

## ★ 2021 SCHEDULE

### SATURDAY, OCT. 16

10 a.m. – 1 p.m.  
Registration  
Regency East Foyer  
(closed during keynote)

The Bureau sessions  
Regency East

1 p.m.  
Welcome Assembly  
Keynote Speaker  
Scott Pelley  
sponsored by  
Walsworth Publishing

3 – 5 p.m.  
Intensive Writing  
David Knight &  
Scott Winter

2:15 – 8 p.m.  
On-Site Contests

Judging  
Judges' snacks  
provided by Friesens

### SUNDAY, OCT. 17

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 – 11:20 a.m.  
Class Sessions

11:30 a.m. – 1:30 p.m.  
Advisers' Luncheon  
hosted by  
Balfour Publishing

1:30 – 5 p.m.  
Class Sessions

### MONDAY, OCT. 21

9 a.m.  
Featured Speaker  
Jeanne Acton

Awards Ceremony

Prize Drawings  
(must be present to win)

## QUESTIONS?

Convention Director  
PJ Cabrera  
[convention@taje.org](mailto:convention@taje.org)

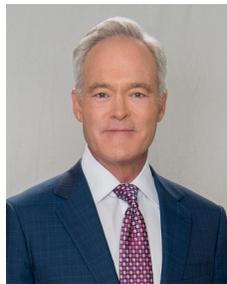
Executive Director  
Cindy Todd  
[director@taje.org](mailto:director@taje.org)

# let's <sup>FALL</sup> fiesta

## Return to San Antonio Oct. 16-18 with the Texas Association of Journalism Educators

### WHO WILL BE THERE

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



Keynote Speaker  
Scott Pelley

Saturday's **keynote** speaker will be longtime 60 Minutes correspondent Scott Pelley. From 2011 to 2017, Pelley also served as Anchor and Managing Editor of The CBS Evening News. In more than 30 years at CBS News, Pelley has covered the major stories of our times and interviewed the newsmakers who have changed the world.

"I receive too much credit for the work of others," Pelley said in 2016 as he accepted the Walter

Cronkite Award. "I have never accomplished anything in journalism without photographers, producers and editors."

*Read more at [taje.org](http://taje.org).*

David Knight and Scott Winter will once again lead an Intensive Writing session Saturday during on-site contests. Preregistration is required, and cost is \$20 per student and/or adviser. *See more at [taje.org](http://taje.org).*

On Sunday, **advisers and pros** will teach sessions covering all aspects of scholastic journalism, and on-site critiques will provide staffs with valuable feedback. Registration will be waived for teachers who volunteer by Oct. 1 for at least two activities including speaking, judging or doing on-site critiques. *Speaker form at [taje.org](http://taje.org).*

### THE BUREAU

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

### NEW HOTEL INFO

The Hyatt Regency San Antonio Riverwalk is the official convention hotel. See enclosed sheet for more information.

### COVID SAFETY

Masks/face coverings will be required in common hotel areas, convention spaces, sessions and contests. The hotel is practicing enhanced cleaning and sanitization protocols.

### CELEBRATIONS & FUN

Honor 2021 Trailblazers, Pathfinders and Texas Treasures at the Sunday **Advisers' Luncheon**.

Monday morning's **Awards Ceremony** will recognize the Administrator of the Year, Saturday's contest winners and Best of Show recipients. We will also award winners of our social media contests (Wiñata a Piñata!), draw for a Deadline Survival Basket, printers and more.

### ON-SITE CRITIQUES

Drop off your media at the registration desk on Saturday, Oct. 16 by 3 p.m. Preregistration is required, and you will receive a critique time at Saturday check-in. Cost is \$15 per critique.

### MEMBERSHIP

You may join or renew your memberships in TAJE, JEA, ILPC, ATPI, SIPA, NSPA and CSPA as you register online. You must complete the online membership form or email the PDF to Cindy Todd at [director@taje.org](mailto:director@taje.org). Membership payments 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) Sept 1.**

Early-bird registration due by **Sept. 24**:  
\$35 per person (discount for staying at the Hyatt)  
\$45 per person (at another hotel)  
\$40/\$50 after Sept. 24  
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; however, credit may be given toward 2021-22 contest fees.

Hotel payments must be made directly to the hotel.

**Mail payments to:**  
**Fall Fiesta**  
**TAJE**  
**PO Box 9187**  
**Austin, TX 78766**

## CONTESTS Please refer to the complete rules at [taje.org](http://taje.org)

- Advisers must be TAJE members for students to participate in all contests.
- Preregistration is required for all contests. Name substitutions will be allowed at registration.
- No late entries will be accepted.
- Cost is \$10 per entry, except for Scavenger Hunt, which is \$30 per team.

## SATURDAY ON-SITE CONTESTS Students may enter only one of these.

### WRITING & DESIGN

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

[Yearbook Theme Package](#) (a team of two)

[Headline Writing](#)

[Yearbook Copy](#)

[In-Depth Package](#) (a team of three)

[News Writing\\*](#)

[Editorial Writing\\*](#)

[Feature Writing\\*](#)

[Review Writing\\*](#)

[Sports Feature Writing\\*](#)

[Editorial Illustration\\*](#)

\*Live Interview/Performance

### PHOTO

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

#### Digital Photo

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

#### Cell Phone

- No more than three students per school
- Students may not enter both Digital Photo and Cell Phone contests.
- Contest time: 2:30-5:30 p.m.

#### Team Scavenger Hunt

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

### VIDEO

- Entries must be submitted on SD cards or flash drives in an MPEG4 or MOV file. No cameras or tapes.

#### Broadcast Package

- Teams 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.

#### Digital Reporting (new in 2021)

- Teams of up to two students.
- Contest time: 2:30-5:30 p.m.

**Register for contests at [taje.org](http://taje.org) by Oct. 1. No late entries will be accepted.**

Questions?  
Contest Director  
Andrea Negri:  
[contests@taje.org](mailto:contests@taje.org)

## UPLOADED PRECONVENTION CONTESTS See rules for uploading instructions.

### WRITING & DESIGN

- Schools may enter only one student per contest except where indicated.
- Entrants may also compete in on-site contests.
- Must be uploaded by 6 p.m. Oct. 15

[Newspaper Feature Page Design](#)

[Marketing](#)

[Beginning Yearbook Design](#)

[Advanced Yearbook Design](#)

[Literary Magazine Design](#) (three students per school)

[Literary Magazine Writing](#) (three students per school)

### 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. 10, 2020.
  - Entries must be submitted online no later than 6 p.m. Oct. 1.
- CATEGORIES: [Sports Action](#), [Sports Reaction](#), [Feature](#), [News](#), [Portrait](#), [First-Year Photo](#), [Photography Portfolio](#)

### VIDEO

- Limit of two entries per school per category. Each student is limited to one entry per category.
  - Videos must have been produced after Oct. 10, 2020.
  - Entries must be submitted online no later than 6 p.m. Oct. 1.
- CATEGORIES: [Commentary](#) (new in 2021), [Commercial/PSA](#), [News Story](#), [Feature Story](#), [Sports Story](#)

### PODCAST (new in 2021)

- Limit of two entries per school per category. Each student is limited to one entry per category.
  - Entries must have been produced after Oct. 10, 2020.
  - Entries must be submitted online no later than 6 p.m. Oct. 1.
- CATEGORIES: [Non-Fiction Narrative](#), [Interview/Conversational](#), [Hybrid with Host and Interview\(s\)](#)

## BEST OF SHOW

Publications will be categorized based on size/type, 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.

Yearbooks must be turned in to the registration desk by 3 p.m. Saturday, Oct. 16. Broadcasts and news publications must be uploaded via the forms at [taje.org](http://taje.org) by Oct. 15.

All 2020 literary magazines will be judged together, and 2020 yearbooks will be grouped by size. All online and print newspapers/newsmagazines will be judged together (possibly divided by size). Broadcasts will be judged together.

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 your yearbook to the TAJE address before Oct. 1.

Cost: \$20 per entry

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

All Best of Show news and broadcast content must be from the 2021-22 school year.