

# more power to YOU

**ILPC**  
SPRING  
CONVENTION  
**APRIL 11-13, 2025**  
UNIVERSITY of  
TEXAS AT AUSTIN



# WELCOME

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At the 2024 convention, Scott Winter teaches a session on AP Style.

I love celebrating you.

I love watching you receive your CSPA Crowns and your NSPA Pacemakers (I'm the annoying one in the back of the ballroom screaming for Texas). I love when you win Best of Show at TAJE's Fall Fiesta. I smile when your school wins ATPI Top Program for the first time. I love watching your faces as you run down the aisle to grab your Tops in Texas medals. And you know I love handing you a coveted ILPC Gold Star.

But by far, the thing I love most about my job as ILPC director is that I get to see your work. I take time out of my day to read your stories, watch your broadcasts and study your designs. I look at your photos and marvel at how you've captured your school year so perfectly in a single image. I get to do this every day. And every day our office is celebrating your stories.

I'm so proud of the work you've done this year, Texas journalism.

I hope you know how important your work is. It's meaningful. It's inspirational. It's powerful. That's why this convention theme is "More Power to You."

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 a powerful one. Please find someone in an ILPC shirt if you have any questions at all.



ilpc\_texas



/ilpctexas

A handwritten signature in cursive script that reads "Alyssa Boehringer".

**Alyssa Boehringer**  
ILPC Director

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## a history of excellence

For the past 94 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.

# more power to YOU

## 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, ARE YOU HUNGRY?

Stop by the adviser luncheon, 11:45 a.m. - 1 p.m. Saturday in **UTC 3.122**

## NO EXHIBITORS THIS YEAR

Unfortunately we are unable to host exhibitors in the halls this year in the UTC. Advisers and presenters are encouraged to visit in TAJE's Adviser Hangout in room **UTC 3.132**.

## 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.

## QUICK TIPS

### 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 95th 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

*Dr. Breithaupt will retire at the conclusion of this school year after 33 years of service to UIL and 15 as executive director. We thank him for decades of outstanding leadership and support of ILPC.*

# CONVENTION SCHEDULE

## FRIDAY, APRIL 11

3:30 – 5:30 p.m. Artificial Intelligence Workshop  
with Stephen Green • UTC 2.102A

## SATURDAY, APRIL 12

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 3.122  
11:45 a.m. – 1 p.m. Lunch time 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 13

9:30 – 10:30 a.m. Keynote Presentation  
**EMILY KIMBRO**, Creative Director  
of Texas Monthly  
LBJ Auditorium  
10:45 a.m. – Noon Grand Awards Assembly  
LBJ Auditorium

## TAJE general membership meeting

4 p.m. Saturday  
UTC 3.132

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.

## taje adviser hangout

Advisers, come see us in **UTC 3.132** for all things journalism-related. Drop off your newspapers to trade – and pick up others. Bring questions to a veteran adviser about a classroom or publications issue. Take a break, catch your breath and have a bit of chocolate. Oh, and pick up your BITS certificates. TAJE Board members will be here beginning at 11 a.m. after their board meeting through the end of the Membership Meeting that begins at 4 p.m.

## Convention Staff

**Alyssa Boehringer** / convention director

**Angelina Medellin** / event coordinator

**Dr. David Stevens** / UIL Director of Academics

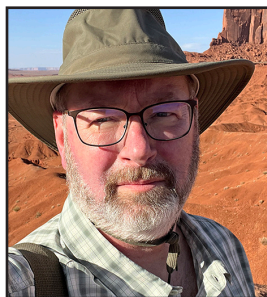
student assistants

**Mishael Coyote** **Braden Heizer**  
**Jaxon Dial** **Paisley Garza**

additional support

**Jeanne Acton** **Lisa Parker**  
**Bobby Hawthorne** **Cindy Todd**  
**Glenda Muñoz**

## Look who came in from out of town



**MARK MURRAY**  
ATPI  
New Mexico



**SCOTT WINTER**  
Bethel University  
Minnesota



**DAVID KNIGHT**  
South Carolina



**JOHN MOORE**  
Getty Images  
New York



**VANESSA MARTINEZ**  
El Dorado HS  
El Paso



KEYNOTE

# EMILY KIMBRO

CREATIVE DIRECTOR of  
**TEXAS MONTHLY**

Emily Kimbro previously worked in Dallas as the art director of Southwest Airlines Spirit Magazine and as a packaging and pattern designer at Fossil. She is on the Society of Publication Designers board of directors and served on the board of the American Institute of Graphic Arts Dallas/Fort Worth for five years. Her work has been recognized by the American Society of Magazine Editors, the Society of Publication Designers, Print Magazine, Communication Arts, The Society of Illustrators, and the City and Regional Magazine Association.

**SUNDAY // 9:30 a.m.**  
**LBJ AUDITORIUM**

## 9 a.m. SATURDAY

### **Lessons from Zeke the Dog**

UTC 2.102A

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)**

### **Design Essentials**

UTC 2.112A

Are you new to layout design? We'll talk about the basics of solid spread design, including hierarchy, contrast, scale, balance and white space. Students will learn how to strengthen their visual storytelling by utilizing the basics. **Vanessa Martinez, El Dorado HS (yearbook)**

### **Storytelling That Ain't Boring**

UTC 3.104

Learn great storytelling secrets — and your readers can't put your stories put down. **David Knight (news, yearbook)**

### **Image Playbook**

UTC 3.110

Storytelling images start with photographers who understand the power of composition and are prepared to capture defining moments. This session will feature select winners from the 2024 ATPi and NSPA photo contests. **Margaret Sorrows, Jostens (photo)**

### **So You Want to Be a Television Anchor or Reporter**

UTC 4.102

Learn the ins and outs of working and starting a career in the television news industry from this former NBC Austin reporter and anchor. Bring lots of questions to get an honest and upfront look at working as a television journalist. **Kate West, University of Texas (broadcast)**

### **Satire: Humor with a purpose**

UTC 4.104

Make a point and make your reader laugh along the way. **Lori Oglesbee, CADY (all)**

### **Get Your Yearbook Into Every Hand—And Make Distribution an Event to Remember**

UTC 4.110

Your yearbook is more than just a book — it's a celebration of the entire year, and now it's time to make sure everyone gets their copy! This session is designed for yearbook editors, staff and advisers who want to build excitement on campus and create a smooth, efficient distribution process. Whether you need to sell more books, plan an unforgettable distribution event, or boost awareness of your yearbook program, we've got you covered. You'll walk away with creative, fun ideas and a solid distribution plan to ensure your hard work gets the attention it deserves. Don't miss this chance to make your yearbook a campus-wide success.

**Madison Dyer, Kelsey Bennett and Ed Larsen, Walsworth (yearbook)**

# 10 a.m. SATURDAY

## Covering Ecuador's 'Internal Armed Conflict'

UTC 2.102A

In January, Ecuadorian President Daniel Noboa deployed thousands of soldiers to fight against the violent drug cartels and criminal gangs. A Pulitzer Prize-winning Getty Images photographer discusses the powerful images he captured while on assignment.

**John Moore, Getty Images (photo)**

## Design Forecast for 2026

### Yearbooks

UTC 2.112A

What fonts, styles and colors will be trending this fall and next spring? Come to this session for cutting-edge ideas from around the creative world and some tried and true classics. **Vanessa Martinez, El Dorado HS (yearbook)**

## Variations on a Yearbook Theme

UTC 3.102

A yearbook theme is tasked with doing the near impossible, and that is providing a hint as to what the school year was like long before the year took place. That's why most yearbook copy is bland, bloated or just a bunch of self-congratulatory clichés. You can do better. **Bobby Hawthorne (yearbook)**

## Ain't No Secret How to Make Interviews Great

UTC 3.104

Make your interviews great. Make your staffers' interviews great. And best of all, make your STORIES great. No joke — just use these secrets. **David Knight (all)**

## Powerful Images

UTC 3.110

Great pictures lure readers onto yearbook spreads by making intense connections. See how to create those bonds and use captions to extend the story of the photo. **Margaret Sorrows, Jostens (photo)**

## Too Early for This?: A Morning Anchor's Reality

UTC 3.112

Ever wondered what it's like to be on live TV before the sun even rises? In this behind-the-scenes look at the world of morning news, CBS Austin anchors John-Carlos Estrada & Allison Miller takes you through the highs, lows and unexpected moments of delivering

the day's biggest headlines while most people are still asleep. From the 2 a.m. wake-up calls to the adrenaline rush of breaking news, you'll get a real, unfiltered look at the life of a morning anchor. Whether you're dreaming of a career in news or just curious about what happens before you turn on the TV, this is your chance to go beyond the screen and into the newsroom. **John-Carlos Estrada and Allison Miller, CBS Austin (broadcast)**

## The Terrific Story of the Rise of the Tuesday Top 10

UTC 3.134

We never intended for the weekly photo essay to become a staple of our website, but it happened. We'll tell you how, plus how we do them, how it takes a village and what we are still working on to get it right. **Dave Winter, McCallum HS, Lillian Gray (news, online news, photo)**

## An Album Saved My Life Today: Critical Mindset, Personal Taste and Reviewing for Life

UTC 4.102

I had a bad day one day and I really needed \*something\* to get me out of that headspace. I thought for a moment and reached for a very famous album about grief and mourning. Sure enough, driving to UT with it in the car, I burst into tears. I didn't mourn the day or even me, though: I mourned the musician the album paid tribute to — a singer for all my life. **Raoul Hernandez, University of Texas (all)**

## Power Revision

UTC 4.104

Either you're a good writer or you quit before you were. These objective tools will improve your writing the first time you use them. **Lori Oglesbee, CADY (all)**

## Organization is the Key to Success

UTC 4.110

Ever wonder how other schools' broadcast programs organize their workflow? Come hear from the top student leadership at Coppell High School's KCBY news program on how they are structured for success. These top student journalists have learned a few tips this past year and want to share about how to get the most from your workflow and your staff.

**Coppell High School's KCBY**

## Leadership Team (broadcast)

## From Inspiration to Execution

UTC 4.112

Inspiration is all around—you just need to know where to find it and how to bring it to life. Explore real examples of schools that took a simple idea and turned it into a successful finished product. **Jeff Moffitt, Jostens (yearbook)**

## Copy Editing is More Than AP Style

UTC 4.124

And it's more than spelling. And it's more than grammar. And it's more than news judgment. The copy editor is the last set of eyes on a story before it reaches the reader. Copy editors work to improve what the author writes and to enhance the reader's experience. Come discuss the role of the copy editor and how a good copy editor can improve the reader experience. **Bradley Wilson, Leander HS (all)**

## What You See May Not Be What You Get

UTC 4.132

You see color every day, but using color in your print publication requires more than just seeing a color, liking it and using it. We'll look at how to get the best possible color in your newspaper or yearbook. We'll make sense of mysterious acronyms like RGB and CMYK, and explain why choosing a color involves some thought. **Brian Martinez, Jostens (news, yearbook)**

## Why journalists aren't 'the enemies of the people'

UTC 4.134

Dunking on "the media" has become a national pastime. But that's why what YOU do will be more important than ever. We'll talk about journalism under fire, and how you can help ... save democracy. **John Schwartz, University of Texas (all)**

# 11 a.m. SATURDAY

## Immigration: Fifteen Years of Photo Coverage At the US-Mexico Border

UTC 2.102A

Pulitzer Prize-winning Getty Images photographer John Moore highlights 15 years of photo coverage along the US-Mexico border. **John Moore, Getty Images (photo)**

## Duct Tape and High Funkadelicity

UTC 2.112A

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, Bethel University (all)**

## Play by Your Own Rules

UTC 3.102

Here's the deal: Rules are meant to be broken by those who've mastered the rules. Over the past 10 years or so as a freelance writer, I've violated almost every writing rule imaginable. You can do it, too, so long as you know what you're doing and why you're doing it and you're developing voice and driving narrative. **Bobby Hawthorne (all)**

## Learn Stuff to Make You WAY Better

UTC 3.104

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 (all)**

## Empower to the People

UTC 3.112

Discuss and develop essential leadership skills to empower your journalism team, from building trust and providing constructive feedback to fostering a positive newsroom culture. Gain practical tools to train and support fellow staffers, helping everyone contribute their best work. **Margie Raper, Rock Hill HS (all)**

## Stop, Crop and Roll

UTC 3.124

Let's talk about how taking just a bit off the top, or the sides, or the bottom can take a photo from good to great. We'll discuss

cropping in camera as well as cropping during the editing process and how it can improve yearbook spread design. This session isn't just for photographers — page designers will benefit, too. **Jill Chittum, Walsworth (photo, yearbook)**

## Friday Knight Lights: How to create a sports podcast from the ground up

UTC 3.134

In this session Shield sports editor Callen Romell and photo editor Julia Copas will share how they created a sports podcast for the Shield Online website and the lessons they learned along the way. Among the topics they plan to cover: how to establish the format of a podcast, how to balance journalistic standards for interviewing while interviewing your peers in a conversational manner, how to promote the podcast on social media and how to get quality audio and overall production value in your final product. **Dave Winter, McCallum HS, Callen Romell and Julia Copas (online news, podcast, broadcast)**

## Be an Investigator

UTC 4.102

How can you take your journalism skills to the next level using investigative reporting techniques and multi-platform storytelling approaches? This session will walk you through the decisions that go into big-scale investigations — video, digital, podcasts and more — from one of the biggest and most impactful local television teams in the country. What makes a compelling report? And how can you keep innovation top of mind while also breaking important news and making an impact in your community and beyond? **Josh Hinkle and Matt Grant, KXAN (news, broadcast)**

## Photocomposition

UTC 4.104

Yearbooks are picture books. Nothing else matters without great photos. Let me show you. **Lori Oglesbee, CADY (yearbook, photo)**

## Improving Publication Photography

UTC 4.110

Using better images in your publication is not just the job of the photographers, but it also requires

everyone on staff to work toward a common goal. Learn tips on how to talk about photographs and improve the way the publication looks.

**Mark Murray, ATPI (all)**

## Fine Details

UTC 4.112

A beautiful cover and unique theme set the stage, but true excellence lies in the details. Great teams focus on every element — from the table of contents and index to a consistent writing style. In this session, we'll explore how these fine details can elevate or undermine the final product. **Jeff Moffitt, Jostens (yearbook)**

## Sports Photography: Capturing moments, not movies

UTC 4.124

A photographer using a still camera shooting 14 frames per second can still miss the moment. Come look at and discuss some moments in sports photography and how the photographer captured memorable, storytelling moments. **Bradley Wilson, Leander HS (photo)**

## #DesignFails

UTC 4.132

As you'll see in this session, even professionals make mistakes. Even so, we always try to be as accurate as possible. Learn from their mistakes to prevent yours. Editors and designers, bring your sense of humor. **Brian Martinez, Jostens (design)**

## Newspaper Design: It's in the Details

UTC 4.134

Before you start putting elements on the page, you need to make some important decisions about how to convey your message, and then you need to make sure those design decisions work. This session will help you do those two things with your own publication. **Charla Harris, Pleasant Grove HS, JEA's 2025 Linda S. Puntney Teacher Inspiration Award winner (news)**

# 1 p.m. SATURDAY

## Global Conflict

UTC 2.102A

Getty Images correspondent John Moore takes you to the front lines around the world as he covers global conflict. **John Moore, Getty Images (photo)**

## Show Some #\*\$(@& Character

UTC 2.112A

I know you, Beyonce, you're the kind of performer who ... I know you, Steph Curry, you're the kind of basketball 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, Bethel University (all)**

## Talk Data to Me

UTC 3.102

Caney Creek Student Media leaders will talk about how they conducted research on student burnout using statistically significant data, then turned that into a full multimedia package. Learn about survey-writing, delivery, analysis and creating multi-story packages from those results fit for print or digital products. **Stephen Green and Creek Compass Staff, Caney Creek HS (all)**

## Online Storytelling

UTC 3.104

Looking for creative ways to tell an online story beyond just words and a photo? Editors from The Rider Online will show online multimedia tools to make your stories more interactive. **Leland Mallett, Legacy HS (online)**



Advisers, come see us in **UTC 3.132** for all things journalism-related. Drop off your newspapers to trade — and pick up others. Bring questions to a veteran adviser about a classroom or publications issue. Take a break, catch your breath and have a bit of chocolate. Oh, and pick up your BITS certificates.

## Stand Up!

UTC 3.112

Learn how to keep your viewers engaged by creating innovative stand-ups for your broadcast and digital stories. Stand-ups can be a great tool for talent to demonstrate a part of their story, and in this session you will hear tips and tricks to writing, shooting and editing creative stand-ups. **Margie Raper, Rock Hill HS (broadcast)**

## 'Journalist of the Year' – Come on, you know you could be!

UTC 3.124

Texas has produced the most national journalists of the year since the Journalism Education Association award's inception. We want you to keep that streak going. Learn how to apply for this honor. This session will show how to build a successful portfolio for the JOY competition, a college scholarship — or your next career. **Lisa Musser Roskens, Prosper HS, TAJE State Director (all)**

## Writing Isn't Scary

UTC 3.134

If you're a copy editor, don't miss this editing essentials session. Come for tips on how to coach staffers on improving their writing, because it doesn't have to be scary. **Vanessa Martinez, El Dorado HS (yearbook)**

## Open to Criticism

UTC 4.102

You sent your publication in for critique. Now you've got all this feedback. Learn strategies for incorporating your critiques into your future publication planning. **Andrea Negri, Cypress Woods HS (all)**

## Digitize Your Organization

UTC 4.104

Using spreadsheets to your advantage to organize all the things! Club/Group photos. DONE! Camera checkouts. Done! Even your ladder! Bring all your organization into the Digital Era. I'll show you tricks for filtering, dropdown menus, checkboxes in cells and conditional formatting in Google sheets for shared organization among your staff. **Josette Coker, Eaton HS (yearbook)**

## Build a Better Portfolio

UTC 4.112

There is much more to creating

a portfolio than simply collecting your 10 best pictures. Know how a portfolio should look while gaining tips to improve your photography, whether you are submitting a portfolio for college entrance, trying to win a contest or to secure a job.

**Mark Murray, ATPJ (photo)**

## Breaking the Illusion

UTC 4.124

Artificial intelligence is changing the way photojournalists operate. Come discuss the impact of artificial intelligence on photojournalism and see how you can — and should — use it in your student media operation. **Bradley Wilson, Leander HS (all)**

## Beginner Photoshop

UTC 4.132

See the basic tools of this powerful photo-editing program and how to make adjustments and cropping. **Hal Schmidt, Jostens (all)**

## Make Your Feed Enchanted (Marketing Version)

UTC 4.134

Elevate your Instagram from more than just traditional Canva template advertising posts resulting in little audience engagement. In this Taylor Swift-themed session, learn methods of how to make your social media feeds look Gorgeous and make your audience Stay Stay Stay. You'll be a Foolish One if you don't attend this session. **Kiara St. Clair, Allen HS, Marketing Manager**  
**Adrienne Diaz, Editor-in-Chief**  
**Aubrey Leeson (all)**



# 2 p.m. SATURDAY

## What About College?

UTC 2.102A

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, Bethel University (all)**

## 20 Shots You Got to Get

UTC 2.112A

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

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

UTC 3.102

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)**

## P.A.C.E.

UTC 3.104

If missed deadlines are a thing in your yearbook class, this session will discuss how to P.A.C.E. your deadlines so they are not stressful at the end. Legacy High School's editors of The Arena will show you their P.A.C.E. plan to get you on track for next deadline season. **Leland Mallett, Legacy HS (yearbook)**

## Writer's Block: Making Your Yearbook Copy Unmissable

UTC 3.110

Ever thought, "No one reads it"? You're not alone. This session will help you craft stories, headlines, captions and alternative coverage formats that grab attention. Because great storytelling isn't just about writing — it's about engaging your audience. **Jeff Moffitt, Jostens (yearbook)**

## 5-10-20

UTC 3.112

Learn the essentials of the videography shooting script of 5-10-20 — five shot sequences, 10-second scenes, 20 shots

you have to have to help your comprehensive video storytelling.

**Margie Raper, Rock Hill HS (broadcast)**

## Make that Newsroom Work

UTC 3.124

In this session, members of the award-winning Eagle Nation Online and Eagle Nation Times newspaper teams will discuss what works for us, where we've failed, and what you can do to improve the productivity in your newsroom. **Lisa Musser Roskens, Prosper HS, and Staff of Eagle Nation Online and Eagle Nation Times (news)**

## Expanding Coverage with Sidebars

UTC 3.134

How can you cover more people in the yearbook and provide visual diversity on a spread? This session will provide students with lots of ideas for secondary coverage and quick reads. **Vanessa Martinez, El Dorado HS (yearbook)**

## Small Town, Big Broadcast

UTC 4.104

This session will focus on the importance of local journalism and how small school news outlets can promote big change. **Christi Opiela, HBNN and Lariat Staff, Hallettsville HS (all)**

## The Photo Story

UTC 4.112

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)**

## Got Ya Covered

UTC 4.124

Let's talk about coverage in your school newspaper — what to write about, where to get ideas and how to write about sensitive issues in sensitive times. **Kari Riemer, Hendrickson HS (news)**

## Advanced Photoshop

UTC 4.132

Move beyond the basics of Photoshop and see how to make fast cutouts, layers that save time and actions for repetitive routines. Bring questions. **Hal Schmidt,**

## Jostens (all)

## From Meh to Memorable

UTC 4.134

Topics, stories and spreads that may seem "boring" at first glance have the opportunity to be memorable and interesting to a broad audience in the traditional QT story structure. 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 and research. **Kiara St. Clair, Allen HS, Managing Editor Fisayo Taiwo, Deputy Editor Alekha Settipalli (yearbook, news)**

# 3 p.m. SATURDAY

## Effective editors who encourage, empower, educate

UTC 2.102A

Do you want to grow into an effective editor for your 2026 staff? We will discuss how to foster a positive environment, grow in leadership skills, manage confrontation, and how to train new staff members. It's more than just journalism skills. **Yary Lira, McKinney HS (all)**

## 30 Seconds to Change the World

UTC 2.112A

Great videos change how viewers see the world — and change the way they live their lives. So come on and get tips to make your videos change your viewers. **David Knight (broadcast)**

## Elevating Your Education Coverage

UTC 3.104

Education journalism isn't just covering meetings of the Board of Trustees or what's happening in the classroom. It encompasses nearly every story that matters to your audience, from local city elections to high school sports. Learn how to find the stories that matter to your readers by going beyond the day-to-day coverage and digging deeper into what's happening at your school. **Megan Menchaca, Houston Chronicle (all)**

## Let's Get It Together

UTC 3.112

Build visual staff manuals and how to guidebooks to nurture resourceful staffers with clear and manageable expectations. **Margie Raper, Rock Hill HS (all)**

## Press. Publish. Party. Promote.

UTC 3.124

This engaging session is for staffs looking to build a strong, connected, and motivated publication team. Celebrations, leadership, procedures, morale and creating lasting traditions will all be topics. Whether you're looking to start new traditions or enhance existing ones, this session will provide practical strategies to cultivate a newsroom culture that students will cherish for years to come. **Kathy Beers, Walsworth and Leland Mallett, Legacy HS (all)**

## Building a Winning Team

UTC 3.134

What can editors do to strengthen their staff? It's a delicate balance between making yearbook a fun place to be, but also a place where everyone is held accountable for their work and deadlines. Come to this session for some tips on work flow and team-building. **Vanessa Martinez, El Dorado HS (yearbook)**

## I'm Asking for a Trend

UTC 4.102

What's trending in professional design? Let's obsess over amazing layouts and see how those ideas are influencing the yearbook world. **Kel Lemons, Jostens (yearbook)**

## Critiques and Readers are Reasons to Add Value to Online Content

UTC 4.104

Being online is more than just posting text and a photo or two. Staffs should look for ways to add value that will benefit readers as well as the publication through what evaluators see while critiquing your websites. Adding value can include embedding short videos and/or audios, photo galleries, polls, sidebars, hyperlinks, interactive elements, graphics and more. We'll discuss ways to add value to basic text content that will benefit readers, staffs and publications. There will be time to show how your publication has added value to your stories. **Mark Webber (online news)**

## Entering Photo Contests

UTC 4.112

There are a lot of contest opportunities for photographers during the year. Even seniors have some more contests before they graduate. But for underclassmen, here is an opportunity to start making plans now for some of the ones that are out there. **Mark Murray, ATPI (photo)**

## TAJE Regional Rep Meeting

UTC 4.122

Meet with other newly-elected TAJE regional reps. **Stephen Green, Caney Creek HS, TAJE President-Elect (TAJE regional reps only)**

## Read Any Good (Year)books Lately?

UTC 4.124

Yearbooks tell the story of the year, and while a picture may be worth 1,000 words, words still mean

something. Come find out how to improve your captions, headlines and even feature stories in your book. **Kari Riemer, Hendrickson HS (yearbook)**

## Beginner InDesign

UTC 4.132

See how the tools work in InDesign and get an overview of their powerful layout program. **Hal Schmidt, Jostens (all)**

## The Manual for Manual Mode

UTC 4.134

So you've looked at a camera mode dial and don't really understand when to use each mode or how to use manual mode, and you want to take better photos. Shooting in manual gives you full control of your image, but it can be daunting. In this beginner-friendly session, come learn how to understand the exposure triangle and how to use the settings in manual mode. No cameras necessary. **Kiara St. Clair, Allen HS, Photo Editor Hannah Hernandez and Editor-in-Chief Aubrey Leeson (photo)**

# 4 p.m. SATURDAY

## **Change People with YOUR Story** UTC 2.112A

Your personal column can change your readers' lives — and yours, too — if you write it right. But BAD COLUMNS? A waste of paper. Learn tips to share your story with POWER!!! **David Knight (news)**

## **College Journalism 101** UTC 3.104

How can I continue my involvement in journalism in college? What are some tips for finding internships and other opportunities as a freshman and beyond? Is it possible to balance it all while attending classes? Learn some tips for how to succeed as a student journalist in college — and how to leverage that future success into a full-time job as a reporter. **Megan Menchaca, Houston Chronicle (all)**

## **Where do you want to wake up tomorrow?** UTC 3.110

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 (all)**

## **Keep Your Opinions to Yourself — The Art of Caption Writing** UTC 3.112

Learn the art of writing yearbook captions using facts and quotes, how to write in the third person, and when to write in the present versus past tense. **Dixie McGrath, Jostens (yearbook)**

## **TAJE General Membership Meeting** UTC 3.132

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)**

## **Next Level Yearbook** UTC 4.102

Every book should be better than the last one. Whether you want to win awards or just create a cooler yearbook, let's change it up. Elevate your book with fresh ideas, content and design. **Kel Lemons, Jostens (yearbook)**

## **Do You Trust AI With Your Translations?** UTC 4.104

Your publication has your school community's English-speaking audience as its core readership. Now you want to translate some of your stories to reach other language groups, and AI beckons. This session presents tips and challenges of translating written content from one language to another. Included is a discussion of human-computer software and AI-translation. Bring some of your published stories and let's see what happens. **Mark Webber (all)**

## **Go Behind the Scenes** UTC 4.110

Live broadcasting is an important part of the journalism world, from traditional newscasts to sporting events. Let's explore working behind-the-scenes with a college news station and the University of North Texas Mean Green Production Crew where we produce live sports broadcasts for ESPN+ and even national games on ESPN. **Charlie Shanks, University of North Texas (broadcast)**

## **So You're an Editor — Now What?** UTC 4.112

Being an editor is one of the most important roles in the school — but what does it truly take to succeed? This session will break down key responsibilities and essential strategies to help you start the year strong. **Jeff Moffitt, Jostens (yearbook)**

## **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)**

## **Advanced InDesign** UTC 4.132

Move beyond the basics of InDesign. Learn about gridify, pathfinder and more tools to make your creations stand out. Bring questions. **Hal Schmidt, Jostens (all)**

## more

### 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.

# 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.

**KATHY BEERS** spent 29 years in the classroom and 22 years advising the award-winning yearbook at Timber Creek High School in Fort Worth. She is a Creative and Adobe Specialist for Walsworth Yearbooks. She loves to help guide advisers and staffs through their crazy ideas on their journey to make their yearbook vision a reality. Kathy is a wife, mother of two very creative adult daughters, and dog mom. Someday, she will REALLY retire and be a full-time flower farmer and donkey parent.

**JILL CHITTUM** is one of the DFW-area reps for Walsworth Yearbooks. She's been with Walsworth for 12 years, and prior to that was a yearbook and newspaper adviser at Blue Valley HS in Overland Park, Kan. She's been doing yearbook since she was in middle school, and her passion lies in helping students find and tell the stories of their school years.

**JOSETTE COKER** has made a splash in the world of scholastic journalism, having recently taken over the Eaton High School program in Haslet, that had previously never competed in yearbook or photography events. Since she took over two years ago, she has led her students to multiple photography awards through ATP and ILPC, while securing a few honorable mentions for her own work. She has big goals for a long and notable career in this world. Outside of school she is a mom to two, wife to one, player of Hogwarts Legacy, an avid "romantasy" reader and a friend to all.

**JOHN-CARLOS ESTRADA** anchors CBS Austin This Morning weekdays 4:30-7 a.m. With 15 years in journalism, he's worked in Texas, Florida, NYC and D.C., earning recognition from GLAAD, the Lone Star EMMYs and the Telly Awards. Beyond news, he's an award-winning

filmmaker, directing Barquette + Fontaine, a documentary on Texas-born drag artist Barquette, and more film projects are in development. A Columbia Journalism School and George Washington University grad, John-Carlos grew up in Garland. A first-gen Mexican-American, he inspires young journalists with his mantra: "Sí, se puede!"

**MATT GRANT** is an investigative reporter at KXAN. His aggressive and dogged reporting helped change Texas law in 2023 to now require stricter oversight of doctors and greater transparency of discipline records. His reporting has also been honored with multiple regional Emmys, a National Edward R. Murrow Award and a National Headliners Award in 2022 for his investigations into widespread paper license plate fraud in Texas.

**SENIOR LILLIAN GRAY** is a second year staffer for the Shield at McCallum HS. This year she has focused on telling more diverse stories as well as capturing more of McCallum's community. Along with her interest in politics she enjoys covering band performances, sports events, and untold stories.

**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 president-elect of TAJE's executive board, a TAJE Pathfinder Award and JEA Rising Star recipient and previously worked at daily newspapers before teaching.

**CHARLA HARRIS** is yearbook and newspaper adviser at Pleasant Grove High School. She also advises the yearbook at Pleasant Grove Middle School. She was recognized with a Medal of Merit in 2009, a CSPA Gold Key in 2012 and an NSPA Pioneer Award in 2016. She was named JEA Yearbook Adviser of the Year in 2018, and is the current JEA Linda S. Puntney Teacher Inspiration Award-winner.

**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.

**RAOUL HERNANDEZ** started

delivering papers in 1975, published his first journalistic endeavor in middle school and began working in the music industry as a music journalist in 1990. Since 1993, he's practiced his passion from the Live Music Capital, where he lived and wrote and edited his dreams into reality and believes wholeheartedly you can do the same.

**JOSH HINKLE** is KXAN's director of investigations and innovation, leading the Austin-based station's duPont- and IRE Award-winning investigative team on multiple platforms. He also leads KXAN's political coverage as executive producer and host of "State of Texas," a weekly statewide program focused on the Texas Legislature and elections. In 2021, he was elected to the Investigative Reporters & Editors (IRE) Board of Directors and currently serves as its vice president.

**DAVID KNIGHT**, who is 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.

**KEL LEMONS** has her dream job as a Creative Accounts Manager at Jostens. She loves talking theme, design and photography. A yearbook nerd since high school, Kel previously worked as a newspaper photographer, journalism adviser and yearbook education manager. As a Texas adviser for 12 years, her publication staffs won 22 CSPA Crown and NSPA Pacemaker awards. She won an ILPC Edith Fox King Award in 2016.

**LELAND MALLETT** teaches newspaper, yearbook, photo and broadcast at Legacy High School in Mansfield. His students have won Stars, Pacemakers and Crowns and other cool things over his 25 years of advising publications. Mallett is also Legacy's bowling coach. Not that that's important. He's also a master at escape rooms and chasing raccoons.



# SPEAKER INFORMATION

**BRIAN MARTINEZ, CJE**, is a Dow Jones Newspaper Fund honoree whose career began at the Houston Chronicle. He left to become a newspaper and yearbook adviser in the Houston area, where his students won multiple Pacemaker and Crown awards. A lifelong geek, Martinez now works with schools nationwide to help them produce their best publications using the latest and greatest technology.

**VANESSA MARTINEZ, M.ED., CJE**, advises The Legend yearbook and AGO News at El Dorado High School in El Paso. She worked in multiple journalism and communication roles after graduating from UTEP in 2012 with a B.A. in Multimedia Journalism. She started advising and teaching journalism, design and commercial photography in 2014 and earned the JEA Rising Star Award in 2019. She also coaches the UIL journalism team, and helped several students qualify

for state competition. The Legend has earned multiple CSPA Silver and Gold Crowns, ILPC Stars and NSPA Pacemakers, along with NSPA Design of the Year in 2020. In 2023, she earned her Master of Education in Curriculum and Instruction from UTEP, with a concentration in Communication.

**DIXIE MCGRATH, CJE**, as a journalism teacher, inspired her students to produce award-winning yearbooks, newspapers and photos. She was the 2017 ILPC Teacher of the Year, TAJE Trailblazer (2004) and the recipient of the Edith Fox King Award (2000). She is now a yearbook specialist for Jostens Yearbooks.

**MEGAN MENCHACA** is a K-12 education reporter for the Houston Chronicle, where she reports on the state takeover of Houston ISD — the largest school district in Texas. She previously worked as the higher

education reporter for the Austin American-Statesman, where she covered the Texas Legislature, the University of Texas at Austin and other colleges in the Austin area. She is also the co-chair of the Chronicle's internship committee and a board member of The Friends of The Daily Texan.

**ALLISON MILLER** is a two-time Emmy-winning anchor and meteorologist on CBS Austin. You can catch her on CBS Austin This Morning, weekdays 4:30 a.m. - 7 a.m. A Phoenix native, she earned her B.S. in Atmospheric Science from ASU and is a member of the AMS & NWA. Beyond the forecast, Allison spotlights local changemakers in her "Making a Difference" segment. Off-air, she enjoys exploring Central Texas with her family, rescuing pets, and dancing — both at the YMCA and on TikTok!

## congratulates the 2025 **EDITH FOX KING** award winners



**STEVEN JONES**  
Hebron  
High School



**VANESSA MARTINEZ**  
El Dorado  
High School



**EMILY MEACHEN**  
Willis  
High School



**DAVID MILLER**  
Jostens

# SPEAKER INFORMATION

**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.

**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.

**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 ATPI has presented him with their highest honor, the Star of Texas.

**ANDREA NEGRI** advises the newspaper and yearbook at Cypress Woods High School. She is ATPI'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. Negri serves as 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.

**CHRISTI OPIELA** is the media/journalism adviser at Hallettsville High School. Her HBNN broadcast team has won several awards at both the state and national levels and been State UIL Film finalist for the last couple of years in Documentary. Christi has presented at TCEA and JEA and has loved journalism since high school, where she was editor of her high school newspaper. Christi is the first journalism teacher at Hallettsville High and has built the program from just one broadcasting class to now yearbook and online and print newspaper. She is passionate about seeing her students excel both in the classroom and in life and tries to provide every opportunity for them to learn both in the classroom and in the field.

**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 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 MOHTASHAM RAPER, MJE**, is a 22-year journalism teacher. Margie is the broadcast journalism and publication 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 on the board of the National Student Press Association and on the Gloria Shields NSPA Media workshop board. In 2024, Margie was named the Journalism Education Association Broadcast Adviser of the Year. She has also been named ILPC Max R. Haddick Texas Journalism Teacher of the Year, JEA Distinguished Yearbook Adviser, CSPA Distinguished Adviser, Medal of Merit and ILPC Edith Fox King honoree.

**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 past president.

**SENIOR CALLEN ROMELL (SPORTS EDITOR) AND JUNIOR JULIA COPAS (PHOTO EDITOR)** are staff members of the Shield at McCallum HS. They are the co-hosts of the Shield's sports podcast, Friday Knight Lights. The pair have also anchored the staff's sports coverage team, particularly at football games, for the past two years.

**LISA MUSSER ROSKENS** has taught for 24-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 article credits span multiple genres, including National Geographic for Kids, Fort Worth Magazine and other publications. Her teaching credentials include receiving the Max R. Haddick Texas Teacher of the Year, the Interscholastic League Press Conference Edith Fox King Award as well as the Journalism Education Association Medal of Merit award.

**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 journalism at UT Austin. He began his teaching career after nearly 40 years in journalism, where he worked for The New York Times, The Washington Post and other publications. During his last seven years at the Times, he covered climate change full time. He got his start in journalism at UT Austin, where he was editor of The Daily Texan.

**CHARLIE SHANKS**, the former co-editor-in-chief for the McNeil High School yearbook, is a sophomore 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, CJE**, 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 photo students were consistent winners in Jostens Photo, NSPA Photos of the Year and Quill & Scroll. She is a frequent photojournalism presenter at high school workshops and served on the team that created the Jostens photo curriculum. She is currently an ambassador for Jostens, serving as an educational and creative consultant.

**MARK WEBBER** retired from teaching after a 40-year career, the last 26 in journalism. He founded the print journalism program in 1993 at the Trevino School of Communications and Fine Arts in Laredo then took the newspaper online in 1998. He also worked part-time for 20 years at the Laredo Morning Times as a news and copy editor and a translator for the paper's Spanish-language reporters. Now retired, he is a JEA-certified mentor and critique judge and is a member of the JEA Mentoring Committee.

**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.

**DAVE WINTER** is the journalism adviser for The Shield. He attended the University of Texas and has been teaching for 34 years, 20 of those years at McCallum.

**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.

**CURT YOWELL, PH.D.** teaches courses in journalism and digital media and serves as the faculty adviser for Hilltop Views, the student news organization at St. Edward's University. Hilltop Views is one of eight university newsrooms participating in the 2024-2025 Student Media Challenge, a grant-supported initiative by the Solutions Journalism Network that serves as an incubator for solutions journalism. Curt's professional background in digital communication 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 University.

