

FALL fiesta

TEXAS ASSOCIATION OF JOURNALISM EDUCATORS
ANNUAL CONVENTION

WYNDHAM SAN ANTONIO RIVERWALK
October 19-21, 2019



Welcome to San Antonio

The Texas Association of Journalism Educators extends a warm welcome to all delegates at our convention. Special thanks to the following people who made this convention possible.

EXECUTIVE BOARD

Alyssa Boehringer – president
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Sue Jett – contest assistant
Jeanne Acton – ILPC liaison
Mark Murray – ATPJ liaison
Cindy Todd – executive director

EXHIBITORS

SUNDAY 8:30 a.m. – 4 p.m.

Abilene Christian University Dept. of Journalism and Mass Comm.
Balfour Yearbooks
Class Intercom
Friesens
Gloria Shields NSPA Media Workshop
Herff Jones Yearbooks
Jostens Publishing Company
Lamar University Dept. of Communication and Media
Lifetouch National School Services
Precision Camera and Video
Texas State University School of Journalism and Mass Comm.
Texas Tech University College of Media and Communication
UT School of Journalism
Walsworth Publishing Company

SPECIAL THANKS

Balfour – funding for JOY scholarship and adviser luncheon
Friesens – snacks for write-off judges
Herff Jones – snacks for Sunday judges
Jostens – adviser coffee
SNO – The Bureau
Walsworth – keynote sponsor



Laura Beil – Our Keynote

1 p.m. SATURDAY, SPONSORED BY WALSWORTH

Laura Beil is a freelance health and science writer whose 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.

Wiñata a Piñata

SOCIAL MEDIA CONTESTS

Follow @TxAJE on Twitter and join our social media contests this weekend and you could win a sweet piñata overflowing with candy for your staff. Winners of the Wiñata a Piñata contests will have their school entered twice into the drawing for the deadline survival basket. Every other school will only be entered once. You must be present at the awards ceremony Monday morning to win. Piñata winners announcement and the basket drawing will happen before the awards ceremony.

SATURDAY

SELFJETONIO – Tweet the most San Antonio-themed selfie you can possibly tweet and use the hashtags #TAJE and #selfjetonio and you'll be entered to win a piñata.

SUNDAY

JOURNALISM TIK TOK – Deadlines. Copy editing. Video production. Grammar. Photography. Pick a topic and produce the most creative journalism-related Tik Tok. Use the hashtags #TAJE and #journalism to be entered to win a piñata.

Saturday

OCTOBER 19, 2019

TIME	EVENT	DETAILS	
10 a.m.- 1 p.m.	The Bureau (Texas Foyer)	Sessions every 25 minutes. Sponsored by SNO.	Check schedule in The Bureau
10 a.m.- 1 p.m.	Registration in San Antonio Foyer (Third Floor)	Lunch on your own	
1 p.m.	Welcome Assembly	Keynote - Laura Beil, freelance health and science writer, creator of the podcast Dr. Death.	Ballroom B
2:15- 2:30 p.m.	Broadcast, Photo and In-Depth Package Contests begin <div style="border: 1px solid black; padding: 5px; width: fit-content;">Contest moderators meet in Salon 1 on Third Floor</div>	In-Depth Package meet in Salon 3 with entries received by 8 p.m. Broadcast Package meet in Salon 3 with entries received by 7:30 p.m. to Salon 1 On-Site Videography meet in Salon 3 - return by 5:30 p.m. to Salon 1	2:15 - Scavenger Hunt contestants meet in Salon 2 - return by 5:15 p.m. to submit entry in Salon 2 On-Site Photo meet in Ballroom B for send-off - uploads must be completed by 6 p.m. Cell phone on-site contestants meet in Salon 5 - entries must be tweeted by 5:30 p.m.
3 - 5 p.m.	Write-Offs	News Writing - Salon 1 (3rd floor) Broadcast Writing - Salon 1 (3rd) Editorial Writing and Editorial Illustration - Salon 1 (3rd) Feature Writing - Salon 2 (3rd) Sports Feature Writing - Salon 3 (3rd) Review Writing - Salon 5 (3rd)	Basic Yearbook Design, Advanced Yearbook Design, Newspaper Front Page Design, Newspaper Feature Design Page, Advertising Design - Ballroom A (2nd floor) Yearbook Theme Package, Yearbook Copy, Headline Writing - Salon 4 (3rd) *printers available at registration area for write-offs. Students will need a USB drive or printer cable.
3 - 5 p.m.	Intensive Writing David Knight and Scott Winter	San Antonio Ballroom	Pre-registration required.
5:30 p.m.	Write-Off Judging	Salon 1	Judges' snacks provided by Friesens.
6 p.m.	Free Time		
11 p.m.	Quiet in the Hotel		

CONTEST INFO Students will need to keep up with their labels to be admitted to the Saturday contests. The numbers on the labels will be used to identify student work when it is turned in.

PHOTO CONTESTS Entries must be turned in at contest.atpi.org and teachers must assign students to the contest before they can upload entries.

Sunday

OCTOBER 20, 2019

FOR ADVISERS Coffee hosted by Texas **Jostens** representatives in Bluebonnet – third floor – beginning at 8 a.m.

FOR EVERYONE Exhibits in the San Antonio Foyer on the third floor will be open from 8:30 a.m. to 4 p.m. Sunday. Come visit.

	SALON 1	SALON 2	SALON 3	SALON 4
8:30 to 9:20	Beginning InDesign Tips, tricks and techniques to help you get a jump start on learning to use Adobe InDesign. Bring a laptop to get the most out of this session. <i>Presented by Hal Schmidt and David Graves</i>	Evolution of a Photographer From the beginning days as a high school photographer through local and regional newspaper jobs, on to studying photography in college and then working as a professional photographer, you'll hear about the experience of visual evolution. This session is perfect for those considering photography as a future career path. <i>Presented by Mitchell Franz</i>	Your Theme is NOT for Your School Yes, you heard me; your theme is for you (the yearbook staff). Come see the copywriting inspiration you need and celebrate the reasons you had to pick a theme to begin with. Maybe become the copy genius you were meant to be. <i>Presented by Lisa Llewellyn</i>	Make them Talk to You Dean Nelson breaks down the finer points of interviewing in "Talk to Me: How to Ask Better Questions, Get Better Answers and Interview Anyone Like a Pro." Learn the tips you need to know when starting out as a reporter. <i>Presented by Margaret Edmondson</i>
9:30 to 10:20	Beginning Photoshop Tips, tricks and techniques to help you get a jump start on learning to use Adobe Photoshop. Bring a laptop to get the most out of this session. <i>Presented by Hal Schmidt and David Graves</i>	Photography for the Non-Photographer Confused by all those technical numbers like apertures, shutter speeds and ISO? Not really a photographer, but still desire to capture great images? Learn 13 tips anyone can apply to their photography today. <i>Presented by Mitchell Franz</i>	Shock Talk Sex. Drugs. And rock 'n' roll. It's every administrator's nightmare and every high school student's dream story. Yes, you should cover these issues and other sensitive topics, but you need to do it in an ethical and responsible manner. <i>Presented by Jeanne Acton</i>	Making Big Moves with Little Details Let's talk about five things you can do to organize your staff to work better together. Cover more ground, worry less about the little things, empower your staff to be more productive. <i>Presented by Rebecca Pollard</i>
10:30 to 11:20	Advanced InDesign Tips, ticks and techniques to help you take your Adobe InDesign skills to the next level. Bring a laptop to get the most out of this session. <i>Presented by Hal Schmidt and David Graves</i>	Design Your Way to the Top Newspaper students will see examples from around the country of in-depth, double-truck designs utilizing strong visual graphics with extended copy. Bring your questions about using graphics/art with text in expanded page forms. <i>Presented by Michael Reeves</i>	Excite Your Reader with Content-Driven Design Templates for all your yearbook pages have been standard for some time now. However, readers tend to get bored looking at the same design over and over. Use your design skills, the story, the photos and your inspiration to add life to your designs. <i>Presented by Mike Taylor</i>	Avoiding the Title of Horrible Boss Just because you are great at design, writing or photography doesn't necessarily translate to being a great leader. Come see what bad leadership looks like so you can learn what not to do and be the best boss your media staff has seen yet. <i>Presented by Rebecca Pollard</i>
1:30 to 2:20	Advanced Photoshop Tips, tricks and techniques to help you get a jump start on learning to use Adobe Photoshop. Bring a laptop to get the most out of this session. <i>Presented by Hal Schmidt and David Graves</i>	Truth Hurts: Write Something Exciting Instead "No one reads what we write in the yearbook." "Teenagers don't read." This session will focus on ways to make your copy and captions something people – yes teenagers are people, too – will actually read. <i>Presented by Danielle Bell</i>	Completely Covered There are so many ways to organize yearbook coverage – traditional, chronological, blended, umbrella, you name it. We'll talk about various coverage structures, share ideas and ways to keep you organized so you don't miss any great coverage opportunities. <i>Presented by Jill Chittum and Emily Pyeatt-Arnold</i>	Faces and Places Approach to Visual Storytelling The wide, medium and tight formula is the foundation for video sequences and photo packages. We will explore this compositional formula to show how to incorporate it into visual storytelling for additional depth and perspective. <i>Presented by Margie Raper</i>
2:30 to 3:20	Stump the Chumps Having trouble figuring out how to do something in InDesign or Photoshop? Is it taking forever to do routine tasks? Bring us your problems and let us help you solve them. Your laptop will be useful but not required. <i>Presented by Hal Schmidt and David Graves</i>	Creating Award-Winning Magazines A literary/art magazine includes not only great design and concept, but also strong writing, photography and art. Take a look at award winners from CSPA's Crown Awards and talk about taking the magazine to the next level. <i>Presented by Mark Murray</i>	Top Trends In this session, we will look at several trends in design and see how some of the best books around the country are applying those elements in yearbooks today. <i>Presented by Emily Pyeatt-Arnold</i>	#BroadcastSoHard: Establishing a social media presence via look-live sports coverage We can coach you through fun and easy implementation. Besides willing kids, all you need is Instagram, a recording device, a handheld mic and an SD card. <i>Presented by Teri Reed and Erin Gallegos</i>
3:30 to 4:20	TAJE Membership Meeting Come join us for updates on the state of the organization and its activities. Officers and directors will make reports, and members will vote on recommendations from the board. Get informed. Get involved. Get excited.	Photo Workflow for Publications Learn basic steps using Photoshop or Lightroom to ensure that the photographs in the publication look their best. <i>Presented by Mark Murray</i>	When Average Isn't Good Enough Most high school newspapers do a great job writing average stories. Let's take that average story and make it great. Be prepared to share in this session. <i>Presented by Jeanne Acton</i>	How to Win at Opinion Writing Practical tips on how to improve the effectiveness of your approach and the quality of your writing for editorials, personal columns and Twitter bursts. <i>Presented by Dr. Doug Mendenhall</i>

FOR ADVISERS Luncheon at 11:30 a.m. in San Antonio Ballroom. Hosted by **Texas Balfour Yearbooks** representatives. Trailblazer, Pathfinder, Texas Treasure and Friend of Journalism Awards will be presented.

ON-SITE CRITIQUES Judges and staffs should meet at The Bureau on the second floor for critiques. Please see our critique coordinator secretary Kari Reimer if you need assistance.

SALON 5	BALLROOM A	BALLROOM B	BALLROOM C
Fighting the Procrastination Monster: Becoming a Great Leader Great scholastic journalism requires great student leaders. This session will focus on how to motivate your staff to put procrastination aside and pursue the greatness you envision. <i>Presented by Dr. Christine Keyser-Fanick</i>	It's the Little Things Find out what makes a great editor. And how the little things make great writing even better. <i>Presented by David Knight</i>	Creating a Culture of Fun Creating a culture of fun not only allows students to create memories in your program, but also sets it apart from other programs on campus. It's publications – it should be fun. <i>Presented by Pedro Cabrera</i>	Where Do You Want to Wake Up Tomorrow Our story ideas are stale. Heck, they were stale in November. Now, they smell. How do we find ideas that keep the staff motivated to do great stuff and readers motivated to read it? Well, it's a secret (we'll also have a thumbwrestling tournament). So show up early. <i>Presented by Scott Winter</i>
Build a Broadcast In this session, we'll look at the Build a Broadcast workflow system, inspired by the book, "The Checklist Manifesto," and we'll see how the well-structured production documents can help publication staffs manage time, deadlines and resources. <i>Presented by Kristen Scott</i>	30 Seconds to Change the World See some great public service announcements that will change the way you see the world and get tips on making your own. <i>Presented by David Knight</i>	Improving Publication Photography Everyone wants better pictures in the publication, but how is that accomplished? It takes the work of everyone on staff to improve the photographs. Come see how it takes a village to accomplish this critical goal. <i>Presented by Mark Murray</i>	How About College? So you've got all these communications skills for 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. <i>Presented by Scott Winter</i>
We Need Your Voice: New Voices Texas Current and past New Voices Texas leaders will speak to students about what New Voices is and why it is important to get involved. The movement is always striving to bring in new students to help stand up for the cause. <i>Presented by Haley Stack</i>	10 Shots You Got to Get Get these shots every time you go out to shoot, and you'll produce award-winning packages, PSAs and movies. <i>Presented by David Knight</i>	Build a Better Portfolio 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 secure a job. <i>Presented by Mark Murray</i>	Show Some #*\$%& Character I know you, Donald, you're the kind of president who ... I know you, Karl, you're the kind of player who ... Our stories are driven by characters. Let's talk about how to find good ones and surprise our readers with real characters and change our communities by producing stories with real character. <i>Presented by Scott Winter</i>
The Art of Storytelling Exceptional reporting requires much more than snapping a photo, writing a five-paragraph story or shooting a video. To learn the art of storytelling, we'll look at professional examples to show student journalists how to engage readers in content worthy of attention. <i>Presented by Margaret Sorrows</i>	Storytelling that Ain't Boring Learn the secrets of great storytelling that will transform your writing into copy that readers can't put down. <i>Presented by David Knight</i>	Make Your School a Better Place Video public service announcements are a direct way to convince your viewers to take action. In this session, you'll laugh. You'll cry. You'll learn how it's done. <i>Presented by Alyssa Boehringer</i>	Duct Tape and High Funkadelicity 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. <i>Presented by Scott Winter</i>
Connection Photography Learn to capture priceless photos, photos that elicit a reaction and are personal to your student body. We'll look at some yearbooks that created those connections through powerful photography. <i>Presented by Margaret Sorrows</i>	Beyonce? Hermione? Find your look. Who will your 2020 book be? Lady Gaga? Kate Middleton? Once you know who your book is, you can figure out what she should wear. Let's focus on developing a clear and cohesive look for your publication. <i>Presented by John Horvath</i>	Level Up Sequences, beautiful shots and narrative storytelling. Take your broadcast program to the next level with these tips. <i>Presented by Curtis Christian</i>	Update Tools the Google Pros Use Find out the latest about the Google News Initiative and how you can use the same tools available to professional journalists for research and interactive graphics. <i>Presented by Laura Negri</i>
Editor-in-Chief Roundtable Calling all my EICs! Enjoy a sit-down with a three-year editor-in-chief to discuss how to manage your staff, meet your deadlines, handle a new adviser and share ideas with others who are in the same shoes as you. <i>Presented by Hunter Woods</i>	Communication Careers in Sports Working in sports is more than just games. Learn about the wide world of professional sports and all of the communications careers that go into a team operation. From public relations to storytelling, photo and video production to social media, reaching fans takes a full team. <i>Presented by Jordan Howenstine</i>	Get In the Game Action Photography Sports photography is a staple of any high school publication. Learn how to make better photos and utilize your camera to stop the action. We will cover the best places to stand for several key sporting events, along with tips on what to look for. <i>Presented by Kelly Glasscock</i>	5 Steps to Building a Social Media Team Learn how to empower students to create social media content in a safe environment, how to find and recruit students for your social media team and how to organize and moderate social media posts using Class Intercom. <i>Presented by Taylor Siebert</i>

Sunday & Monday

OCTOBER 21, 2019

SUNDAY (cont.)

11:30 A.M. ADVISER LUNCHEON

Come enjoy a delicious lunch, courtesy of **Balfour Yearbooks** and celebrate with this year's Trailblazer, Friend of Journalism Pathfinder and Texas Treasure honorees.
San Antonio Ballroom

3:30 P.M. TAJE MEMBERSHIP MEETING

Join us for updates on the organization and its activities. Officers and directors will make reports, and members will vote on recommendations from the board.
Salon 1

5 P.M. PHOTO CONTEST JUDGING

Salon 1

MONDAY

9 A.M. AWARDS AND CLOSING

Texas Ballroom

PROGRESS OVER PERFECTION

with Samantha Berry

PRIZE DRAWINGS AND GIVEAWAYS

Printer Giveaway Drawing
Wiñata a Piñata Announcement
Deadline Survival Basket Drawing
(must be present to win for all drawings and prize giveaways)

AWARDS CEREMONY

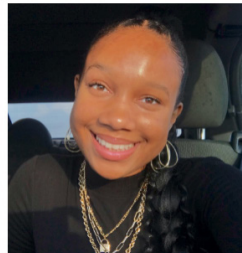
Individual Awards
Best of Show
Sweepstakes



MEET OUR 2019-2020

STUDENT ADVISORY PANEL

These talented leaders will represent their schools by advising the TAJE board on convention planning and critical issues in scholastic journalism.



AZUZENA MONDRAGON
BRENHAM HIGH SCHOOL

GRANT JOHNSON
PROSPER HIGH SCHOOL

CARA HUDSON
BRIDGELAND HIGH SCHOOL

ZENOBIA WILEY
GEORGE RANCH
HIGH SCHOOL

LEAH BOATMAN
MCKINNEY HIGH SCHOOL

THE TEXAS ASSOCIATION OF JOURNALISM EDUCATORS IS PLEASED TO HAVE YOU AT OUR FALL CONVENTION.

Delegates are reminded that proper behavior is expected. Please follow the five rules of conduct which will be enforced during the convention by all advisers and hotel staff members. Violation of these rules will result in disciplinary action.

- Students should be in their rooms, making no excessive noise by 11 p.m. The hotel reserves the right to remove any hotel guest who causes disruptions. Rudeness to other hotel guests or employees will not be tolerated.
- 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.
- Schools will be held liable for any damages done to hotel rooms or other facilities by students under their supervision. Follow rules regarding elevator limits.
- Smoking or drinking or possessing alcoholic beverages and/or possession/use of illegal drugs is absolutely prohibited.
- All students, chaperones, advisers and staff members are expected to wear their convention name badges at all times while in the convention hotel.

TAJE officials reserve the right to declare all fees forfeited and to send delegates home at their own expense for violation of any or all of these rules of conduct. Furthermore, violations may result in disqualification from all contests and forfeiture of any awards won.



Our Speakers

JEANNE ACTON started her journalism career as a sophomore in Duncanville High School when she heard the Journalism I class was a blow-off. It was no blow-off, but she loved the work and stayed for the next three years, working her way up to editor-in-chief. After graduating from the University of Texas at Austin, she advised newspaper, broadcast and yearbook programs and coached softball. After a decade in the classroom, Acton moved to the dark side and was an assistant principal for three years. In 2004, she started at the University Interscholastic League where she is the UIL journalism director and the director of the Interscholastic League Press Conference.

DANIELLE BELL is in her third year as the yearbook and newspaper adviser at Foster High School in Richmond. In 18 years, she has taught in 11 schools in four states, but Texas will always be "the best." She has an unhealthy obsession with the color pink, 90s R&B, J.J. Watt, and iced decaf mochas (no whip). "If all of those things were in one room with me, I would never leave that room."

ALYSSA BOEHRINGER advises student media at McKinney High School, her alma mater. She is TAJE President and is a recipient of the Trailblazer, Edith Fox King Award and JEA Medal of Merit. In 2017, JEA named her National Broadcast Adviser of the Year.

SAMANTHA BERRY is the adviser of Bridgeland Student Media in Cypress. She graduated from Texas Tech University with a degree in agricultural communications, but sadly she cannot communicate with cows. A Houston Moth StorySLAM winner, Samantha loves a good story and believes solid community with others can be built through sharing our personal stories. She is generally over-caffeinated and has an opinion about everything. In her minimal free time, you can find her at Half-Price Books.

PEDRO CABRERA, CJE, is the publications adviser for Judson High School. He advises The Fuel student newspaper as well as the school yearbook, The Rocket. He graduated from Oliver Wendell Holmes in 2006 and attended Texas State University where he graduated with a BA in Communication Studies in 2011 and went to teach for two years in the Aldine Independent School District in Houston. He graduated with his Masters of Arts in Communication Studies from Sam Houston State University in December of 2015 and is currently working on his Doctor of Education degree from Walden University.

SANDRA CASPERSON is currently in her 12th year of teaching but began advising journalism in 2012 with the opening of Robert Vela High School, the fourth high school in the Edinburg school district. She advises the Legacy, a 288-page yearbook and the Blue Streak News, an online newspaper. Yearbook journalism has been a part of Casperson's life since her freshman year in high school. She earned a bachelor's in journalism from The University of Texas-Pan American and entered the teaching

profession in 2008. Casperson also sponsors the Newspaper Club, UIL Journalism, Quill & Scroll, Student Council and serves as the webmaster and social media director for her campus.

JILL CHITTUM, MJE, is a Walsworth Yearbooks representative based in Fort Worth. Jill has been with Walsworth for seven years, previously having been a journalism adviser at Blue Valley High School in Stilwell, Kansas. Jill's newspaper and yearbook staffs were state, local and national award winners.

CURTIS CHRISTIAN is co-adviser of the award-winning broadcast at his alma mater - MHS1. He has been teaching photojournalism, AP Photo and commercial photography for five years. Photographers he's trained have gone on to become ATP I Imagemakers and NSPA Photo of the Year Finalists.

MARGARET EDMONSON, CJE, is a former newspaper reporter and editor who worked at small daily newspapers in Central Texas. Her journalism career actually started when she was 10 covering Little League games for the Comfort News. As the journalism adviser at Smithson Valley High School, she now works at a high school that is bigger than her hometown.

MITCHELL FRANZ is an independent photographer, video producer and marketing strategist. After directing media and communications for the largest privately held senior healthcare company in Texas for a few years, Franz returned to the freelance life operating a visual production company and digital marketing firm. His work includes a wide range of people, places and things from Ross Perot to Istanbul, Turkey to medical implants in Memphis. You'll also find Franz working with Jensen Larson Photography of Florida on additional visual projects covering events like Super Bowl parties and the Masters Tournament for luxury brands. A former award-winning scholastic journalist, Franz actively participated in scholastic journalism throughout high school garnering many top awards. He teaches photography workshops around the country for many scholastic associations including ILPC, ATP I, Gloria Shields/NSPA Media Workshop and more.

ERIN GALLEGOS made an unusual transition into teaching high school journalism and advising student media - she came from teaching elementary math. She first became interested in teaching after doing humanitarian work in Russia for four years. Before Russia, she spent the first decade of her career working in network-level broadcast production. Gallegos has already helped write district curriculum and planning maps for Journalism I, and she has shared her broadcast journalism plans with others to help them develop their own programs. She will be honored as a Rising Star by NSPA/JEA at the fall convention in D.C.

KELLY GLASSCOCK is the executive director of the Journalism Education Association, which

has its national headquarters at Kansas State University. He also teaches journalism with an emphasis in photojournalism, reporting and magazine production in the A.Q. Miller School of Journalism and Mass Communications. Glasscock worked as a photojournalist for 15 years, often on the sidelines of sporting events from the NFL to Friday night lights.

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

JOHN HORVATH advises The Bard yearbook at Hill Country Christian School in Austin. When initially asked to teach yearbook, he threatened to quit. Seven years later, he's a self-avowed yerd and Photoshop junkie. He's also an avid college football and Pearl Jam fan.

JORDAN HOWENSTINE is a San Antonio Spurs Communications Manager and media relations professional with seven years of experience in the NBA. He is formerly a full-time blogger and Division I basketball player.

DR. CHRISTINE KEYSER-FANICK is media adviser at John Paul Stevens High School in San Antonio, where she advises her students in the production of their national award-winning newspaper, The Talon, and their national-award-winning yearbook, Tradition. Her students are also gaining ground in the production of The Talon Online and social media news. Dr. Keyser-Fanick recently finished her Doctorate in Education at the University of the Incarnate Word, with a concentration in Organizational Leadership and enjoys working with her students in building leadership skills that will last them a lifetime.

DAVID KNIGHT is the former public information director for Lancaster County School District. Before retirement he also taught two broadcast journalism courses. He has advised newspapers at the high school and middle school level and a high school literary-arts magazine. He's been presenting at ILPC since Jeanne Acton was a high school student. He also teaches summer workshops all over the country including the Gloria Shields/NSPA Workshop in Dallas. David has won a few awards, but he failed to put them in his bio.

LISA LEA LLEWELLYN, CJE, has spent 17 years working as a yearbook representative across North America presenting at conventions and workshops. Her scholastic journalism journey began as yearbook EIC at Lecanto High (Fla.) where she won a Broadcast Pacemaker and was student president of the Florida Scholastic Press Association. She's a proud Florida Gator, member of Alpha Delta Pi sorority and momma to Logan. @YrbkLisa

DR. DOUG MENDENHALL has taught opinion

writing and other journalism courses for 12 years at Abilene Christian University. Before that he was a newspaper journalist for 25 years. He's written nearly a thousand newspaper columns on a weekly deadline.

MARK MURRAY is the executive director for the Association of Texas Photography Instructors. He recently retired from the Arlington school district after 35 years but continues to work with organizations like TAJE, CSPA, JEA, NSPA and SIPA to support scholastic journalism. He's won a few awards here and there for his work. He also has two really cute schnauzers.

LAURA K. NEGRI, CJE, has taught journalism, photojournalism, newspaper, yearbook and technology for 24 years in Texas public schools. Prior to teaching, she was a newspaper reporter, photographer and editor. She is a JEA director-at-large, a certified mentor and critique judge, a 2002 Reynolds High School Journalism Institute member, a 2005 Radio Television News Directors Foundation Teacher Ambassador, and 2012 Fund For Teachers Fellow.

NEW VOICES TEXAS is a non-partisan legislative movement aimed at protecting student journalists' rights. Whether or not students know it, they are not protected under the First Amendment, but New Voices can change that. More than 14 states have passed the bill, and with the help of student journalists across the state, we hope to make Texas a part of that list.

EMILY PYEATT-ARNOLD, CJE, advises yearbook and newspaper and teaches photojournalism and journalism at Aledo High School. She thinks she has the coolest job ever. Traveling, live music, her pugs and cat, Ozzy, are pretty cool, too.

REBECCA POLLARD, MJE, advises The Leopard yearbook at Lovejoy H.S. in Lucas. She is not afraid of a challenge, which is why she has advised at five different schools and all media in 20 years. Her programs have won top state and national awards, and she is a JEA Distinguished Yearbook Adviser. She serves JEA as Journalist of the Year committee chair.

MARGIE M. RAPER, MJE, advises student publications and teaches journalism and photojournalism at Highland Park H.S. in Dallas. She is proud to share her passion for scholastic journalism with her students, see them grow as storytellers and celebrate their achievements. She serves as the past president of the Texas Association of Journalism Educators and on the board for the Gloria Shields NSPA Media Workshop.

TERI REED is a fifth-year journalism teacher at Steele High School in Cibolo. She advises the Steele Knightly News broadcast program, the Knight's Tale Yearbook and the Squire magazine. Teri started her career as a sports journalist after being inspired on the sidelines of Kyle Field when she worked for The Battalion. After graduating with her bachelor's degree from Texas A&M, she worked her way up in the newspaper world from a sports writer/photographer to a section editor to co-editor-in-chief for a small-town weekly newspaper. After mentoring in the local high school, Teri decided to get her teaching degree and Master's in Education from Texas State University. She motivates her students with

enthusiasm by working on the sidelines guiding them. You can see her students' work by subscribing to Steele Knightly News on YouTube.

MICHAEL REEVES, CJE, is the adviser at James Bowie H.S. in Austin. After a number of years as a professional journalist, he joined the teaching ranks and has never looked back. Today, journalism is more important than ever before. His goal is to help students find their role in the media whether as a consumer or as an active participant. Reeves is a JEA curriculum leader.

HAL SCHMIDT has been working with student publications for more than 30 years, training staffs to get the most from their software. He is a representative for the Houston office of Balfour Yearbooks and co-owner of PS Graphics in Fredericksburg.

KRISTEN SCOTT advises the Vespa yearbook, Inkblot literary magazine and the KBTv broadcast news team. Scott's students have been recognized for their accomplishments earning NSPA Pacemakers and CSPA Crown awards, in addition to numerous individual awards at the state and national levels. As an adviser, Scott has been recognized by JEA as a Rising Star and by TAJE as a Pathfinder.

TAYLOR SIEBERT has found that through servant leadership, working hard comes naturally, with connections that actually hold value. He's passionate about providing education to students interested in content creation. He loves people, social media and creating content through video, audio, photography and blogging.

MARGARET SORROWS retired in June 2015 after 36 years of advising yearbooks and teaching digital photography, most recently for 24 years at Bryant High School in Arkansas. She was the 2014 JEA H.L. Hall Yearbook Adviser of the Year. Her yearbooks won Gold and Silver CSPA Crowns and NSPA Pacemakers, including selection to the NSPA Hall of Fame in 2008. Her honors include a JEA Lifetime Achievement

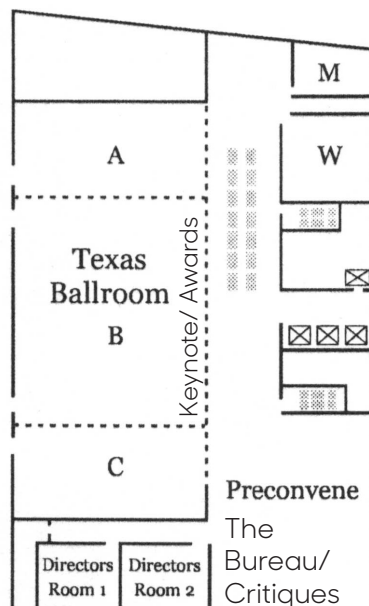
Award, CSPA Gold Key, TAJE Texas Trailblazer Award and runner-up to Arkansas Teacher of the Year. Her photo students were consistent winners in Jostens Photo, NSPA Photos of the Year and Quill & Scroll. She is a frequent photojournalism and yearbook presenter at high school workshops and served on the teams who created the Jostens photo curriculum in 2007 and 2018. She is currently an ambassador for Jostens, serving as an educational and creative consultant.

MIKE TAYLOR, CJE, is the National Accounts Manager and Journalism Specialist for Walsworth Yearbooks. Previously, he was the Marketing Manager for Taylor Publishing. Mike taught, advised the publications and broadcast programs at Lecanto High in Citrus County, Florida, for 13 years. He was Florida Scholastic Press convention co-chair, vice president and president. Mike has received the CSPA Gold Key, FSPA Gold Medallion and the JEA Medal of Merit. Find him on Twitter at @YRBKMIKETAYLOR #ASKMIKE

SCOTT WINTER failed at becoming the next Flannery O'Connor or John Steinbeck. In high school, he air-balled a hook shot, dropped a relay handoff at a state track meet and got fired as editor of his high school newspaper, three times. He now has a sports book out and earned his Ph.D., but only his wife has to call him "doctor." He teaches reporting and writing at Bethel University in St. Paul, Minn. He wears terrible, floppy hats or ripped baseball caps.

HUNTER WOODS is from Cypress and graduated from Cy-Fair High School in 2017. He is a junior at Texas A&M University, studying Agricultural Communications and Journalism. Hunter has been involved with yearbook since the age of 12 and has taken his passion to the next level with an internship at Balfour Publishing. He would like to go into the publishing field or become a high school journalism teacher after graduation. He has attended every high school journalism convention in Texas and is beyond thrilled to finally be on the other side sharing all of the knowledge he possibly can.

Second Floor



Third Floor

