

Upfront

Texas Association of Journalism Educators

December 2012

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Hot times in San Antonio

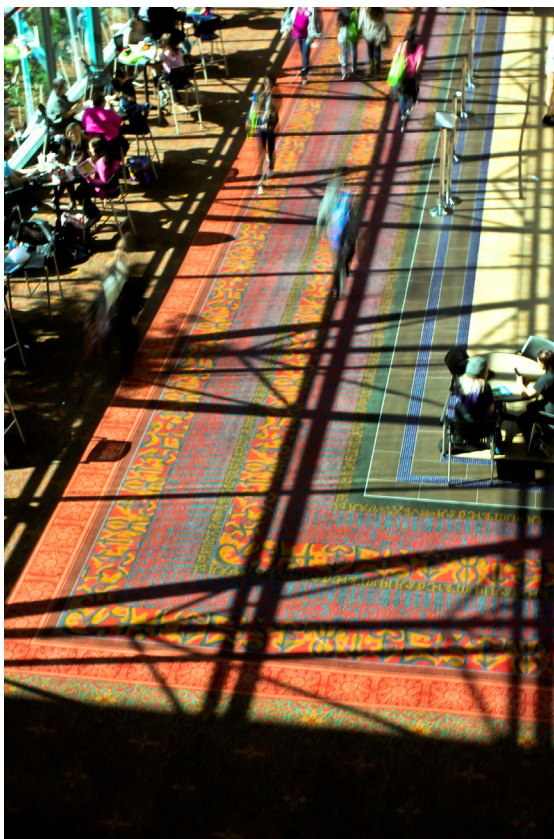
Students reflect on experiences at national convention

The JEA/NSPA convention is behind us, and we hope everyone who attended enjoyed themselves and learned things to help with your publications and broadcasts. The TAJE executive board would like to thank everyone who volunteered to judge, present a session, critique a publication or help in any way. With everyone's help, Texas was able to show the rest of the country why scholastic journalism is so strong in our state.

Students from Akins High School in Austin were asked to share their thoughts on the convention. Here's what they had to say.

I will remember how much fun I had. The first day is all about the convention and learning about different schools and companies by reading, learning and getting free stuff. As the days go on, the conferences that I chose to go to really helped me learn about how to make a better yearbook. From design to writing to different spreads, my brain was filled with knowledge.

Aside from the learning part of this trip, it was so awesome to hangout with other people that share the same passions as you. I feel like everyone that went on the trip really did get closer, and we now share the bond of being a part of the San Antonio trip. Anyone who is thinking



A look from the level two railing overlooking the food court area of the Gonzalez Convention Center where the 2012 Journalism Education Association convention was held. The San Antonio, Texas location was the second time in three decades that the national convention has stopped in Texas. Photo by Michael Reeves.

of going, I just want to say, "GO!" It's such an amazing experience. When you hear "conventions" and "conferences," you think boring. The truth is, it is so much more than just learning from the speakers. You learn a little bit more about who you are and why you love what you do. Have fun and embrace the experience.

Michelle Feser

I will remember all the fun times I had. Making new friends, learning to do things on my own. The information I got while in the sessions about layouts was really interesting because I want to be an editor when I'm a senior. Also, the things you should do with the staff to become closer. It was one of the best, literally the best, weekend and experience I've

ever had.

I would tell him or her that it would be something you will never forget. If you go with your class and there are some students you don't know, you will get to know them well. You will learn a lot of information if you want to be an editor or remain a writer.

Mark Vallejo

There is not a specific thing that I remember the most from the conference. I just enjoyed being
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Production classes produce leaders

I thought about writing about a topic related to the convention, but I sensed that all of us who worked the convention want to put the convention to rest. So, as we look forward to 2012, I want to talk to you about student leadership.

Creating student leaders on our staffs and in our communities is essential. In fact, I think it may be one of the most important tasks I undertake each year. Strong student leadership keeps journalism organizations vital and moving forward.

Producing a book, a newspaper or a broadcast cannot be accomplished by a single person. It takes a team working together with conscientious editors and producers to pull together all the details for the publications. So how are great leaders produced?

My husband coached for more than 20 years, and our house is littered with leadership books—from John Maxwell to John Wooden and Tony Dungy—and I could take a list of attributes from the pages of those books, but I thought my own top three might be more relevant to scholastic journalism. So, here goes.

From the President

Susan Duncan
Pine Tree HS
TAJE President

1. **MOVE OVER.** You cannot create leaders if you, the adviser, will not give up some of the control. Now, I'm not one of these people who says, "The publications are theirs, and hands off." If I am sitting at my desk eating bon bons everyday, it would be quite difficult

to help my student leaders learn both journalism and leadership skills. But I do think it is important to honor

the editors' well-thought-out decisions. Every year, the editors override me a few times, and usually whatever I warned them about ends up as a negative in judge's critique. However, if the editors choose to do something they feel strongly about, and the choice will not compromise the book as a whole, I usually give in. I know it sounds cliché, but it really is their book. Ideally, my example causes them to **MOVE OVER** as they work with their staff members.

2. **HUNKER DOWN.** When multiple editors come into play, so do multiple personalities. I have two junior editors-in-chief this year leading my yearbook staff. One of them happens to be my

daughter. I have labored to get the pair to agree on colors, designs and management tasks. They are pretty much polar opposites in personality; however, in the last few weeks, they have put aside their differences to work together for the betterment of the publication. It took some intervention from the business teacher down the hall one day, but they persisted and have reached a cautious Nirvana. Persistence, on my part and theirs, kept the boat afloat through waves of disagreement, and the editors are far stronger for having treaded in some deep water.

3. **LAUGH.** The I work with have a wicked sense of humor. I love it. I love them. We laugh, sometimes until we cry. But it is good. In fact, it is probably what has kept me coming back year after year. Celebrate every chance you get. Soon this group will leave the nest, much better prepared for the future because they spent lots of time in the journalism room. And then you will be on to the next crop of leaders to train—encouraging them to make solid decisions, to persist when they think they can't, and to celebrate the gift of life.

New officers to be elected in February

Officers for 2011-013 will be elected in February.

Offices include president-elect, secretary, treasurer and state director.

Anyone interested in running for office should contact TAJE President-Elect Cindy Berry at 940.393.7231 or cindy.berry@decatour.esc11.net.

Upcoming Conventions

CSPA

Columbia University March 20-22

JEA/NSPA

San Francisco April 25-28

ILPC

UT Austin April 27-28

Association of Texas Photography Instructors Winter Conference



Feb. 8-10
University of Texas
at Arlington

For more information, contact
Mark Murray at mmurray@aisd.net
or go to www.atpi.org.

Some like it a mild 70 degrees

State director shares tips for a successful JOY portfolio

Man, it's 45 degrees here in McKinney, but I'm still on fire from that red-hot national convention we had in San Antonio last week.

Congratulations to all the fantastic Texas schools who placed in NSPA's Best of Show contest. Congratulations to all the talented students who placed in a JEA write off. Congratulations to all the advisers to brought a bunch of kids. Congratulations to the local committee for putting on a good show for the rest of the country. Congratulations to us all!

OK moving on: it's JOY time.

This summer the JEA Scholarship Committee met and revised the Journalist of the Year rubric.

Based on the new rubric, I would say one thing is clear. They want to see variety. The rubric is divided into sections: writing, design, photo/video and multimedia. This will make the judging process easier considering they've had more and more entries with a variety of

media backgrounds.

The judges will accept both digital and non-digital entries. I encourage your students to include a portfolio that makes a strong visual impact. Design, form and function are key components of a successful portfolio, whether they are paper entries, websites, PDFs or other applications. Be bold. Be creative. Be journalist of the year.

They also extended the deadline to March 1. Send entries directly to me in McKinney. And please please please check the JEA website and read about the Sister Rita Jeanne journalist of the year scholarships and see the new rubric.

Until then I will be available to anyone and everyone who has questions about journalist of the year. Advisers should make sure they "like" the TAJE

Facebook page and follow us on Twitter for all the latest JOY tips and updates.

The JEA Advisers Institute will be at the Flamingo in Vegas once again July 8-11. This is a tremendous opportunity for professional development with other advisers from around the country looking for a worthwhile experience. More information about the advisers institute is available on JEA.org.

For any JEA or TAJE questions or concerns please check out the TAJE Facebook and Twitter.

So that's all the news from JEA. The San Francisco convention April 25-28 unfortunately conflicts with the ILPC convention this year. So I will be at one of those conventions. Not sure which one yet. Either way it may not be too hot, but we're sure to have another fabulous convention this spring.

State Director's Report

Alyssa Boehringer
McKinney HS
TAJE State Director

Students share convention memories

Continued from page 1

ing with yearbook and newspaper people. It is fun to spend a weekend them in a different city. As an artist I like to see what other people are doing, and conferences like that are a good place to find a lot of ideas for future projects.

The two times that I have been to the journalism convention were really good opportunities to get exposed to different works and ideas from other students. I got to see what other people are doing with their photography, writing and designs, and I was able to bring some of the best ideas and apply them to my works. It has also been a great chance to hear from experts and learn from critiques to improve the quality of our publications. From a different point of view, the trip itself is very fun.

Luisa Veronica Talamas

I will remember so many things

from JEA/NSPA 2012. I will remember things like the great speakers and fun sessions. I will also remember meeting people from all over the United States and seeing publications from all over. I think the biggest thing that I will remember and take from JEA/NSPA 2012 is the great weekend I spent with my staff. I made so many memories and bonds that will last a lifetime.

If a younger student were thinking about going to JEA/NSPA, I would tell them to go. The national convention was something that I will never forget. I will carry all of the memories, lessons and things that I learned with me forever. Convention was such a great experience, not just in the journalism sense, even though you can learn so many things. The convention gives you so much knowledge. It's not something that you would want to miss out on.

Haleigh Wagner

JEA was AMAZING. It really helped me get to know the staff more, and the different sessions that I attended helped me kind of know what to expect when I get further into journalism. Those were some of the main reasons I wanted to go. There were great speakers, and I really feel like I took the stories we were told to heart. I am really going to try to take this new information and advice and sew it into pieces of my stories and the rest of my journalism career.

Anyone who would think of going to JEA should totally go for it. It's an amazing experience and really helps you get to know the staff better and helps give you ideas to help better the newspaper. It is something that really would help you as a reporter on staff, or anything you do for the newspaper or yearbook for that matter.

Hannah Kerns

JEA High School Journalist of the Year Competition Guidelines

The application for Journalist of the Year and the grading rubric can be found at <http://jea.org/home/awards-honors/journalist-of-the-year/portfolio-guidelines/>. The following information can also be found at that site.

REQUIREMENTS

Students applying for JEA's Journalist of the Year must complete the requirements listed below as a part of their portfolio:

1. Maximum of 50 single pages – 10 in application materials, 40 in examples. Category dividers do not count as a part of the 50 total pages.
2. Deadlines – All entries on the state level should be submitted to the state director/designated official by March 1. After judging is complete at the state level, the state director/designated official can return the winning state entry to the student for minor revisions/corrections suggested by the judging panel. All state winners are due to JEA headquarters by April 1.

PORTFOLIO GUIDELINES

The applicant's personality should be evident in the entry. The student should choose a design/concept for the portfolio.

Materials can be submitted as a print entry or a digital entry.

Entries can be submitted bound as book, contained in a 3-ring binder or other professional binding can be used. Print entries should be 8 1/2 X 11. Broadcast/video samples should be submitted as a DVD and should be no longer than 15 minutes in length. [No mini-DVDs should be submitted.] Plastic page protectors may be used in the print entries.

Digital entries can be submitted as a website, interactive electronic book [iBook, e-editions, etc.] or as a mobile app. Digital entries should be accompanied by a print guide for the judges.

The portfolio's concept/design should be evident on each page of the entry.

Each page of the portfolio must be labeled with the category, evidence of usage/publication of example, awards/contests entered and an explanation/reasoning for each example.

Explanation/reasoning – includes the applicant's explanation about the specific assignment. Include any difficulties encountered with the assignment and special circumstances affecting it. Explanation should be 25-50 words in length, easy to read and should explain why this entry is important and was chosen for the portfolio.

The entry should be organized according to the following categories: Application Materials, Writing, Design, Photography/Videography and Multimedia/Open. The portfolio organization should follow the categories in order.

All pages should be computer-generated [PDF]. Avoid the use of handwriting, sticky notes or labels on the outside of the samples.

Applicant's adviser must be a current TAJE and JEA member.

Applicant must have participated in student media for a minimum of two years.

To compete for JEA scholarship monies, the portfolio must be a state JOY award winner. Students enrolled in a Department of Defense school abroad can submit their portfolios to JEA headquarters.

A padded self-addressed, stamped envelope should be included with the entry if the applicant wants the portfolio returned.

APPLICATION MATERIALS & CATEGORIES

APPLICATION MATERIALS

This section should not exceed 10 single pages or 5 front/back.

PDF of JEA JOY Application.

Official high school transcript or a counselor's statement including journalism classes taken, grades and current GPA. Student should be a high school senior and should have an overall GPA of 3.0 on a 4.0 scale.

Action photo or video of applicant involved in some aspect of student media

Three letters of recommendation from those who know the applicant well and understand the impact of the journalistic experience on the student's life [no letter should exceed two pages in length]. Letters of recommendation should be unfolded for easy reference by the judging committee.

Personal resumé

Self-analytical essay – Students should write with passion and make an impact on the judges because this essay functions as the applicants one-on-one interview with the judges. Essay should not exceed two pages in length.

CATEGORIES

This section should not exceed 40 single pages or 20 front/back. Samples should be organized by the categories.

WRITING

NEWSPAPER – news, editorials, columns, features, cap-



Journalist of the Year information continued

tions, headline packages

YEARBOOK – features, sidebars, captions, headline packages

BROADCAST – scripts, commentaries, PSAs

DESIGN – Examples from any print/online media including newspaper, yearbook, literary magazine, website, news magazine; and logos, graphics, virtual studio from broadcast

PHOTOGRAPHY/VIDEOGRAPHY

PRINT – samples of published work or work to be published this school year

VIDEO – news, feature packages, PSAs, anchor broadcasts, videography/filming, producer, etc.

MULTIMEDIA/OPEN

Use this category to emphasize applicant's special skills in the following areas:

Broadcast – PSA storyboards, commentary

Photoshop, Illustrator samples

Videography – documentaries, commercials

Product Marketing Tools – QR codes, sales

posters, personal/business ad designs

Community Involvement – include internships, volunteer work, work with local media

Each category is scored in each of the following areas -

QUALITY: Does the material presented in the portfolio demonstrate superior quality of work in the category over the extended period of time spent in journalism?

SCOPE: Does the material presented in the portfolio demonstrate a wide range of quality work in the category over the extended period of time spent in journalism?

IMPACT: Does the material presented in the portfolio demonstrate the impact of this student's journalistic work in the category over the period of time in journalism?

Each category is scored based on the following -

4 = exemplary

3 = excellent

2 = fair

1 = adequate

Deadline:

March 1, 2013

Mail to:

Alyssa Boehringer
3614 Creekstone Court
McKinney, TX 75071

Applicants will have their portfolios forwarded to the scholarship competition. If you would like to have your portfolio returned, please check the following:

☐ I would like my portfolio returned. I am enclosing \$20.70 for postage, \$10.35 to send the portfolio to the scholarship chairman and \$10.35 to return it to me. Please make checks payable to TAJE.

Administrator of the Year Nomination Form

Each year TAJE honors a school administrator for his/her support of journalism in the junior/high school curriculum. The winner of this year's award will receive a plaque in April during the awards ceremony at the ILPC convention in Austin.

Entries must be postmarked no later than Feb. 14.

Complete nomination should include a nomination form and a letter of recommendation from the adviser.

Entries must be postmarked by FEB. 14.

Send entries to:
Rhonda Moore
TAJE
PO Box 5554
Austin, TX 78763

NOMINEE:

Name: _____

Position: _____

School: _____

Address: _____

Phone: _____

Number of years in current position: _____

Professional organization memberships/offices nominee has held:

What awards/honors has the nominee won?

What is the nominee's position on prior review and/or censorship?

Nominated by: _____

Name/Mailing address of local newspaper:

Application for Student Scholarship

In addition to the \$1,500 Bill Taylor Scholarship awarded to the Texas High School Journalist of the Year, TAJE awards four \$1,000 scholarships to graduating high school seniors each year. To be eligible for one of these scholarships, a student must:

- have an overall B average
- submit completed application
- submit a portfolio of published work

In addition, his/her adviser must be a current member of TAJE.

All students who wish to apply for scholarships must fill out this form, even those applying for Journalist of the Year.

Checklist

Please be sure your application and/or portfolio contain the following:

- Any editor positions you have held and how many years in each position.
- Your anticipated college major
- If you have an interest in becoming a journalism teacher.

If you want your portfolio returned, please check the following:

☐ I would like my portfolio returned. I am enclosing \$11 for postage.

Please make checks payable to TAJE.

Entries must be postmarked no later than March 2.

Please send your portfolio along with this application by March 2 to:

Mikyela Tedder
Lindale High School
Journalism Dept.
P.O. Box 370
Lindale, TX 75771

APPLICANT

Name _____

Home Address _____

City/State/Zip _____

Phone (____) _____ Social Security # _____

School Name _____

School Phone (____) _____

Adviser's Name _____

Relate your involvement with journalism while in high school.

List any journalism awards and honors you have received.

List any other high school awards/honors.

What are your college plans?

TAJE SUMMER WORKSHOP

STUDENT SCHOLARSHIP APPLICATION

TAJE may award up to six student scholarships for up to \$150 per scholarship. Scholarships are not awarded solely on need but rather on all components of the applicant's complete presentation. Applicants are limited to students of TAJE members only, and a maximum of three students per school may apply.

Return application and essay by **March 2** to:

Mikyela Tedder
Lindale HS
Journalism Dept.
P.O. Box 370
Lindale, TX 75771

name _____

home address _____

city / state / zip _____

phone #(_____) _____ social security # _____

school name _____

school phone # _____

adviser's name _____

adviser's home phone # _____

grade in next fall

☐ middle school ☐ 9th ☐ 10th ☐ 11th ☐ 12th

How long have you been involved in journalism? _____

What publication will you be on next year? _____

What position will you hold next year? _____

Which workshop are you planning to attend? _____

Dates of workshop _____ Cost of workshop _____

Create a one page essay explaining your need and desire to be the recipient of this scholarship. Include information such as how you expect a summer workshop will help you in preparing for next year, how the workshop will prepare you for the future, and financial need. Attach the essay to this application.

TAJE SUMMER WORKSHOP

TEACHER SCHOLARSHIP APPLICATION

TAJE may award up to three teacher scholarships for up to \$250 per scholarship. These scholarships may be used for summer workshop tuition or for a journalism course that contributes to the teacher's continuing professional development. Scholarships are not awarded solely on need but rather on all components of the applicant's complete presentation. Applicants are limited to TAJE members who have taught five years or less.

Return application and essay by **March 2** to:

Mikyela Tedder
Lindale HS
Journalism Dept.
P.O. Box 370
Lindale, TX 75771

name _____

home address _____

city / state / zip _____

phone #(_____) _____ social security # _____

school name _____

school phone # _____

degrees you have earned (majors and schools) _____

subjects you will be teaching next year _____

How did you become involved in journalism outside of teaching? _____

How many years have you taught? ☐ 1 yr. ☐ 2 yrs. ☐ 3 yrs ☐ 4 yrs. ☐ 5 yrs.

What workshop do you plan to attend this summer?

Dates of workshop _____ Cost of workshop _____

Explain your need and desire to be the recipient of this scholarship. Include information including your future goals as to scholastic journalism and any special financial need (*you may use an additional sheet of paper if necessary*).