team of students to build, maintain and advance the Advanced Broadcast Journalism program Spartan News. As he began in 2009 at Deer Park High School, Longoria expanded the focus of news coverage and took the program outside the school walls where student-journalists worked alongside major network journalists at events like CERAWEEK Energy Conference, Houston SPCA Windows of Life and the Republican Presidential Candidate Debate. Today, Spartan News is focused and poised to make its mark nationally with projects aimed at reporting on issues within the greater Houston area that have yet to be covered by other news outlets.

Jessica Luther is a freelance investigative journalist who co-authored the piece in Texas Monthly that broke up the story of systemic failure at Baylor to address reports of sexual violence and co-authored the Sports Illustrated feature about toxic workplace culture on the business side of the Dallas Mavericks' operation. She is the author of "Unsportsman-like Conduct: College Football and the Politics of Rape."

Kathleen McElroy is the UT School of Journalism director and a senior lecturer at the University of Texas at Austin. She received her Ph.D. from the School of Journalism in December 2014 after nearly 30 years as a professional journalist. At The New York Times, she held various management positions, including associate managing editor, dining editor, deputy sports editor and deputy editor of the website. She previously worked for The National, an all-sports daily, and Newsday as well as the Austin American-Statesman, The Huntsville Item and the Bryan-College Station Eagle in Texas. Her research interests include racial discourse, collective memory, sports media and obituaries. She previously was an assistant professor at Oklahoma State University, where she taught news reporting and sports media. She received a Masters of Arts from New York University, with a focus on race and media, and a Bachelor of Arts in broadcast journalism from Texas A&M.

Leland Mallett teaches newspaper, yearbook and photography at Legacy High School in Mansfield. He has taught journalism for 19 years. His staffs have won some nice awards during that time. Leland loves the art of telling stories in any media, but most of all he loves to tell stories about his three amazing kids — all of which he's training to be future editors.

Madlin Mekelburg writes for PolitiFact Texas at the Austin American-Statesman. Previously, she worked as the Austin Bureau reporter for the El Paso Times and the USA Today Network covering state politics and Beto O'Rourke's Senate campaign. Madlin has also worked as an intern for the Dallas Morning News, Houston Chronicle and Texas Tribune. She graduated from the University of Texas at Austin in 2016.

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 was a National Board Certified

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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.

Rhonda Moore is a former award-winning journalism adviser and former executive director of TAJE. Thankfully (for Jeanne), she judges all of the time for state and national scholastic journalism organizations, so retirement has been quite busy.

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 - Champions for Safe Children.

Sean Price has worked in communications for over 30 years and has done advocacy journalism on issues tied to civil rights, education, the environment and health care. He also has written more than 50 books for young people and served as a managing editor at both Scholastic Inc. and Teaching Tolerance. Price currently writes on public health and related issues at the Texas Medical Association.

Mary Pulliam advised publications at Dun-canville 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, CS-PA's Gold Key and NSPA's Pioneer award. She and her husband Del — the ultimate journalism spouse — both won TAJE Friends of Journalism Awards. 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 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, where he writes regular columns on politics, govern-

ment and public policy. Before joining the Tribune, Ross was editor and co-owner of Texas Weekly. 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, CJE, is the adviser at James Bowie H.S. in Austin. After a number of years as a professional journalist, he joined the teaching ranks and has never looked back. Today journalism is more important than ever before. His goal is to help students find their role in the media whether as a consumer or as an active participant.

Kari O. Riemer, CJE, has over 30 years in the public school classroom, and has been advising school publications for most of them. For the last decade she has been the publications adviser at a large 6A high school in Pflugerville, a growing farm/tech suburb outside of Austin. Both the newspaper and yearbook she advises have been nationally recognized, and she is a former recipient of the Edith Fox King award for outstanding dedication to scholastic journalism.

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.

Ana Rosenthal is the former journalism teacher and mass communications department chair of The Hockaday School in Dallas. She advised The Fourcast newspaper, the hockadayfourcast.org website, the Jade newsmagazine, the Cornerstones yearbook, and the Vibrato literary magazine. These

publications received CSPA Crowns, NSPA Pacemakers, NSPA National Design of the Year and Best of Show Awards, ILPC Stars, and top recognition from the National Federation of Press Women and The Dallas Morning News. She is a 2013 DJNF Special Recognition Adviser, a JEA certified journalism instructor, a 2017 CSPA Gold Key recipient and a past vice-president of the CSPA Advisers Association. Ana is currently a scholastic journalism consultant and works with student publications staffs in public and private schools.

Sophie Ryland is in her senior year at McCallum. She's been on the Shield staff for four years, and she is the co-editor in chief. Outside of newspaper, she plays cello, acts as the co-president for McCallum's Model UN and serves on the CAC and DAC. She loves cats and believes that creamy peanut butter is much better than crunchy peanut butter.

Amy Kristin Sanders is an award-winning former journalist, licensed attorney and associate professor. Before joining the faculty of the University of Texas at Austin, she taught for more than four years at Northwestern University's campus in Doha, Qatar. Prior to that, she earned tenure at the University of Minnesota. Her research focuses on the intersection of law and new technology as it relates to media freedom. Specifically, she focuses on international and comparative media law and policy issues, including media freedom, Internet governance, social media and digital literacy. Sanders advises organizations on media law and policy issues. Sanders regularly speaks to media and civic groups about topics including media freedom, social media, media literacy and the impact of new technology on freedom of speech. As a teacher, Sanders has developed and taught courses on comparative media law, media ethics, media leadership, sports and the media, and media and society. Sanders worked as a copy editor and page designer for the Gainesville (Fla.) Sun, then a New York Times Co. newspaper. She earned a PhD in mass communication law from the University of Florida. She obtained her MA in professional journalism and her Juris Doctorate at the University of Iowa, where she focused her studies on media law.

Hal Schmidt has been working with student publication staffs to get the most from their software apps for over 30 years. He is the tech rep for the Houston Office

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of Balfour Yearbooks and co-owner of PS Graphics, Inc. in Fredericksburg, Texas.

Kristen Scott advises the Vespa yearbook, Inkblot literary magazine and the KBTV broadcast news team at Kealing Middle School in Austin. With good humor and enthusiasm, she works to elevate the quality of journalism instruction at the middle school level. Ms. Scott's students have been recognized for their accomplishments earning NSPA Pacemakers and CSPA Crown awards, in addition to numerous individual awards at the state and national levels. As an adviser, Ms. Scott has been recognized by JEA as a Rising Star and TAJE as a Pathfinder.

Tiffany Sheffield, CJE, is a self-proclaimed "hype man" at every training, workshop and seminar she attends. As a Jostens Yearbook Representative, Sheffield has worked with hundreds of yearbook staffs to help them succeed. She believes in the basics when it comes to yearbooking and in the noticeable difference positive student relationships can have on publication results. Her heart is for every student and adviser to have the best year possible and she has seen what works and what does not work as nicely...

Kristina Steinhauer has been the McKinney Boyd broadcast teacher for the last five years, and they have produced a successful live show for the last two. Her staff has won awards for their show at both ILPC and JEA/NSPA. She's a 1996 Baylor Graduate with a degree in Journalism/Broadcast Management. She's also a former radio and television reporter and producer, in addition to working in graphic design, sales & marketing, and yearbook publishing. She lives in Frisco with her husband, two adorable children and an amazing long-haired chihuahua named Frijole.

After 25 years of advising yearbooks and teaching photojournalism at Westlake High School in Austin and Randall High School in Amarillo, **Cindy Todd** "retired" from the classroom and now serves as the Texas Association of Journalism Educators

executive director. Her students earned top awards from ILPC, NSPA and CSPA. The 2012 H.L. Hall National Yearbook Adviser of the Year, Todd was also named Max Haddick Teacher of the Year and a TAJE Trailblazer and received CSPA Gold Key, NSPA Pioneer and JEA Medal of Merit and Lifetime Achievement awards.

Kate West is an Emmy-nominated television journalist with 20 years of experience covering the news for various television stations across the country. Currently, she's a lecturer in the journalism department at the University of Texas after serving as the morning reporter for the Emmy award-winning KXAN News Today since 2004. While working at the NBC affiliate Kate 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.

An associate professor at Midwestern State University, **Bradley Wilson** advises a weekly newspaper with an award-winning online and social media presence. Having received his doctoral degree in public administration, he teaches news reporting and advanced reporting. Bradley is the editor of the national magazine, *Communication: Journalism Education Today*, for the national Journalism Education Association and managing editor of *College Media Review* for the College Media Association. He has received the Star of Texas from the Association of Texas Photography Instructors, the Trailblazer Award from the Texas Association of Journalism Educators and the Edith Fox King Award from ILPC. @bradleywilson09

Dave Winter has been advising publications since well before his current students were born. In the spring of 1993, while a floating first-year teacher at Wheeler High School in Marietta, Ga., he was asked this question: "Would you like a classroom?" After answering affirmatively without hesitation, he was told he was the new yearbook adviser. Three schools and almost 30 years later, Winter is still at it. He has been at McCallum, advising newspaper and yearbook and teaching photojournalism, since 2015. For the better half of his 51 years, he has been married to his better half. He tries to avoid embarrassing his two amazing children on his social media accounts but occasionally fails.

After advising journalism publications for nine years, **Tiffani Womack** joined the Walsworth team. She brings years of experience when she advised yearbook at Saginaw High School and then Lake Ridge High School. She presented sessions at JEA and taught at various workshops throughout DFW. Tiffani led her staffs to Best in Show awards and state journalism honors. She knows what it takes to successfully run a yearbook program, and her goal is help her advisers and staffs achieve their goals, whatever those goals may be.