



## SATURDAY, OCT. 19

10 a.m.-1 p.m.

Registration

Third Floor

The Bureau sessions

Second Floor

1 p.m.

Welcome Assembly

Keynote Speaker

Laura Beil

sponsored by

Walsworth Publishing

3-5 p.m.

Intensive Writing

Session

David Knight &

Scott Winter

2:15-8 p.m.

Write-off,

Photography, Online

& Broadcast

On-Site Contests &

Judging

Judges' snacks

provided by Friesens

## SUNDAY, OCT. 20

7:30-8:30 a.m.

Advisers' Coffee

hosted by Jostens

8-10 a.m.

Late Registration

8 a.m.-4 p.m.

Exhibits

8:30-11:30 a.m.

Class Sessions

11:30 a.m.-1:30 p.m.

Advisers' Luncheon

hosted by

Balfour Publishing

1:30-4:20 p.m.

Class Sessions

## MONDAY, OCT. 21

9 a.m.

Featured Speaker

Samantha Berry

Awards Ceremony

Prize Drawings

(must be present

to win)

Join the Texas Association of Journalism Educators for their annual convention in San Antonio Oct. 19-21.

# FALL fiesta facts

## WHO WILL BE THERE

Media advisers and their students will converge to learn, share, compete and celebrate during the three-day convention.

Saturday's keynote speaker will be Laura Beil, a freelance health and science writer whose



Keynote Speaker  
Laura Beil

work appears in the New York Times, Men's Health, Science News, Texas Monthly, Cosmopolitan, Reader's Digest and other magazines. Dr. Death was her first podcast. It has remained one of the most popular podcasts since its release in September 2018 and has been downloaded more than

50 million times. From 1992 to 2006, she was the medical reporter for the Dallas Morning News. In October 2018, she received the Victor Cohn Prize for Excellence in Medical Science Reporting.

David Knight and Scott Winter will once again lead an Intensive Writing session on Saturday (preregistration is required).

On Sunday, advisers and pros will teach sessions covering all aspects of scholastic journalism, and on-site critiques will provide staffs with valuable feedback.

## THE BUREAU

Get there early on Saturday morning to take advantage of The Bureau, which will offer pop-up, quick tips sessions, Ted Talk-style presentations and staff showcase opportunities during registration from 10 a.m.-12:30 p.m.

## CONTESTS

Students will compete in write-off contests testing a wide variety of journalism skills on Saturday afternoon. Staffs may enter their media sites and publications in Best of Show competition. Find more info on pages 2-3.

## CELEBRATIONS

Help honor 2019 Trailblazers, Pathfinders, Texas Treasures and Friends of Journalism at the Sunday Advisers' Luncheon. Monday morning's Awards Ceremony will recognize winners of Saturday's contests and Best of Show.

## WHERE WE'LL BE

The Wyndham San Antonio Riverwalk is the official convention hotel. See page 4 for more information.

## MEMBERSHIP

You may join or renew your memberships in TAJE, JEA, ILPC, ATPI, SIPA, NSPA and CSPA as you register online. It will be helpful if you also complete a membership form and email it to Cindy Todd at [director@taje.org](mailto:director@taje.org). Payment for these memberships may be included in your registration check.

Remember, advisers must be current TAJE members for students to compete in contests.

## REGISTRATION & PAYMENT INFO

**Registration opens at [taje.org](http://taje.org) Aug. 27.**

Early-bird registration due by **Sept. 18**:  
\$35 per person (staying at the Wyndham)  
\$45 per person (at another hotel)  
\$40/\$50 after Sept. 18

Walk-in registration is \$60 per person.

Include payment for all registrations, contests, memberships, etc., in one check made payable to TAJE.

If you need to use a credit card, contact Cindy Todd at [director@taje.org](mailto:director@taje.org). Credit card payments will incur a 3.5% service charge.

No refunds will be issued after Oct. 10.

Hotel payments must be made separately.

**Mail payments to:**

**Fall Fiesta**

**TAJE**

**PO Box 9187**

**Austin, TX 78766**

## QUESTIONS?

Convention Director Susan Duncan  
[convention@taje.org](mailto:convention@taje.org)

Executive Director Cindy Todd  
[director@taje.org](mailto:director@taje.org)

Registration  
opens at  
[taje.org](http://taje.org)  
Aug. 27.

## SPECIAL SATURDAY SESSION

David Knight and Scott Winter will teach an Intensive Writing session 3-5 p.m. Saturday.

Because of limited space, attendance will be limited to 125.

Cost is \$20 per person — for both students and advisers. Wristbands will be required for admittance.

**Note:** This session is at the same time as write-off contests.



## VOLUNTEERS NEEDED

Fall Fiesta is a team effort that relies on the help of advisers who bring students to the convention. Registration fees will be waived for advisers who volunteer by Oct. 3 for at least two of these activities: speaking, judging, moderating or doing on-site critiques. Please indicate which activities for which you are volunteering on the online registration form.

Volunteers still must register and pay for any other fees.

Advisers who fail to honor their volunteer commitments will be billed following the convention.

## ON-SITE CRITIQUES

Media should be dropped off at the registration desk on Oct. 19 by 2 p.m. Schools preferring a critique of this year's yearbook instead of last year's should bring printouts of what they have accomplished so far. A schedule with the time of your critique will be available when you register.

Cost: \$15 per media

## BEST OF SHOW

Publications will be categorized based on size, and awards will be presented in each category. At least one student from the school must be registered at the convention to enter Best of Show.

Publications and broadcast/website information must be turned in to the registration desk by 2 p.m. Oct. 19. Broadcasts should be uploaded via the form at [taje.org](http://taje.org) (see the online registration form for more info).

Best of Show will be judged Saturday night. If you will not be at the convention Saturday (but will be on Sunday) and want to enter Best of Show, you must mail in your publications to the TAJE address before Oct. 3.

All literary magazines will be judged in one classification. All online newspapers will be judged together in one classification. Broadcast Best of Show entries must be entered online. Broadcasts will be judged together in one classification.

Cost: \$10 per entry

## FIESTA FUN

In addition to contests and sessions, students will be able to participate in fun activities to help build staff culture. The Wiñata a Piñata contest will feature social media competitions, and drawings will be held for a Deadline Survival Basket, printers and more at the Monday morning awards. Students/staffs must be present to win.

See the insert for information on ordering T-shirts. You can order them when you register and pay for them with the rest of your workshop registration fees, or you can order/pay for them separately. Even if students don't plan to attend the convention, they can order this year's shirt.

Advisers and staff members will have plenty of free time in the evenings to take advantage of local attractions such as the Alamo, museums, Market Square and other downtown attractions. They will also be able to experience and explore the Riverwalk and its dozens of restaurants. More info on local attractions is available at [taje.org](http://taje.org).

Schools  
registering  
for Best of  
Show must  
have at least  
one student  
attending the  
convention.

Mail  
payments to:  
Fall Fiesta  
TAJE  
P.O. Box 9187  
Austin, TX  
78766



## INDIVIDUAL CONTESTS Please refer to the complete rules at taje.org

- Advisers must be TAJE members for students to participate in all contests.
- Pre-registration is required for all contests. Name substitutions will be allowed at registration.
- No late entries will be accepted.

## ON-SITE WRITE-OFF CONTESTS

- Printers will be available, but students may bring their own printers. Flash drives are required if students plan to use the TAJE printers. Please bring a power strip if you plan to use computers.
- Students may enter only one contest; schools may enter only one student per contest except where indicated.
- Cost: \$10 per entry
- Contest time: 3-5 p.m. except for In-Depth Package, which is 2:30-8 p.m.

### CATEGORIES:

Yearbook Theme Package (a team of two students)	News Writing*	Sports Feature Writing*
Headline Writing	Editorial Writing*	Editorial Illustration*
Yearbook Copy	Feature Writing*	Broadcast Writing*
In-Depth Package (a team of three students)	Review Writing*	*Live Interview/Performance

## UPLOADED DESIGN CONTESTS

- Each student may enter only one contest; schools may enter only one student per contest.
- Competitors are **required** to attend a 3-5 p.m. critique session on Oct. 19.
- Cost: \$10 per entry
- Must be uploaded by 6 p.m. Oct. 18

### CATEGORIES:

Newspaper Front Page Design	Advertising
Newspaper Feature Page Design	Basic Yearbook Design
	Advanced Yearbook Design

## ON-SITE PHOTO CONTESTS

- Students will need a computer for uploading entries in these three contests.

### DIGITAL PHOTO CONTEST

- No more than six students per school
- Students must bring their own cameras/accessories.
- Contest time: 2:30- 6 p.m.
- Cost: \$10 per entry

### CELL PHONE PHOTOGRAPHY

- No more than three students per school
- Contest time: 2:30-5:30 p.m.
- Cost: \$10 per entry

### TEAM SCAVENGER HUNT PHOTO CONTEST

- Teams of three-five students per school using a single digital camera
- Contest time: 2:15-5:15 p.m.
- Cost: \$30 per team

## ON-SITE VIDEO CONTESTS

- Entries must be submitted on SD cards or flash drives in an MPEG4 or MOV file. No cameras or tapes.
- Cost: \$10 per entry

### BROADCAST PACKAGE

- One team of up to two students
- Contest time: 2:30-7:30 p.m.

### VIDEOGRAPHY

- One student per school
- Contest time: 2:30-5:30 p.m.

## UPLOADED PHOTO/VIDEO CONTESTS See rules for uploading instructions.

### PHOTO

- Each student is limited to one entry per category, but a student may enter more than one category.
- Schools may enter three students per category.
- Students do not need to attend the convention to enter uploaded contests, but a student from the school must be a registered convention delegate.
- Photos must have been taken after Oct. 4, 2018.
- Entries must be submitted online no later than 6 p.m. Oct. 3.
- Cost: \$10 per entry

**CATEGORIES:** Sports Action, Sports Reaction, Feature, News, Portrait, First-Year Photo, Photography Portfolio

### VIDEO

- Limit of two entries per school per category.
- Videos must have been produced after Oct. 4, 2018.
- Entries must be submitted online no later than 6 p.m. Oct. 3.
- Cost: \$10 per entry

**CATEGORIES:** Commercial/PSA, News Story, Feature Story, Sports Story

**Register for contests at taje.org by Oct. 3. No late entries will be accepted.**

Questions?  
Email  
Contest Director  
Andrea Negri:  
contests  
@taje.org.

These entries must be uploaded no later than 6 p.m. Oct. 18.

Students MAY NOT enter both Cell Phone Photography and Digital Photography.

Entries must be uploaded no later than 6 p.m. Oct. 3.

DO NOT bring videos to the convention. DO NOT mail in videos.





## HOTEL INFORMATION

For more information, contact Susan Duncan: convention@taje.org or Cindy Todd: director@taje.org

### CONVENTION HOTEL

#### **Wyndham San Antonio Riverwalk**

111 Pecan St. East  
San Antonio, TX 78205  
www.wyndhamsanriverwalk.com  
1-866-764-8536  
Online reservations:  
<https://book.passkey.com/go/TAJE2019>

### RESERVATIONS/CANCELLATIONS:

Schools must make room reservations (**for eight rooms or less**) online or by calling 1-866-764-8536 before the designated cut-off date. Advisers must identify themselves as members of the Texas Association of Journalism Educators group.

All reservations must be guaranteed and accompanied by a first-night room deposit or guaranteed by a major credit card by **Sept. 18** (or the room reservation will not be saved). *Remember to bring tax exemption forms — both a sales tax form for parking and a hotel occupancy tax for the rooms.*

Reservations for the block must be received before **Sept. 18**. Reservations will be accepted after the Sept. 18 cutoff, based on availability; however, the block may sell out before that date, so make reservations early.

**Large groups:** For schools needing **more than eight rooms**, contact Lauren Hartmann directly:  
Phone: 210-354-2800 ext. 7236  
Fax: 210-362-6444  
Email: lauren.hartmann@sawyn.com

All cancellations must be made by **72 hours (three days) prior to arrival** or the guaranteeing credit card will be charged for a one night's stay for each room canceled after the deadline. Schools must obtain a cancellation number. After the cancellation is made, the hotel will release the guarantee and refund the deposit. *Deposits are forfeited on all no-shows and reservations canceled within 72 hours prior to arrival.*

### RATES AND ROOMS

The room rate is set at a flat **\$159** for singles, doubles, triples and quads. TAJE has committed to a 365-room block, so we encourage all schools to stay at the convention hotel so that TAJE can avoid monetary losses or loss of convention space.

As an incentive, **schools get a break on their TAJE registration costs for staying at the convention hotel**. Those staying at other hotels will be charged \$10 more per registration.

Occupancy taxes are currently 12% for city taxes and 6% for state taxes. Double-check with the hotel before submitting your payment requests.

Every effort will be made to honor your request for a



Wyndham San Antonio Riverwalk

specific room type; however, rooms are assigned on the day of arrival, and types cannot be guaranteed.

### ARRIVAL/DEPARTURE:

Guest accommodations will be available at 3 p.m. on arrival day and until 11 a.m. on departure date. There is a \$50 fee for checking out earlier than the reserved checkout date.

The hotel will try to have at least one room for each school available at 3 p.m. so that schools can store their luggage until all rooms are ready.

### PARKING

Discounted self-parking is **\$20 per day**, per vehicle, with in/out privileges in the Self-Park Garage. The parking garage entrance has 6'4" clearance. Oversized vehicles will need to find alternate parking, but there are city lots nearby. On-street parking is by city permit only.

*Buses will need to make arrangements with the city for parking permits for street parking. Contact Ruben Abrego at 210-542-8921 or 210-207-5749 (permit pick-up).*

Please note valet parking is \$32 per night (no discount).

### FOOD

Along the Riverwalk, there are dozens of meal options for lunch and dinner, and there is a breakfast buffet at the hotel. For a lower cost option, teachers may want to have students bring some breakfast items.

