



# HERE!

and now

ILPC

**SPRING  
CONVENTION**

April 19-21, 2024  
University of Texas Austin



# WELCOME

I hopped off the bus at the UTC. The heat of Austin spring hit my face. Masses of high school journalists, like me, swarmed the entrance to the lecture hall. My adviser collected our ILPC registration materials and looked through the list of Individual Achievement Award winners, and while I was just a sophomore and new on yearbook staff, my senior editors found out that they would haul a hefty collection of medals home that weekend.

I wanted that too. Not just the medals. Although, who doesn't want a little recognition for hard work? I wanted to be part of a team that did something special – something excellent.

Going to conventions with my high school yearbook and newspaper staff made me want to be a journalism teacher. So that's what I did for 17 years. The convention showed me my passion and gave me confidence to go after it. Conventions showed me what was possible in scholastic journalism. For years, conventions have been the source of so many inspirations.

I hope you will get the same feeling I had that day in April when I attended my first convention.

This weekend, do the following things:

- **Bond as a family with your staff.**
- **Find ways to improve your publication or broadcast.**
- **Collect outside feedback on your own work.**
- **Learn about careers in media.**
- **Network with people from other schools. Make lifelong friends.**
- **Develop a sense of pride and love for your school, your staff and the hard work you do. Celebrate!**

My hope is that your weekend at ILPC is as magical as my first one was. Please find someone in an ILPC shirt if you have any questions at all.



ilpc\_texas



/ilpctexas



At the 2023 convention, participants listen to David Knight speak.

**Alyssa Boehringer**  
ILPC Director

## ILPC: a history of excellence

For the past 93 years, students and teachers from all parts of Texas have converged on Austin each spring to attend the state scholastic journalism convention. In that time, the 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, Randy Vonderheid and Jeanne Acton have been instrumental in making Texas scholastic journalism the best in the nation.

As we approach our 100th convention, our hope is that the tradition of inspiring young journalists in Texas through ILPC continues into its next century.

# HERE'S the deal...

## REGISTRATION

The registration desk is located on the 2nd floor, which is the ground floor of the University Teaching Center (UTC) 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.

## BADGES

You can pick up your badges from the registration desk. Please wear them at all times while at the convention.

## ADVISERS, NEED A MORNING CUP OF COFFEE?

Stop by **UTC 3.112** on Saturday from 8 to 10 a.m. for a cup of fresh coffee provided by Friesens.

## ADVISERS, ARE YOU HUNGRY?

Stop by the Jostens Luncheon, 11:45 a.m. - 12:45 p.m. Saturday in **UTC 3.110**

## VISIT EXHIBITORS

Check out the exhibits on the third and fourth floors of the UTC. Exhibitors and colleges will have a wide range of instructional material and assorted other goodies.

## CERTIFICATES

Certificates, newspaper/broadcast rating booklets and other materials will be mailed to schools after the convention if they haven't been sent already. Unclaimed medals and plaques will also be mailed.

## 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 **UTC 2.102A** Those eligible for Tops in Texas IAAs are the first place winners in each conference of the yearbook, newspaper, online news and broadcast IAA contests. This awards assembly generally takes no more than 30 minutes.

## MEDALS

All other IAA medals can be claimed at the registration desk. If you need additional medals, check at the registration desk. 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.

## 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 94th annual ILPC State Convention.

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 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

# CONVENTION SCHEDULE

## FRIDAY, APRIL 19

3:30 – 5:30 p.m. – Podcasting Workshop with Michael Reeves • UTC 3.104

## SATURDAY, APRIL 20

8 a.m. - 3 p.m. – Registration at UTC  
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 • UTC 3.110  
11:45 a.m. - 1 p.m. – Lunch for students  
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 • UTC 2.102A

## SUNDAY, APRIL 21

9:30 - 10:30 a.m. – Keynote  
**SONAL SHAH**  
CEO of the Texas Tribune  
*hosted by Walsworth*  
*LBJ Auditorium*

10:45 a.m. - Noon – Grand Awards Assembly  
*LBJ Auditorium*

## A big 'thanks' to our partners

*Visit these folks on the third and fourth floors of the UTC on Saturday and thank them for supporting ILPC.*

**CADY** – adviser bags  
**Friesens** – adviser coffee  
**Gloria Shields/NSPA Media Workshop**  
**Jostens** – adviser luncheon and Edith Fox King dinner support  
**Texas Association of Journalism Educators**  
**Varsity Yearbook** – lanyards and programs  
**Walsworth** – keynote

## TAJE general membership meeting

**4 p.m. Saturday**  
**UTC 4.122**

This semiannual 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 affecting Texas scholastic journalism.

## Convention Staff

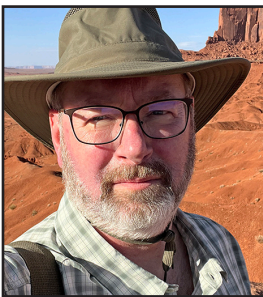
**Alyssa Boehringer**  
convention director

**Angelina Medellin**  
event coordinator

**Abbey Becka**  
**Paisley Garza**  
student assistant

**Extra Thank You**  
Jeanne Acton  
Jenny Dial Creech  
Glenda Muñoz  
Dr. David Stevens  
Cindy Todd

## Look who came in from out of state



**MARK MURRAY**  
ATPI  
New Mexico



**SCOTT WINTER**  
Bethel University  
Minnesota



**DAVID KNIGHT**  
South Carolina



**BECKY TATE**  
Shawnee Mission  
North HS  
Kansas



**DOW TATE**  
Shawnee Mission  
East HS  
Kansas

## KEYNOTE



# SONAL CEO of The TEXAS TRIBUNE SHAH

SUNDAY  
9:30 a.m.  
LBJ AUDITORIUM

hosted by  
**Walsworth** yearbooks

## 9 a.m. SATURDAY, APRIL 20

### A Good Workout

UTC 2.102A

The best yearbook designers work a process that doesn't stop at their first draft. You may want to fall in love with your first creation, but you must be brave and bold in the design process to find a creative design. What can start as improv becomes old-fashioned nitpicking to get to a design that stops the reader. **Dow Tate, Shawnee Mission East HS, JEA National Yearbook Adviser of the Year (yearbook)**

### Lessons from Zeke the Dog

UTC 2.112A

Nobody has more fun telling stories than Tampa Times feature reporter Lane DeGregory. Let's dig into her story about a dog and death and figure out how to tell this kind of story at our school, with words, photos, graphics and video/audio. Feel free to bring your dog. **Scott Winter, Bethel University (all)**

### Satire: Let's Laugh

UTC 3.102

Humor is relatively purposeless unless directed toward an end. See examples of how to use humor with a purpose in your publication. **Lori Oglesbee, CADY (all)**

### Get Tricks for Writing Awesome

UTC 3.104

Use these tricks. And your writing becomes AWARD-WINNING!!! **David Knight (news, yearbook)**

### Introduction to News and Journalism

UTC 3.110

An introduction to REAL NEWS and its crucial importance to the functioning of our society. **Raoul Hernandez, University of Texas (news)**

### The Environmental Portrait

UTC 4.102

A portrait can be more than just a likeness of a person. Expand your options for your newspaper, yearbook or literary magazine by incorporating portraits that do more than show you what the person looks like. **Mark Murray, ATPI (photo)**

### So You Want to be a Broadcast Reporter, Anchor or Producer?

UTC 4.104

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). Bring lots of questions to get an honest and upfront look at working as a television journalist. **Kate West, University of Texas (broadcast)**

### Culture on the Plate: A Food Journalism Project

UTC 4.110

Writing about food is popular in all levels of journalism; so is incorporating memoirs with your work. But both genres can be tricky to pull off. This lecture centers on a multimedia project whose ingredients include food, family and history. **Kathleen McElroy, University of Texas (all)**

# 10 a.m. SATURDAY, APRIL 20

## Intangibles of Being a Good Photojournalist

UTC 2.102A

Everyone seems to have a camera. But a true photojournalist has a set of skills beyond those of your average iPhone-toting teen. We'll take a look at the qualities of the best photographers that move beyond F-stops and shutter speeds. **Dow Tate, Shawnee Mission East HS, JEA National Yearbook Adviser of the Year (photo)**

## Sports Matters: Moments and Locker Rooms

UTC 2.112A

How do we make everyone read our sports stories? Even our strange custodians and strange uncles? Look for the big moments and the things sports fans can't see. **Scott Winter, Bethel University (news, yearbook)**

## WHAT'S FOR LUNCH?

food recs on the UT campus

### CAVA

Mediterranean restaurant with customizable greens & grains bowls, pitas & salad.  
2426 Guadalupe St.

### The Pizza Press

Nostalgic pizza restaurant with 1920s-theme.  
404 W. 26th St.

### Zombie Taco

Creative and unique tacos.  
2552 Guadalupe St.

### Kerbey Lane Cafe

Everything from pancakes to burgers.  
2606 Guadalupe St.

### Roppolo's Pizzeria West Campus

Quick and easy lunch options.  
2604 Guadalupe St.

### In-N-Out Burger

California-based burger chain.  
2700 Guadalupe St.

### Pot Belly Sandwich Shop

Made-to-order sandwiches, salads & baked goods.  
2316 Guadalupe St.

## Power Revision

UTC 3.102

These steps will immediately improve your writing skills. I promise this session will change your life. (That's a pretty big promise.) **Lori Oglesbee, CADY (news, yearbook)**

## Great Gathering Comes First

UTC 3.104

The greatest journalists are ALWAYS the greatest gathers — of information, of stories, of images. Find out how to gather great. **David Knight (all)**

## Tortured Poets Department: Music Reviewing

UTC 3.110

Now that it's out, let's take a look at Taylor's new album and think about how to write a solid music review. **Raoul Hernandez, University of Texas (news)**

## First, Do No Harm

UTC 3.112

So said Hippocrates a long, long time ago, and it's equally true today. When covering a story about death or catastrophic injury or illness, the journalist must pledge to prevent any additional pain and/or suffering due to carelessness or laziness. In the end, you'll want story that captures the truth, is factually pristine and ultimately serves a higher cause. **Bobby Hawthorne (all)**

## Showcase Your Students' Work

UTC 3.124

For advisers, let's take a look at a practical final exam project that lets students show off their work and teaches their parents all about what journalism is. **Becky Tate, Shawnee Mission North HS, JEA's 2024 Linda S. Puntney Teacher Inspiration Award Honoree (advisers)**

## Photoshop Workflow

UTC 4.102

Nine steps that will change your life. Or change the life of the photos in your publication. Come learn about basic editing techniques in Photoshop to improve the photos in your yearbook, newspaper and literary magazine. **Mark Murray, ATPI (photo)**

## It's a Mod, Mod World

UTC 4.104

Call them mods, sidebars, secondary coverage, side salads, or whatever you want to. Expand the depth of your coverage with modular design. You will leave this session with many magnificent mod ideas. **Jim Jordan, Walsworth (yearbook)**

## The Secrets of Great Interviews

UTC 4.110

Interviewing is an art at which journalists can improve story after story. During this session, learn how to phrase questions, use body language and employ "conversation extenders" to get your subjects to tell you more than they intended. **Diana Dawson, University of Texas (all)**

## Yes, America (Still) Needs Journalists

UTC 4.112

The journalism industry isn't what it used to be, but it's not going anywhere. If you want to work as a journalist, there's a place for you. **Nancy M. Preyor-Johnson, San Antonio Express-News (all)**

## Unveiling Stories: Mastering Newsgathering for Impactful Journalism

UTC 4.132

Join award-winning anchor and reporter John-Carlos Estrada for an insightful session on newsgathering. Learn valuable techniques and hear captivating examples from his 15 years in the field. Engage in discussions about the art of uncovering impactful stories. Plus, don't miss a special screening of his award-winning documentary short *Barbette + Fontaine*, born from a feature story at CBS Austin. **John-Carlos Estrada, CBS Austin KEYE-TV (all)**

# 11 a.m. SATURDAY, APRIL 20

## More Than Just Three Quotes and Mugs

UTC 2.102A

The best newspapers and yearbooks look for a variety of ways to package information for the reader. This session works through ideas and details of creating sidebars and packaging to attract the doom scrollers. **Dow Tate, Shawnee Mission East HS, JEA National Yearbook Adviser of the Year (news, yearbook)**

## Where Do You Want to Wake Up Tomorrow?

UTC 2.112A

It's spring and 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. So show up early. **Scott Winter, Bethel University (all)**

## Captions

UTC 3.102

The most read copy in the book deserves attention. Write a caption worth reading. **Lori Oglesbee, CADY (yearbook)**

## Your Story Can Change People

UTC 3.104

Great personal columns can change your readers' lives. Bad ones? A waste of paper. Learn tips to share your story with POWER!!! **David Knight (news)**

## A Novel Idea

UTC 3.112

You think writing a feature story is tough, try writing a novel. In this session, I'll discuss the devices and disciplines I learned as a journalist to write my first novel, and why it was so important that the book was original in its voice and truthful in its depiction and description of young love. **Bobby Hawthorne (all)**

## Get a Head Start

UTC 3.124

Headline design is fun, but remember the words really matter. **Becky Tate, Shawnee Mission North HS, JEA's 2024 Linda S. Puntney Teacher Inspiration Award Honoree (advisers)**

## What is Journalism For?

UTC 3.132

What does journalism do for society? What would society be like without it? If we're not careful,

we might find out. **John Schwartz, University of Texas (all)**

## The Importance of Multi-Platform Content in Broadcast

UTC 3.134

In this session, we'll talk about how delivering content over various digital channels can bring your stories to new audience and challenge you to look at stories differently. **Erin Garza, CBS Austin KEYE-TV (broadcast)**

## All Those Little Details

UTC 4.102

If you'd like to see how a yearbook can meet quality markers of scholastic journalism, combined with beautiful, functional and clever design touches, come see how three Crown and Pacemaker finalists have done it. **Kel Lemons, Jostens (yearbook)**

## 10 Ways to Improve the Writing in Your Yearbook

UTC 4.104

Looking to improve the writing in your next book? This session will give practical tips for finding great stories, going deep, not wide, doing better interviews, and revision that will make a big difference in improving how you tell the story of 2025 at your school. **Jim Jordan, Walsworth (yearbook)**

## Hip-Hop to News Literacy 101

UTC 4.110

Interested in looking for resources to help your students become news literacy certified? This session will look at the resources available with News Literacy Project available to teachers and students helping with misinformation and proper research. Look at using these resources to take your publication and writing to become a valuable asset to your communities through a lesson tied to hip-hop. **Sara Gonzales, Paetow HS (advisers)**

## Producing Compelling Audio Content for Radio and Online

UTC 4.112

Texas State University Lecturer of Practice Jill Ament is an award-winning audio journalist who has been a reporter and producer for the statewide public radio program, the Texas Standard, based out of the Austin NPR affiliate, KUT 90.5. She also was a reporter and producer at the NPR affiliate at Baylor University, KWBU 103.3.

Jill will discuss the ins and outs of producing audio for radio news programming, podcasting and audio feature storytelling. **Jill Ament, Texas State University (news, broadcast)**

## On-Location Flash Photography

UTC 4.124

Flash photography can seem like an impossibly complicated topic, but with just a few tips and tricks you can get the basics down, and open a whole new world of creativity. We'll explore using flash to make otherwise impossibly dark situations great opportunities to make images for your publications and how to use flash as a creative tool as well. You don't need prior experience to get lots of useful info from this session **Wade Kennedy, Richardson HS (photo)**

## Good F-Words & Beach Balls: Let's Figure Those Facts and Feelings

UTC 4.132

Good F-words form the foundation for fabulous feature articles. Come learn how to sort the facts from the feelings and stay faithful to this fundamental storytelling art form. Oh, and it's okay to bring some fun to the formula. **Lisa Roskens, Prosper HS (news)**

## HERE are some reminders

Proper behavior is expected of all participants. Please follow these rules of conduct which will be enforced during the convention by all advisers and convention staff. Violation of these rules will result in disciplinary action.

- No student will be admitted without an adviser or chaperone approved by the school. At least one chaperone/adviser is required for every 12 students. Advisers/chaperones assume responsibility for their students' behavior and well-being during the convention.
- Smoking, vaping, drinking or possessing alcoholic beverages and/or possession/use of illegal drugs is prohibited.
- All students, chaperones, advisers and staff members are expected to wear their convention name badges at all times while at the convention.
- Respect fellow participants as well as University of Texas staff and UT property.

ILPC and UIL officials reserve the right to declare all fees forfeited and to send participants home at their own expense for violation of any or all of these rules of conduct.

# 1 p.m. SATURDAY, APRIL 20

## Heading Into Our 2025 Era

UTC 2.102A

Let's take a look at how themes work in a yearbook and start to plan for your 2025 yearbook's theme. **Becky Tate, Shawnee Mission North HS, JEA's 2024 Linda S. Puntney Teacher Inspiration Award Honoree (yearbook)**

## It's the Little Things

UTC 2.112A

A great editor knows the power of little things. And understands how little things make great writing even greater. **David Knight (all)**

## 25 for 25

UTC 3.102

Inclusion and outstanding coverage are the hallmarks of cutting-edge yearbooks. You will leave with 25 fresh ideas to capture the 2025 school year and get your readers excited about the book. **Jeff Moffitt, Jostens (yearbook)**

## Finding the Story Within the Story

UTC 3.104

Everyone knows that your school has a football team or that students attend classes. How can we find the story within the story of our audience's daily lives? By understanding that the first goal of any effective news package is to entice a viewer to want to watch or read your story. In this session, we will dive into generating ideas that have multiple news values. **Leigh Ann Wiemann, Walnut Grove HS (broadcast)**

## Act Like a 4-Year-Old: Ask Why

UTC 3.112

The better your interview, the better your products will be. It is impossible to overestimate the value in asking questions. Learn how to write, order and follow up with questions to turn a bland set of quotes into a genuine conversation. **Stephen Green, Caney Creek HS (all)**

## Reporting on Women's Health in a Changing Texas

UTC 3.124

Almost two years ago, the U.S. Supreme Court overturned *Roe v. Wade* and allowed states like Texas to ban almost all abortions. This is just one of several major changes to women's health care access in the United States in the last few years. In this session, I'll talk about how to keep up with these legal

developments, how to connect with people who want to share their stories, and how I use trauma-informed reporting practices to make sure we don't cause more harm by reporting a story. **Eleanor Klibanoff, Texas Tribune (news)**

## Next-Level Sports Photography

UTC 3.132

Capturing award-winning sports photos is more than just understanding shutter speeds and f-stops. In this session, we'll talk about everything from where to position yourself for each sport to which autofocus modes will give you the best chance of capturing sharp images and much more. We'll also look at some incredible images and talk about the stories behind them to give you a leg up on your next assignment. **Wade Kennedy, Richardson HS (photo)**

## Best Thing I Ever Did

UTC 4.102

We've been there, we've done that, and we're sharing our knowledge. Four former advisers team up to show and share strategies from decades of experience that worked for staff management, marketing, grading and more. **Tiffani Womack, Hunter Woods, Jena Weber and Lori Oglesbee, CADY (yearbook)**

## 10 Ways to Improve the Design in Your Yearbook

UTC 4.104

Want the design of your 2025 book to be the best it's ever been? Come learn the secrets of award-winning yearbooks from around the country. You will leave this session with a list that will help you propel that next book to a new level. **Jim Jordan, Walsworth (yearbook)**

## Beginner InDesign

UTC 4.110

If you are new to InDesign, this is a session for you. See how the basics work and come with questions and examples. **Hal Schmidt (news, yearbook)**

## Be the Good

UTC 4.112

Journalism matters. You matter. And what you do in your newspaper matters. Do journalism that makes a difference, that gives a voice, that shows a story. Let's talk about how you use your journalism powers for good. **Jeanne Acton (all)**

## Make Your Feed Enchanted (Taylor's Version)

UTC 4.122

Elevate your social media from more than just traditional advertising posts. In this Taylor Swift-themed session, Allen High School yearbook marketing editor Adrienne Diaz will show methods of how to make your social media feeds look Gorgeous and build engagement. She'll also show you how to make your audience Stay Stay Stay (Taylor's Version). You'll be a Foolish One if you don't attend this session. **Kiara St. Clair, Allen HS (yearbook, news)**

## Podcasting 101

UTC 4.124

It's true that anyone can make a podcast — but making a good podcast takes training, time, dedication and strategy. And despite what you may hear, it takes more than just a microphone and a decent idea. In this session, learn the basics of how to get started with podcast production, from long-form scripted narrative series to chatty, conversational shows and everywhere in between. From idea generation to marketing, this session will include everything you need to know to get started. **Katey Psencik Outka (news, broadcast)**

## Power Portfolios: Bring the JOY

UTC 4.132

We want you to apply for the Texas Journalist of the Year! This session will discuss what it takes to build a successful portfolio for the JOY competition. Texas 2024 JOY winner and national representative Alice Scott will be on hand to show you how she created her attention-getting portfolio and application. **Lisa Roskens, Prosper HS and Alice Scott, McCallum HS, Texas Journalist of the Year (all)**



# 2 p.m. SATURDAY, APRIL 20

## Editing Basketball League

UTC 2.102A

Let's play some AP trivia, nerdly grammar trivia and some ethics trivia. And let's combine it all with some newsroom hoops for meaningful prizes! Copy editing can be fun if you make it a party! Exclamation points!!! **Scott Winter (all)**

## Learn Some Stuff to Make You WAY Better

UTC 2.112A

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. **David Knight (news)**

## Find Your Photo Voice

UTC 3.102

Strong visuals should start every yearbook story. Learn how to use good light, great composition and storytelling elements to lure readers onto every spread. This session will feature select winners in the 2023 NSPA Photo of the Year contest. **Margaret Sorrows, Jostens (yearbook, photo)**

## The Photo Story

UTC 3.104

From a spread in a yearbook to a feature in the newspaper, the concepts of a photo story encourage the photographer and the page designer to consider photos as a group, rather than single images. Tell better stories by learning about photo stories. **Mark Murray, ATPi (photo)**

## Write Here, Write Now

UTC 3.110

While photos may be the stars of the show in the yearbook world, no book should be complete without writing. Learn tips and strategies for incorporating writing in your book or ways to improve the quality of your writing. **Sharon Kubicek, Round Rock HS (yearbook)**

## ChatGPT, Write My Session Title

UTC 3.112

Generative artificial intelligence is here to stay. Instead of vilifying technology, let's talk about ethical ways to use generative AI like ChatGPT to help our publications that amplify, but not replace, the work we do. **Stephen Green (all)**

## Phone Powered Production

UTC 3.132

The power of your smartphone puts a broadcast newsroom in your pocket. Produce videos and social media content from start to finish using just your mobile device. **Margie Raper, Rock Hill HS (broadcast)**

## Prepping for Adobe Certification

UTC 4.104

Learn what is on the Adobe certification exams, how you can prepare students while working on publications, and how certification could benefit your students and your program. **Laura Negri, Alief Kerr HS (advisers)**

## Advanced InDesign

UTC 4.110

Moving beyond the basics of InDesign? Then this is the session for you. Come with questions and any examples you may have of designs you're interested in. **Hal Schmidt (news, yearbook)**

## The College Experience

UTC 4.112

Let's talk about college journalism. In my first year at the University of North Texas, I shot D1 football games, was camera 4 during nationally televised basketball games and work for the school's photo agency. And do you know what prepared me? My high school yearbook class. It taught me the skills and gave me the courage to get involved. I'll share some of my favorite moments this year and answer your questions. **Charles Shanks, University of North Texas (all)**

## From Meh to Memorable

UTC 4.132

Topics, stories and spreads that may seem "boring" at first glance have the opportunity to be memorable and interesting to a broad audience. In this session, writers who struggle with creating engaging content for traditionally less interesting topics will learn strategies for finding good angles and conducting effective interviews. There are no bad subjects, just bad questions! **Kiara St. Clair, Allen HS (yearbook, news)**

## Ethics in True Crime Podcasting

UTC 4.124

True crime podcasts have exploded in popularity since the release of "Serial" in 2014, but true crime storytelling has been around for decades. Now, there are hundreds of thousands of podcasts dedicated to the genre, Facebook groups discuss cases and true crime storytellers make a fortune off of creating content. The lack of gatekeeping in podcasting means that anyone can tell these stories — but should they? This session will discuss how long-form journalistic true crime podcasts are created, as told by producers at The Drag Audio Production House, which has created six seasons of true crime podcasts. We'll talk about reporting, ethics, sensitivity and the missteps we've made along the way. **Katey Psencik Outka, University of Texas (news, broadcast)**

## WHAT DOES IT TAKE TO WIN?

TAKE A LOOK.

All results including Star winners, Leadership Award winners, IAA winners, Adviser's Challenge winners and Tops in Texas winners will be posted on the UIL website at the conclusion of the convention.

# 3 p.m. SATURDAY, APRIL 20

## Border of Dreams Documentary

UTC 2.102A

COVID-19 interrupted an immigration story about a Guatemalan family with three men who tried to cross the border and couldn't. So the student journalist returned to Guatemala to write about two families who tried to cross. One made it. One didn't. Let's watch the 30-minute film and talk about what it means for us: doing big stories in our school and community. **Scott Winter, Bethel University (all)**

## 20 Shots You Got to Get

UTC 2.112A

Get these shots every time you go out to shoot and create award-winning packages and PSAs and movies that rock your viewers. **David Knight (broadcast)**

## Sparkle and Shine Time

UTC 3.102

Colors, typography and icons create a style to make your yearbook a showstopper. Come see what the pros are doing right now to step up your design for 2025. **Margaret Sorrows, Jostens (yearbook)**

## The Power of Light

UTC 3.104

Light. The medium for photography. Seeing light and the impact it has on the subject is key to becoming a better photographer. But being a photographer is also about thinking quickly and decisively. **Mark Murray, ATPI (photo)**

## The Feature Treatment: Turning Journalism Into Story

UTC 3.110

How can journalists tell a real story — one that reads and feels like fiction? It's all a matter of using facts to create emotional truth. **Kevin Robbins, University of Texas (all)**

## Journalists and Crisis Coverage

UTC 3.112

This session will explore the importance of the flow of information during crisis situations, how journalists cover crisis, how crises can affect journalists and what newsrooms are doing to make sure journalists are supported during and after crisis situations. **Andrea Miller, University of North Texas (all)**

## Won't You Be My Neighbor?

UTC 3.132

Mister Rogers taught generations lessons of love, friendship, respect, individuality and honesty. His enduring presence created the neighborhood where everyone felt at home. Learn from the lessons of Mister Rogers to build newsroom culture and be the best neighbor to your fellow staffers. **Margie Raper, Rock Hill HS (all)**

## I'm Not Dead Yet

UTC 3.124

In a world of TikToks, Snapchats, and X, there is still value to a print newspaper. Come talk about print journalism — how to create it, fund it and make it viable to today's students. **Kari Riemer, Hendrickson HS (news)**

## Camp Creative

UTC 4.102

We're going to be your ILPC camp counselors that are going to give you the tips and design how-to's to take your program from Crystal Lake to Camp Creative. **Sara Gonzales, Paetow High School and David Gamble, Walsworth (yearbook)**

## Blended Learning in the Journalism Classroom

UTC 4.104

Leverage the power of blended learning to tackle the challenges of mixed-level and stacked classes that journalism teachers so often face. **Laura Negri, Alief Kerr HS (advisers)**

## Beginner Photoshop

UTC 4.110

If you're new to Photoshop, this session is for you. We'll look at basic photo adjustment, cropping and basic tools to get your photos ready to use. Come with questions and any examples you may have. **Hal Schmidt (news, yearbook)**

## Being THE editor

UTC 4.112

The title of Editor-in-Chief sounds cool. But the realities of leadership are more like your first prom date in bad lighting. We'll do what we can in this session to prepare you for the stress, pressure and failures of leading your peers. **Dow Tate, Shawnee Mission East HS, JEA National Yearbook Adviser of the Year (all)**

## Online Content is More Than Just Text and a Photo

UTC 4.132

Having an online presence is more than just posting text and a photo or two. Staffs should look for ways to add value to their online content that will benefit readers as well as the publication through what evaluators see and record while critiquing websites. Adding value can include embedding short video and/or audio productions, photo galleries, polls, sidebars, hyperlinks, interactive elements, and more. This session will discuss ways to add value to basic text content that will benefit readers, staffs and publications. **Mark Webber (news)**

## Just because they can, doesn't mean they should

UTC 4.124

Even if you're at a public school without New Voices protection, you can have a public forum for student speech. Learn how to foster relationships with administrators and your community to help build student voices. **Andrea Negri, Bellaire HS (all)**

## TAJE Regional Rep Meeting

UTC 4.122

Elected Regional Reps can meet with the president elect to make future plans and discuss what's happening in your region. **Michael Reeves, James Bowie HS, TAJE President-Elect (TAJE regional reps only)**

# 4 p.m. SATURDAY, APRIL 20

## Storytelling That Ain't Boring

UTC 2.112A

Learn the secrets of great storytelling – and transform your writing into stories readers can't put down. **David Knight (all)**

## So I'm an Editor. Now what?

UTC 3.102

It's the biggest job in the school. But do you really know what it takes to be successful? This session will explore those activities and help you kick the year off! **Jeff Moffitt, Jostens (all)**

## Get Off Your Dang Phone

UTC 3.104

Phones are great. They film videos for TikTok. They take photos of our besties. They even allow us to call our parents from time to time. But they can NOT do our reporting for us. To be a reporter, we need to put the phone down and go back to the basics – dig for a story. Join me as we talk about how to find great stories and how to write great stories. **Jeanne Acton (all)**

## UIL Essay Competitions

UTC 3.112

Did you know one essay could qualify you as a UIL state finalist? Find out about two of UIL's lesser-known events that are completely done online and learn how to excel in these exciting and rewarding competitions. **Lisa Parker, UIL (all)**

## Picture Perfect Processes

UTC 3.134

Thousands of pictures and portraits go into your yearbooks. Learn from three former advisers turned photo professionals on how to prepare for a picture perfect 2024-2025 with strategies for a seamless Picture Day, Club Picture Day and more. **Hunter Woods, Tiffani Womack and Jena Weber, CADY (photo)**

## 8 Great Yearbook Ideas

UTC 4.102

Looking for ways to improve your yearbook? We've got eight great tips to spark new ideas, change up your coverage and elevate your design. We'll share ideas, inspiration and innovation from current yearbooks that will have you reimagining your next book. **Kel Lemons, Jostens (yearbook)**

## Indie Documentary

UTC 4.104

A talk about independent documentary filmmaking, covering subjects like subculture, living history, reenactment and full contact joust. **Matt Poitras, independent filmmaker (all)**

## Advanced Photoshop

UTC 4.110

We'll take a look at using some of the powerful tools in Photoshop and how to work with cutouts, layers and camera raw filter. Come with questions and examples. **Hal Schmidt (news, yearbook)**

## It's NOT just like last year

UTC 4.112

Innovation doesn't have to be a crazy thought. A 36-year publication adviser takes a look back at times when students created something new – from marketing strategies to packaging and content to specialty publications. **Dow Tate, Shawnee Mission East HS, JEA National Yearbook Adviser of the Year (all)**

## Translating for Journalism: Tips and Pitfalls

UTC 4.132

Your publication likely has the school community's English-speaking audience as its core readership. Perhaps your publication has access to other-language stories that would benefit readers with an English translation. Also, consider reaching out to other language groups in your school by translating English-language stories into those languages. This session presents tips and challenges of translating written content from one language to another. Included is a discussion of using a human translator versus AI and computer software. **Mark Webber (all)**

## Focus on the Solution

UTC 4.124

Find out how solutions journalism can help you engage your audience and strengthen your reporting. The approach focuses on responses to problems, and the effectiveness, limits and lessons to be learned from their application. Solutions journalism opens your eyes to what news can be – meaningful, impactful and focused on solutions, not just problems. Whether you

are just beginning in journalism or already have some experience, learning about solutions journalism will improve your storytelling and build your appreciation of the role of journalism in strengthening our democracy. **Curt Yowell, St. Edward's University (all)**

## TAJE General Membership Meeting

UTC 4.122

All advisers are encouraged to attend the TAJE general membership meeting where elected officers will share plans for the coming year and members will give feedback and vote on important matters in Texas scholastic journalism. **(advisers)**

# SPEAKER INFORMATION

**JEANNE ACTON** started her journalism career as a sophomore in high school when she heard the Journalism I class was a blow-off. It was no blow-off, but she loved the work and caught the journalism bug and never left (except for that brief three-year stint as a high school administrator). Jeanne taught journalism for a decade, and for almost two decades she served as the Texas scholastic press director. While Jeanne isn't in the classroom anymore, she continues to teach writing and still practices the trade.

**JILL AMENT** was born and raised in Central Texas. She received her undergraduate degree in electronic media from Texas State University in 2012. For the past decade, her professional broadcast journalism career kept her in Central Texas. Jill was a newscast producer at KCEN-TV in Waco and a reporter and host for the Baylor University NPR affiliate, 103.3 KWBU. She later started producing for Spectrum News 1 in Austin, eventually coordinating their nightly political program, Capital Tonight. She spearheaded live, on-site coverage of the 2016 presidential election including the station's coverage of the Republican National Convention in Cleveland, and the Democratic National Convention in

Philadelphia. Jill then went on to work at UT-Austin's NPR affiliate, KUT 90.5. She specifically was a producer and reporter for the statewide public radio program, the Texas Standard. Her individual reporting with the Texas Standard has garnered her a first place National Headliner Award, a regional Edward R. Murrow Award, a first place Associated Press Broadcasters Award and first and second place awards with the Public Media Journalists Association. Jill is currently working on finishing up her master's with the University of Texas in Austin's School of Journalism and Media.

**DIANA DAWSON** is an award-winning reporter who for 25 years has taught news and feature writing at the University of Texas. In 2022, she won the Moody College Excellence in Teaching Award. Dawson is the founding director of the Moody Writing Support Program, which provides writing coaching for journalism students. Her own newspaper work won scores of national, regional and local awards, including making her an Ernie Pyle finalist. Off campus, Dawson helps develop curriculum for a non-profit empowering teenage girls in Nepal through journalism. She has freelanced as a writing consultant for corporations, a writing coach for newsrooms and

as a writer for many publications including the Los Angeles Times, Chicago Tribune and Austin Monthly magazine.

**JOHN-CARLOS ESTRADA** is an award-winning news anchor and reporter. He's currently the morning news anchor at CBS Austin. You can watch him on weekdays from 4:30 a.m. - 7 a.m. Estrada comes to Austin with 15 years of experience anchoring, reporting and producing in New York City, Washington D.C., Florida, and Texas. He worked as a network producer for ABC News and NBC News before his work on-air. He's received degrees from Columbia University and The George Washington University. Estrada was born and raised in Dallas. He is a first-generation Mexican American. He lives in Austin with his husband, Dr. Bruce Sharp, and their three French Bulldogs.

**SARA E. GONZALES** is a journalism adviser and teacher for Patricia E. Paetow High School in Katy. She has been advising student publications for 16 years. During her time advising, both programs have received national accolades including being named Pacemaker Finalists and Crown awardees. In 2005, Gonzales served as Executive Director Intern at the William J. Clinton Foundation and served as the foundation photographer during her tenure. Since she started teaching, she was the only teacher out of the country accepted into the American Society of News Editors Emerging Leaders Institute in Philadelphia, Pennsylvania. During the summer of 2019, Gonzales was the only high school teacher with a chosen syndicate at the World Journalism Education Congress. Gonzales led a several-day session on Collaborative and inclusive journalism at the scholastic level. The syndicate worked with journalism educators across the world to come up with several main points including that journalism educators and journalists must recognize the role news media have played in marginalizing—and sometimes traumatizing—communities along the fault lines of race, class, gender, disability, generation and geography due to missing voices, tokenism and negative stereotypes. In addition, she worked on a "call to action" to journalism educators and journalists to build diversity, inclusion and equity into all aspects of the curriculum. She currently serves as the local Houston leader for the Online News Association and is currently a News Literacy Project Ambassador. She has three dogs — Maebel Lou, Dolly Estelle, and Mason. Feel free to ask her about them. She will show you endless pictures, too.

**STEPHEN GREEN, CJE**, is the adviser to Caney Creek Student Media's award-winning publications: CCHSCompass.com news website, Creek Compass newspaper and The Creek yearbook. He is secretary of TAJE's executive board, a TAJE Pathfinder Award and JEA Rising Star recipient and previously worked at daily newspapers before teaching.

**BOBBY HAWTHORNE** is an Austin-based writer and writing instructor. He recently published his first novel, "Debbie Number Three," and is about halfway finished with his second. He is also the author of "The Radical Write" as well as six or eight other books.

San Francisco native **RAOUL HERNANDEZ** drove into his mother's hometown of San Antonio on July 3, 1992 — two weeks out of graduate school — to begin writing about music for a living and moved 70 miles up the road some nine months later, where he spent 27 years as Music Editor at the local weekly, The Austin Chronicle. Starting in 2018 as an adjunct, the now local of three decades kicked off teaching music journalism and now magazine writing, interview technique

**BORDER OF DREAMS**  
A TEXTURA DOCUMENTARY  
3 P.M. IN UTC 2.102A

**WELCOME**  
Scott Winter, Bethel Professor  
Nataly Basterrechea, Guatemala Director

**THE DOCUMENTARY**  
Two families tried to cross the Mexico-U.S. border.  
One made it.  
One didn't.

**POST-FILM DISCUSSION**  
Reaction and Q&A from Audience

**CONSIDER GIVING TO:**

**THE FAMILIES** **TEXTURA DOCS**

SEEKTEXTURA.COM/TEXTURA-DOCUMENTARY

SEMI-FINALIST  
**Dublin Movie Awards**  
2023

OFFICIAL SELECTION  
**Montreal Independent Film Festival**  
2023

OFFICIAL SELECTION  
**Festival Academia de Cine Antigua**  
2023

# SPEAKER INFORMATION

and more at The University of Texas at Austin as a full-time Asst. Professor. His office there looks like a micro Rock & Roll Hall of Fame.

**JIM JORDAN** After 35 years as the yearbook adviser of the Decamhian at Del Campo High School in Fair Oaks, California, and 40 years in the classroom, Jim Jordan is now a Special Consultant with Walsworth Yearbooks. Under Jordan's guidance, the Decamhian yearbook earned 20 NSPA Pacemakers and 20 CSPA Crowns which earned it second place in the NSPA all-time Top 100. In 1996, he was named the National Yearbook Adviser of the Year by JEA. He also was awarded the CSPA Gold Key, the JEA Medal of Merit, the NSPA Pioneer Award and the Linda S. Puntney Teacher Inspiration Award from JEA. With Walsworth, he serves as the lead mentor for the company's Adviser Mentor Program and is host of "Yearbook Chat with Jim" a podcast that tells compelling stories of those who create yearbooks.

**WADE KENNEDY** has been advising student publications at Richardson High for 14 years. His programs have won multiple state and national awards, and his students have won numerous individual awards as well. Kennedy is proud to be a former ILPC Tops in Texas winner and has also won multiple awards in photography as a professional newspaper photojournalist. As an Edith Fox King award winner, he has dedicated his career to helping scholastic journalism students succeed.

**ELEANOR KLIBANOFF** is the women's health reporter for the Texas Tribune, based in Austin, where she covers abortion, maternal health care, gender-based violence and LGBTQ issues, among other topics. She started with the Tribune in 2021, and was previously with the Kentucky Center for Investigative Reporting in Louisville, where she reported, produced and hosted the Peabody-nominated podcast, "Dig."

**DAVID KNIGHT**, who recently retired, was the public information director for Lancaster County School District and 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.

**SHARON KUBICEK** advises the Dragon yearbook at Round Rock High School. The Dragon staff has won state and national awards from ILPC Star awards to CSPA Crowns and NSPA Pacemakers. Best of all, her staffs work to produce great work and still like each other.

**KEL LEMONS** is a creative accounts manager for Jostens. She began her career as a newspaper photographer at the Waco Tribune-Herald. Lemons was a Texas journalism adviser for 12 years, with her newspaper and yearbook staffs at Connally H.S. and Rouse H.S. earning Crown and Pacemaker awards. She was selected as an ILPC Edith Fox King Award Winner in 2016.

**KATHLEEN McELROY** is a professor and Frank A. Bennack, Jr. Chair in Journalism at the University of Texas at Austin. She received her Ph.D. from UT-Austin in December 2014, after nearly 30 years as a professional journalist. She held various management positions at The New York Times, 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 newsroom practices, racial discourse, collective memory, sports media and obituaries.

**JEFF MOFFITT** is a creative accounts manager with Jostens. Previously, Moffitt advised the award-winning Oracle newspaper and Torch yearbook at Olympia H.S. in Orlando, Florida. He was a National Board Certified Teacher in career and technical education. He was Olympia's Teacher of the Year, a JEA Rising Star and a Special Recognition Adviser.

**MARK MURRAY** retired in 2019 after 35 years as a classroom teacher and district technology director. Murray has served as the president and now executive director for the Association of Texas Photography Instructors. The organization of high school photography teachers from Texas and across North America annually sponsors photography and video contests for students and teachers. He has taught workshops from Austria to Hawaii and everywhere in between. And he has worked with staffs around the country to improve their photography. Murray is a Joseph M. Murphy and Gold Key recipient from the Columbia Scholastic Press Association, a Pioneer Award winner from the National Scholastic Press Association, has been awarded the Carl Towley Award and Medal of Merit by the national Journalism Education Association, has been named a Trailblazer by the Texas Association of Journalism Educators, the Interscholastic League Press Conference in Texas has named him one of 75 Texas Legends of Scholastic Journalism and ATPJ has presented him with their highest honor, the Star of Texas.

**ANDREA NEGRI** advises the Carillon yearbook and teaches digital media and digital design at Bellaire High School. She is ATPJ's secretary and TAJE contest director. Negri is a recipient of JEA's Medal of Merit and Distinguished Yearbook Adviser awards, TAJE's Pathfinder and Trailblazer and ILPC's Edith Fox King awards. Starting May 1, she will be JEA's Scholastic Press Rights Committee director.

**LORI OGLESBEE** taught high school journalism to more than 4,000 students over 35 years. Those students won awards at the regional, state and national levels making their programs one of the top in the country year after year. Oglesbee was Texas Journalism Teacher of the Year in 2005 and the Journalism Education Association National Yearbook Adviser of the Year in 2009. She is now the Education Ambassador for CADY, but also cans jams and relishes and crochets blankets.

**LISA PARKER** is a former high school English teacher. She is excited to share information about UIL's essay competitions because they offer students the opportunity to learn about an extraordinary subject who has impacted the Texas community.

**MATT POITRAS** is a documentarian, director, editor and cinematographer. His feature works include three subculture documentaries and one action-comedy. His last three narrative shorts were a WWII SciFi, a Vietnam war satire, and a Western. He is also a costume and prop designer and leather craftsman.

**NANCY M. PREYOR-JOHNSON** is the deputy editorial board editor at the San Antonio Express-News. An award-winning journalist and former teacher, she holds a master's degree from the University of Texas at San Antonio in Educational Leadership & Policy Studies. A native of the South Texas town of Mathis, she has a bachelor's degree in communications from Texas A&M University-Kingsville.

**KATEY PSENCIK OUTKA** is the managing director of The Drag Audio Production House, the first full-scale podcast production house on a college campus. She's executive produced 13 podcasts with The Drag, including three seasons of the popular true crime show "Darkness," which won an Austin Chronicle "Best of Austin" award in 2022. She's the cohost of "Check Out This Podcast," a podcast that reviews podcasts, and she's the adviser for Burnt X Orange, Texas Student Media's lifestyle magazine. On the side, Katey cohosts "Fifty Percent," a podcast about



congratulates the 2024

# EDITH FOX KING

award winners

			
<b>MEGAN ORTIZ</b> Kingwood Park High School	<b>EMILY PYEATT ARNOLD</b> Aledo High School	<b>ANA ROSENTHAL</b> Episcopal School of Dallas	<b>STACY SHORT</b> Argyle High School

# SPEAKER INFORMATION

romance novels, and writes and produces audio for websites like Texas Highways, Eater Austin, Chron, The Alcalde and Hark Audio. Katey has been a journalist for over a decade, writing for various local, regional and national news outlets, including the Austin American-Statesman and The Daily Dot. Her work has been recognized with awards from Texas AP Broadcasters, the Online News Association and the Friends of the Daily Texan, and she worked on the team that produced the Peabody Award-winning series “The Cost of Troubled Minds” in 2014. Katey’s a graduate of the University of Texas at Austin’s School of Journalism and Media, where she now works as an adjunct lecturer, teaching classes related to podcasting and digital media. Katey is also an adjunct in the Department of Radio, Television and Film at the Moody College of Communication, where she also teaches podcasting. Katey’s a Central Texas native and lives in Austin with her husband and two tiny fluffy dogs, Oso and Mav.

**MARGIE RAPER, MJE** is a 21-year journalism teacher. She is the broadcast journalism and publications adviser at Prosper-Rock Hill High School in Frisco. She is proud to share her passion for scholastic journalism with her students, see them grow as storytellers and celebrate their achievements. She serves as the National Scholastic Press Association board and on the Gloria Shields NSPA Media workshop committee. In 2019, Raper was named the ILPC Max R. Haddick Texas Journalism Teacher of the Year. She has also been named a JEA Distinguished Yearbook Adviser, Medal of Merit, ILPC Edith Fox King honoree and CSPA Distinguished Adviser.

**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 high school in Pflugerville. Both the newspaper and yearbook she advises have been nationally recognized, and she is a recipient of the Edith Fox King award for outstanding dedication to scholastic journalism. She also is the TAJE president.

**KEVIN ROBBINS** is a professor of practice in the School of Journalism and Media at the University of Texas at Austin. The author of five non-fiction sports books, he worked for 22 years as a feature, news and sports writer for five daily newspapers and continues to write freelance journalism, mostly about professional golf.

**LISA MUSSER ROSKENS** has taught for 23-plus years, including time at one of the smallest – and one of the largest – schools in Texas. Before

teaching in six-man-football-size Groom and her current gig as the multimedia news adviser in Prosper, she worked as a journalist, stay-at-home mom and freelance writer. Her publishing credits span multiple genres, including National Geographic for Kids, Fort Worth Magazine and other newspapers and publications.

**HAL SCHMIDT** has been working with student publication staffs for over 36 years, helping them get the most from their software and design ideas on the page.

**JOHN SCHWARTZ** is a professor of practices at UT’s School of Journalism and Media in the Moody College of Communication. Before coming back to UT, he worked for 40 years at publications that included The New York Times and the Washington Post.

**ALICE SCOTT** In her seven years as a student journalist, McCallum High School senior Alice Scott has been a reporter, a leader, a mentor and an advocate. While her perspective has grown from the responsibilities of these roles, her message to followers and to fellow journalists continues to come back to one important truth: Everybody has a story.

**CHARLIE SHANKS**, the former co-editor-in-chief for the McNeil High School yearbook, is a freshman at the University of North Texas and works for the North Texas Daily, Mean Green Production crew that works with ESPN and Hatch. He’s been shooting photos and attending the ILPC Conventions since sixth grade. His claim to fame? Alyssa Boehringer changed his diapers when he was a baby. (My mom wanted me to add this.)

**MARGARET SORROWS** retired in June 2015 after 36 years of advising yearbooks and teaching digital photography, most recently for 24 years at Bryant High School in Arkansas. She was the 2014 JEA H.L. Hall Yearbook Adviser of the Year. Her yearbooks won Gold and Silver CSPA Crowns and NSPA Pacemakers, including selection to the NSPA Hall of Fame in 2008. Her honors include a JEA Lifetime Achievement Award, NSPA Pioneer Award, CSPA Gold Key, TAJE Texas Trailblazer Award and runner-up to Arkansas Teacher of the Year. She is currently an ambassador for Jostens, serving as an educational and creative consultant.

**BECKY TATE** has advised newspaper and yearbook at Shawnee Mission North for more than 30 years. She is JEA’s Linda S. Puntney Teacher Inspiration Award winner for 2024. She received a Gold Key from CSPA in 2010, a Medal of Merit from JEA in 2008 and a Pioneer Award from NSPA in 2023. Tate was named the

H.L. Hall National Yearbook Adviser of the Year in 2019.

**C. DOW TATE** is a journalism teacher at Shawnee Mission East High School in Prairie Village, Kansas, and the director of the Gloria Shields NSPA Media Workshop Workshop. He was just named the H.L. Hall National Yearbook Adviser of the Year. He’s the co-author of Scholastic Journalism, 12th edition. In 2011, he was named a Kansas Teacher of the Year finalist. He was inducted into the Scholastic Journalism Hall of Fame at the University of Oklahoma and was named a Texas Legend, as one of the most influential people in the state’s 75-year scholastic journalism history. He was a Pioneer award winner – NSPA’s highest honor in 2019. He taught 14 years at Dallas Hillcrest High School. His students’ publications – the newspaper, yearbook and news website – have earned the nation’s highest honors, including the National Scholastic Press Association’s National Pacemaker and the Columbia Scholastic Press Association’s Gold Crown. He had four publications named to the NSPA Top 100, including the Hauberk which was 9th. Four of his students have been named National High Journalists of the Year. Tate has been named the Dow Jones Newspaper Fund’s National High School Journalism Teacher of the Year. He’s one of only three teachers who have won both. He was also named the Kansas High School Journalism Teacher of the Year and the Texas Max R. Haddick Journalism Teacher of the Year. He served as the president of the Dallas Chapter of the Society of Professional Journalists in 1990. In his 36-year career in teaching, his students have placed in the National Scholastic Press Association’s National Photo of the Year contest 60 times. Three of his former students have been named Pulitzer Prize finalists and two won the award.

**MARK WEBBER** retired from teaching after a 40 year career, the last 26 of those journalism. He founded the print journalism program in 1993 at the then-brand new Trevino School of Communications and Fine Arts in Laredo, a magnet program of Laredo ISD, then took the newspaper online in 1998. He also worked part-time for 20 years at the Laredo Morning Times, where he was a news and copy editor and a translator for the paper’s Spanish-language reporters. In his last three years of teaching, he added the creative writing program and its magazine to his fifth block journalism class. Now retired, he is a JEA-certified mentor and critique judge and is a member of the JEA Mentoring Committee.

**JENA WEBER** recently transitioned from



SOCIAL JUSTICE  
JOURNALISM + DESIGN  
THAT MAKES  
A DIFFERENCE.  
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# WE'RE IN OUR NEW NAME ERA.

IT'S OFFICIAL: HERFF JONES YEARBOOKS  
IS NOW CALLED VARSITY YEARBOOK.

PROUDLY CHAMPIONING SCHOLASTIC  
JOURNALISM IN TEXAS.

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**VARSITY  
YEARBOOK**

# SPEAKER INFORMATION

her role as a journalism adviser to join the Cady team as the Austin rep. She helped to advise nationally recognized yearbook and newspaper programs for 20 years.

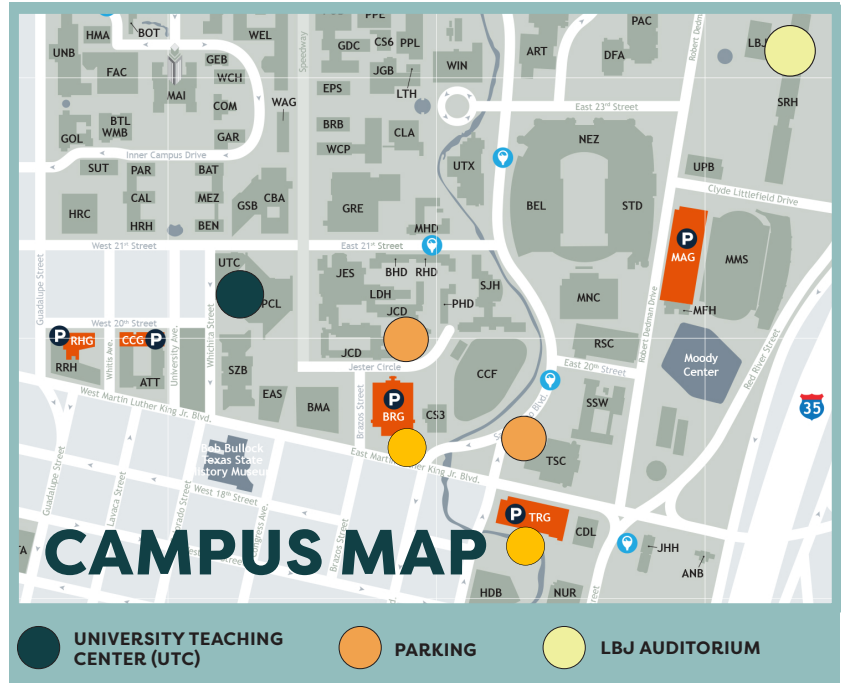
**KATE WEST** is an Emmy-nominated television journalist with 20 years of experience covering the news for various television stations across the country. She's a lecturer in the journalism department at the University of Texas after serving as the morning reporter for the Emmy award-winning KXAN News Today. 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.

**LEIGH ANN WIEMANN, M.ED.** is the broadcast teacher at Walnut Grove High School in Prosper. She has been teaching broadcast, video editing and journalism classes for the last 15 years.

**SCOTT WINTER** is the author of the 2015 book *Nebrasketball*. Buy three copies. He's been a journalist and publications adviser to unmentionable acclaim in four states, and now professes things at Bethel University in Minnesota. His students have won Best of Show competitions, Pacemakers, Kennedys, Hemingways and Hearst awards. He likes the band The Hives, 1970s Ford pickups and loving thy neighbor.

**TIFFANI WOMACK** is a former teacher and yearbook adviser with more than 14 years of journalism education experience. She utilizes her journalism and student leadership expertise to help advisers successfully run journalism publications programs and create a positive culture in the classroom and on campus.

**CURT YOWELL, PH.D.** teaches courses in journalism and digital media at St. Edward's University. Curt received training from the Solutions Journalism Network and was a participant and presenter at Catalyst Journalism Project's Solutions Journalism Educators Academy 2.0. His digital communication professional background includes working with students on award-winning journalism and digital projects at the University of Houston, The University of Texas at Austin and St. Edward's. Curt's primary area of research is political communication and the news media.



## becoming a jea. mentor

### MENTOR TESTIMONIALS

*"I remember being a new adviser on a massive high school campus. We are normally on our own. It can get lonely as a journalism teacher and adviser. What I love about the mentor program and mentoring is it allows us to network with new advisers to ensure that they are not alone."*

**DR. P.J. CABRERA, MJE**  
Lecturer, University of Texas, San Antonio

*"Mentoring is something retired advisers would enjoy. You're still involved in journalism, teaching and advising, but now it's with an adviser new to publications. It's the opportunity to further your contribution to future generations."*

**MARK WEBBER, CJE**  
Retired Adviser



### TWO YEAR PROGRAM

The JEA Mentoring program is a two-year program where a mentee is matched with a JEA certified (CJE/MJE) mentor



### CONFERENCE TRAVEL

During your second year in the program, you and your mentee can attend either the fall or spring national convention. Airfare, hotel and registration are covered. You must judge and present to receive travel coverage.



### LEAVE A LEGACY

Share your knowledge with advisers who are preparing the next generation of young journalists.