

INTERVIEWING  
BRAINSTORMING  
TALKING  
NETWORKING  
DESIGNING  
LEARNING  
THINKING  
STORYTELLING  
COLLABORATING  
PRODUCING  
ILLUSTRATING  
WRITING  
COMMUNICATING  
LISTENING  
READING  
PHOTOGRAPHING  
STORYTELLING

THIS IS TEXAS  
STUDENT JOURNALISM.

# TRUE STORY.

fall  
*fiesta*

**TEXAS ASSOCIATION of JOURNALISM EDUCATORS**  
FALL CONVENTION

OCT. 7-9, 2023  
HENRY B. GONZALEZ CONVENTION CENTER, SAN ANTONIO

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8: Mike Tobias, Port Neches-Groves HS  
9: Megan Ortiz, Kingwood Park HS  
10: Sandra Casperson, Robert Vela HS  
Private Schools: Alicia Merrifield, The Village School

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EXHIBITORS

SUNDAY 8 a.m. – 4 p.m.

Abilene Christian University  
Balfour Yearbooks  
CADY  
Gloria Shields/NSPA Media Workshop  
Herff Jones Yearbooks  
Jostens  
UNT Mayborn School of Journalism  
Missouri School of Journalism  
MSU Mass Communications  
Photo Texas Photography  
Precision Camera  
SNO Sites  
Southeast Missouri State University  
Texas State School of Journalism and Mass Communication  
The University of the Incarnate Word  
Walsworth Yearbooks

Welcome to  
SAN ANTONIO



DAVID  
YEOMANS  
KEYNOTE SPEAKER

Regency Ballroom  
Saturday 1 p.m.  
Sponsored by Walsworth

KXAN Chief Meteorologist David Yeomans has been fascinated with weather for as long as he can remember. He became a registered storm spotter with the National Weather Service at age 9, keeping official climate records from his home weather station.

The longtime Austinite attended Westlake High School and went on to study meteorology at the University of Miami. Yeomans was a published undergraduate researcher under world-renowned climate change expert Dr. Brian Soden, studying the relationship between water vapor in the high levels of the atmosphere and climate change. He returned to the University of Miami for graduate studies in meteorology in 2010, researching hurricane formation for his Masters thesis. Yeomans was a guest scientist aboard a NOAA Hurricane Hunter flight.

Yeomans holds the Certified Broadcast Meteorologist seal from the American Meteorological Society. He was awarded Best Weather Anchor by the Texas Association of Broadcasters, Best Specialty/Beat Reporting by the Texas Associated Press Broadcasters and Austin Chronicle's "Best Weathercaster." He has received three Lone Star Emmy Awards.

Yeomans was featured in GQ's "The Breakdown" web series discussing what Hollywood gets right and wrong with weather in movies. He also served as the weather expert in several episodes of History Channel's "I Was There," covering how weather played a part in historical disasters like the Space Shuttle Challenger explosion.

RULES TO REMEMBER

The Texas Association of Journalism Educators extends a warm welcome to all delegates at our annual convention

We're happy you're here. True Story.

To make it a positive experience for everybody, 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.

- 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.

- All students, chaperones, advisers and staff members are expected to wear their convention name badges at all times while in the convention venue.

- 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.

- Smoking, vaping, drinking or possessing alcoholic beverages and/or possession/use of illegal drugs is prohibited.

- Schools will be held liable for any damages done to hotel rooms or other facilities by students under their supervision. Students must obey elevator limits.

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

SATURDAY  
OCTOBER 7, 2023

TIME	EVENT	DETAILS	
10 a.m. – 12:45 p.m.	Registration	Ballroom Level foyer	Pick up lanyards and student name tags in The Bureau.
10 a.m. – 12:45 p.m.	The Bureau – 303A-B	During registration, students should head to The Bureau for a variety of activities like bracelet-making, drawing and coloring, and quick board/card games like Uno and Hues and Clues. The Bureau will be near the registration desk. Because we are at a new venue, we do not have AV and tech set up for this year so there will be no sessions or presentations.	Advisers are encouraged to send their students with a copy of any publications they might have created this year to exchange with others. Any remaining publications will be stored for the trade table in Room 304A on Sunday.
1 p.m.	Welcome Assembly	Keynote – David Yeomans	Registration closed during assembly.
2:15 – 2:30 p.m.	Broadcast Package, Videography, Digital Reporting and In-Depth Package contests begin  Contest moderators meet at the Registration Desk.	Contests meet in 302A  In-Depth Package entries received by 8 p.m. via Google Drive  Broadcast Package entries received by 7:30 p.m. in 304A  Videography entries received by 5:30 p.m. in 303C  Digital Reporting entries must be received by 6 p.m. via email	2:15 – Scavenger Hunt contestants meet in Room 304B. Return by 5 p.m. to submit entry in 304B  2:30 p.m. – Digital Photo contestants meet in 303A. Digital Photo students must check in at the Registration Desk by 5:15 p.m. Entries must be turned in via Google Drive.
3 – 5 p.m.	Live Contests	Headline Writing – 301B Yearbook Copy – 301B YB Theme Package – 301B Newspaper Design – 301B Review Writing – 302C News Writing – 302B Editorial Writing – 302B Editorial Illustration – 302B Sports Feature Writing – 301C Feature Writing – 301A	Students must have their labels to be admitted to the Saturday contests. The numbers on the labels will be used to identify student work.
3 – 5 p.m.	Intensive Writing with David Knight and Scott Winter	303C	Pre-registration required.
5 p.m.	Scavenger Hunt Check-in	304B	
5:15 p.m.	Digital Photo Check-in	Registration Desk	
6:30 p.m.	Judging Dinner	Saturday judging panel only	Sponsored by Walsworth

**NEW FOR ADVISERS** Hospitality from 2:30–4:30 p.m. in 304A sponsored by **Photo Texas Photography**. Catch your breath and visit with your colleagues and have some snacks and a cold beverage while your students compete.



Scan to read more  
about our speakers.

	ROOM 304B	ROOM 302B	ROOM 302A	ROOM 301C	ROOM 302C	ROOM 301B	ROOM 304C	ROOM 301A
8:30-9:05	<b>POWER COLUMNS THAT CHANGE PEOPLE</b> Great personal columns can change your readers' lives. Bad ones are a waste of paper. Learn tips for writing with power.  <i>David Knight, South Carolina, featured speaker (news)</i>	<b>THE SOCIAL JUSTICE DOCUMENTARY</b> When Texas high school journalists do The Big Story, they should think about taking along their cameras in case they can build a long or short documentary, which could be where the industry is headed because that's how we want to consume stories.  <i>Scott Winter, Bethel University, featured speaker (all)</i>	<b>FABULOUS PHOTOGRAPHY</b> Strong visuals start every yearbook story and lure readers onto every page. Learn how to use composition to create powerful images. Bonus content: choosing the best dominant on a spread and caption writing for those powerful images.  <i>Margaret Sorrows, Jostens (photo)</i>	<b>HTN OFF CAMERA</b> The journalists of Hill Top News will share how they run their broadcast program at Rock Hill High School. From organization systems to producing packages to running the live broadcast, the student leaders will share the behind-the-scenes of their newsroom.  <i>Taylor Bedford and Hill Top News Staff (broadcast)</i>	<b>GENERATIVE AI: A THREAT OR TOOL FOR JOURNALISM EDUCATORS?</b> This session will explore issues related to Generative AI and provide a roundup of resources for journalism educators related to Generative AI in newsrooms and classrooms.  <i>Dorothy Bland, University of North Texas (advisers)</i>	<b>CREATING AWARD-WINNING LITERARY MAGAZINES</b> Take a look at some previous Crown winners from the Columbia Scholastic Press Association and talk about what it takes to bring your publication to the next level.  <i>Mark Murray, ATPI (lit mag)</i>	<b>REACH FOR THE STARS</b> Fact: The difference between an ILPC Silver Star and an ILPC Gold Star is strong writing. In this session, we'll look at some must-haves when it comes to yearbook writing and explore some stories that launched their books to new heights.  <i>Alyssa Boehringer, ILPC Director, UIL Journalism Director (yearbook)</i>	<b>RECRUITING MEMBERS</b> This session will focus on what student editors can do with their adviser to grow their program and encourage students to join the publications courses.  <i>Karla Romero Paramo, Frisco HS (leadership)</i>
9:15-9:50	<b>LEARN SOME STUFF TO DO TO MAKE YOU WAY BETTER</b> 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.  <i>David Knight, South Carolina, featured speaker (all)</i>	<b>WHAT ABOUT COLLEGE?</b> 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.  <i>Scott Winter, Bethel University, featured speaker (all)</i>	<b>WHAT DO AN APE AND AI HAVE IN COMMON?</b> Photojournalists have to deal with issues of copyright with every assignment. Come learn some basics of copyright and how to protect your images.  <i>Bradley Wilson, Midwestern State University (photo)</i>	<b>WHY WE CHOOSE TO WORK AS JOURNALISTS AND YOU CAN, TOO</b> A Q&A with digital, TV & newspaper journalists and San Antonio Assoc. of Hispanic Journalists board members: Nancy M. Preyor-Johnson, San Antonio Express-News Editorial Board; Laura Garcia, The Texas Tribune; Austin Martinez, LinkedIn; David Lynch, KENS 5; and Angélica Casas, BBC News.  <i>Nancy Preyor-Johnson, San Antonio Association of Hispanic Journalists/ San Antonio Express-News (all)</i>	<b>BLENDED LEARNING IN THE JOURNALISM CLASSROOM</b> Leverage the power of blended learning to tackle the challenges of mixed-level and stacked classes that journalism teachers so often face.  <i>Laura Negri, Alief Kerr HS (advisers)</i>	<b>IMPROVING PUBLICATION PHOTOGRAPHY</b> Readers want to see great photos. That's what creates award-winning publications. But it isn't just up to the photographers. The entire staff needs to be 'focused' on this goal. Here is how to do that.  <i>Mark Murray, ATPI (photo)</i>	<b>MAKE YOUR SCHOOL COOL WITH PSAS</b> Use your video production skills to improve life for your school community through public service announcements. In this session, you'll laugh. You'll cry. You'll see how it's done.  <i>Alyssa Boehringer, ILPC Director, UIL Journalism Director (video)</i>	<b>WORK HARD, PLAY HARDER</b> "If you build it, they will come" doesn't only pertain to a baseball field. If you build a culture within your staff, they will come, work and have fun!  <i>Alicia Merrifield, The Village School (all)</i>
10:00-10:35	<b>24 GREAT LEADS -- AND SOME BAD ONES, TOO</b> A boring lead can doom a great story -- even one you spent hours interviewing, researching and writing. See examples of great leads that grab readers. And get tips on avoiding cop-out leads that turn readers off.  <i>David Knight, South Carolina, featured speaker (all)</i>	<b>WHERE DO YOU WANT TO WAKE UP TOMORROW?</b> 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.  <i>Scott Winter, Bethel University, featured speaker (all)</i>	<b>MAYBE YOU CAN. BUT SHOULD YOU?</b> The law for photojournalists is pretty clear. But ethics is a gray area when photojournalists choose to take a photo, how they choose to edit the photo and when (or if) it gets published. Come discuss some of the ethical challenges photojournalists face.  <i>Bradley Wilson, Midwestern State University (photo)</i>	<b>NEXT LEVEL MULTIMEDIA PRESENCE FOR YOUR WEBSITE AND SOCIAL MEDIA</b> Are you wondering how to get more engagement with your school's news website? How to start a buzz with your publication social media handles? This session can help you find some NEXT level multimedia engagement and content ideas to think more digital for the 2023-2024 school year.  <i>Spencer O'Daniel, Texas A&amp;M University (all)</i>	<b>PREPPING FOR ADOBE CERTIFICATION</b> Learn what is on the Adobe certification exams, how you can prepare students while working on publications, and how certification could benefit your students and your program.  <i>Laura Negri, Alief Kerr HS (advisers)</i>	<b>BASIC PHOTOSHOP WORKFLOW</b> Consistency is the key to getting great-looking photos in the publication. And keeping all of the photos organized for the year is a task all staffs should master. Learn some tips for doing both to make everyone's life easier.  <i>Mark Murray, ATPI (photo)</i>	<b>WON'T YOU BE MY NEIGHBOR?</b> Mister Rogers taught generations lessons of love, friendship, respect, individuality and honesty. His enduring presence created the neighborhood where everyone felt at home. Learn from the lessons of Mister Rogers to build newsroom culture and be the best neighbor to your fellow staffers.  <i>Margie Raper, Rock Hill HS (all)</i>	<b>POWER PORTFOLIOS: BRING THE JOY!</b> We want you to apply for the Texas Journalist of the Year! This session will discuss what it takes to build a successful portfolio for the JOY competition.  <i>Lisa Roskens, Prosper HS (all)</i>
10:45-11:20	<b>20 SHOTS YOU GOT TO GET</b> Get these shots every time you go out to shoot, and you'll produce award-winning packages and PSAs and movies.  <i>David Knight, South Carolina, featured speaker (broadcast)</i>	<b>EDITING BASKETBALL LEAGUE</b> Let's play some AP trivia, nerdy grammar trivia and some ethics trivia. And let's combine it all with some newsroom hoops for meaningful prizes! Copy editing can be fun if you make it a party! Exclamation points!!!  <i>Scott Winter, Bethel University, featured speaker (all)</i>	<b>10 TIPS TO IMPROVE YOUR SPORTS PHOTOGRAPHY</b> Take away 10 great tips you can start using today to improve your publication's sports photography. Bring your questions and get answers!  <i>Megan Ortiz, Kingwood Park HS (photo)</i>	<b>KNOW AND FIGHT FOR YOUR RIGHTS!</b> New Voices Texas student leaders will discuss student press rights in Texas. Learn about how U.S. Supreme Court rulings affected student press rights, especially the 1988 Hazelwood decision. We will also learn how students can fight back with help from the SPLC and advocacy to pass what is known as a New Voices law, which is now in effect in 17 states.  <i>David Doerr, New Voices Texas (all)</i>	<b>CHATGPT, WRITE MY SESSION TITLE</b> Generative artificial intelligence is here to stay. Instead of vilifying technology, let's talk about ethical ways to use generative AI like ChatGPT to help our publications that amplify, but not replace, the work we do.  <i>Stephen Green, Caney Creek HS (all)</i>	<b>THE POWER OF LIGHT</b> Light. The medium for photography. Seeing light and the impact it has on the subject is key to becoming a better photographer. Quality, direction and color of light can elevate a snapshot to a work of art. Learn how to use the power of light to become a better photographer.  <i>Mark Murray, ATPI (photo)</i>	<b>SLIDE INTO MY DMS</b> Welcome advisers! Let's share some slides and ideas for mini photo demos and cool lessons we do with our intro classes that are unique and cutting edge.  <i>Haley Gluch, McNeil Hill HS (advisers)</i>	<b>GOOD F WORDS: LET'S FEATURE THOSE FACTS &amp; FEELINGS</b> Good F words form the foundation for fabulous feature articles. Come learn how to sort the facts from the feelings and stay faithful to this fundamental storytelling art form.  <i>Lisa Roskens, Prosper HS (all)</i>

**FOR ADVISERS** Breakfast hospitality hosted by **Balfour** in Room 303A-B from 7:30 a.m. to 8:30 a.m.

**FOR EVERYONE** Exhibits in Ballroom Level foyer will be open from 8 a.m. to 4 p.m. Sunday. Come visit.

**FOR ADVISERS** Luncheon at 11:30 a.m. in Room 303A-B. Hosted by **Jostens** representatives. The TAJE Board will present Trailblazer, Pathfinder, Friend of Journalism and Texas Treasure Awards.

**ON-SITE CRITIQUES** Judges and staffs should meet at the registration desk for critiques. Please see our critique coordinator, secretary Stephen Green, if you need assistance.



SUNDAY AFTERNOON
OCTOBER 8, 2023

1:30-2:05	ROOM 302B	ROOM 302A	ROOM 301C	ROOM 302C	ROOM 301B	ROOM 304C	ROOM 301A
	<b>GREAT GATHERING COMES FIRST</b> The greatest journalists are always the greatest gatherers — of information, of stories, of images. Find out how to improve your gathering.  <i>David Knight, South Carolina, featured speaker (news)</i>	<b>FACE OF THE ISSUE</b> To tell the story of an issue, we must find the eyes through which to tell that story. Let's dig into some cool stories to figure out how the reporters perfect characters to reveals truths about complicated issues.  <i>Scott Winter, Bethel University, featured speaker (all)</i>	<b>BECOMING NEWS LITERATE VIA JOURNALISM</b> Learn news literacy skills in student publications with the innovative, free Checkology curriculum. Teachers can set up courses for their students to learn the basics of the First Amendment, journalism's role as Democracy's Watchdog and the fundamentals of Practicing Quality Journalism. Learn about the free resources provided by The News Literacy Project.  <i>David Doerr, Akins ECHS (advisers)</i>	<b>FIRST, DO NO HARM</b> Whether the oath should be attributed to Hippocrates is debatable, but this is not. When covering a story about death or catastrophic injury or illness, the journalist must pledge to prevent any additional pain and/or suffering due to carelessness or laziness. In this session, we'll discuss how.  <i>Bobby Hawthorne (news, yearbook)</i>	<b>OBTAINING DOCUMENTS FOR CRIMINAL REPORTING</b> Learn the process of obtaining documents for criminal reporting, highlighting the importance of legal procedures, the types of documents involved, and the significance of accurate information gathering for effective reporting and law enforcement actions.  <i>Clint Smith, Texas HS (news)</i>	<b>JOURNALISM VS. SOCIAL MEDIA</b> This session will offer the difference between social media and law-abiding journalists.  <i>Jasmine Binion, (all)</i>	<b>COOL COVERAGE, DYNAMIC DESIGN</b> Let's put the spark back in your coverage and design. We'll look at 2023 yearbooks and see how staffs put a fresh take on old topics and creatively covered new ones. We'll also showcase cool showstopper / specialty pages, including innovative designs that expand past the usual theme coverage.  <i>Kel Lemons, Jostens (yearbook)</i>
	<b>HOW TO MAKE A WICKED GOOD PODCAST</b> Podcast content, audio and editing tips — primarily using Adobe Audition.  <i>Michael Hatch, Prosper HS (podcast)</i>	<b>LET'S FACE IT</b> High school journalists have to cover prom, homecoming, new school policies, etc. But you don't have to cover those stories the same way year after year. Let's put a face on your stories and find that unique angle to grab your readers.  <i>Jeanne Acton, Austin (news, yearbook)</i>	<b>LETTING YOUR VOICE BE HEARD</b> Being a forum for voices is a vital part of journalism programs, so why are opinion pieces treated as a laundry list of complaints? Learn how to ditch the ranting and wishy-washy statements and craft well-researched opinions written to be read and persuade the reader to take action.  <i>Stephen Green, Caney Creek HS (all)</i>	<b>FIND &amp; DANDY</b> How do you find great stories, and once find one, how do you figure out the theme, the original angle, the perfect voice, the powerful lead, the logical flow and the dandy conclusion? Well, that's complicated. Attend this session, and we'll figure it out.  <i>Bobby Hawthorne (news, yearbook)</i>	<b>TRANSLATING FOR JOURNALISM: TIPS AND WHAT TO LOOK OUT FOR</b> If the school's newspaper or news magazine has multiple language groups why not consider reaching out to them in their language. This session will discuss tips when translating into different languages as well as things to look out for.  <i>Mark Webber, retired from Vidal M. Trevino School of Communications and Fine Arts (news)</i>	<b>DESIGN/REDESIGN</b> How do you find ways to be consistent and yet creative when it comes to creating your newspaper print edition? Let's discuss these two ideas when developing a strong visual look for your print products. This training will focus on improving readability while using elements of visual communication. We will address layout tips, photo and graphic usage and editing, workflow tactics, typography and planning.  <i>Michael Reeves, James Bowie HS (news)</i>	<b>BUILD UP YOUR SPORTS BRAND</b> Almost 95 percent of your weekly school activities revolve around sports events. How many theatre show weekends do you have a year? How many sports games do you have per week? Lean into what's going on and create content around it. Learn from our staff who help produce two weekly shows, while embracing both tradition AND newer video formats. Reels are the reel way to go.  <i>Mike Tobias, Port Neches-Groves HS (broadcast)</i>
	<b>LET'S GET IT TOGETHER</b> Build visual staff manuals and how to guidebooks to nurture resourceful staffers with clear and manageable expectations.  <i>Margie Raper, Rock Hill HS (all)</i>	<b>I'VE GOT THAT FEELING</b> Feature writing is no easy task. You have to understand lead writing, quotes/transitions, descriptive writing, flow and conclusions. Come explore ways to craft feature stories that will get your readers feeling.  <i>Jeanne Acton, Austin (news, yearbook)</i>	<b>WHAT NEWS OUTLETS GET RIGHT (AND WRONG) ABOUT TRANSGENDER RIGHTS</b> State governments across the country have become battlegrounds over transgender care. Examine with a student reporter how publications are responding to this new wave of legislation.  <i>Kate Hayes, Hendrickson HS (news)</i>	<b>WHICH IMAGE DO I USE?</b> How do we pick 5-7 images from thousands to best represent the football season? Or volleyball season? Or theater? This session will go over strategies and processes to pick the best images that work together to tell the story of the year.  <i>Samantha Berry and Lori Oglesbee, CADY (photo)</i>	<b>The Online Newsroom</b> This session will explore best practices for online journalism, and encourage your staff to shift their thinking from a print first/only to online first mentality.  <i>Kyle Phillips, SNO Sites (all)</i>	<b>RULING YOUR SCHOOL'S SOCIAL MEDIA</b> More than just running your average Instagram account, learn how to become THE source of information for your school. Learn from our student editors how we cultivate a variety of content that informs our district community while engaging them across multiple platforms. Also, learn how we educate our district personnel who wish to grow their social media chops.  <i>Mike Tobias, Port Neches-Groves HS (all)</i>	<b>ACT LIKE A 4-YEAR-OLD: ASK WHY</b> 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.  <i>Stephen Green, Caney Creek HS (all)</i>
3:45 - 4:20	<b>TAJE MEMBERSHIP MEETING</b> Hear reports from the executive board and hear about their plans for the year. Give us feedback and ask questions, too. Door prizes!  <i>TAJE Executive Board</i>	<b>PEOPLE DON'T LOVE BAD CAPTION WRITERS</b> We hear about the who, what, where and blah, blah, but if you want to know how to get copy that you'll love compiling and others will love reading, grab your seat in this session. We'll share how to make your captions visually stunning as well; judges will love your book, and everyone will love you. <i>Paula Griffin &amp; Davis Gamble, Walsworth (yearbook)</i>	<b>COPY THAT</b> It's not just about design. Powerful writing can draw in readers. Let's elevate your yearbook writing with authentic coverage and dynamic language. We'll discuss how to write vibrant theme copy, follow story formula, eliminate opinions, and craft robust quotes and captions. Let's make every word count.  <i>Kel Lemons, Jostens (yearbook)</i>	<b>BUILD A BRIDGE AND GET ORGANIZED</b> This session is for anyone looking for photo organization strategies to make sure the best images end up in your publications. This free software from Adobe could be the answer to bringing some photo peace to your publication staff.  <i>Samantha Berry and Lori Oglesbee, CADY (photo)</i>	<b>SNO STORY TEMPLATES 101</b> This session will review all of the new story templates and design tools that SNO released in July.  <i>Kyle Phillips, SNO Sites (all)</i>	<b>ON-AIR CAMERA CONFIDENCE</b> We will discuss how to confidently read off a teleprompter along with communicating with your co-anchor for banter. We will show how to properly plan, practice and execute banter and how to stay confident on the fly.  <i>Landry Long and Parker Reynolds, Prosper HS (broadcast)</i>	<b>24 FOR 24</b> Time to add fun, fresh, fabulous to your 2024 yearbook. Come get 24+ great ideas to upgrade your publication. From team-building to coverage to design, take something you see and make it your own.  <i>Margaret Sorrows, Jostens (yearbook)</i>

3:45 P.M. IN ROOM 304B
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.

4:30 P.M.
PHOTO CONTEST JUDGING
Meet at Registration Desk

SPECIAL THANKS
TO OUR SPONSORS

Balfour – Sunday Adviser Hospitality
CADY – Adviser Bags
H-E-B – \$500 Donation
Jostens – Adviser Luncheon, Lanyards

Photo Texas – Saturday Adviser Hospitality
The Headliners Foundation – Featured Speakers
Walsworth – Keynote Speakers, Saturday Judging Dinner

9 A.M. Regency Ballroom

## AWARDS & CLOSING

KEYNOTE

**KATHLEEN MCELROY**



Kathleen McElroy is a professor and the Frank A. Bennack Chair in Journalism at the University of Texas at Austin. She received her Ph.D. at UT Austin after nearly 30 years as a journalist at such publications as The New York Times, The National Sports Daily, Newsday and Texas newspapers in Austin, Huntsville and Bryan-College Station.

In 2022, she received TAJE's Friend of Journalism Award.

### STUDENT PRESS RIGHTS ADVOCATE OF THE YEAR

Catharine Li  
2023 Westwood HS graduate

### PRIZE DRAWINGS

Wiñata a Piñata Winners  
Deadline Survival Tub Drawing

### AWARDS CEREMONY

Individual Contest Awards  
Best of Show  
Sweepstakes

*Please pick up all awards and entries  
at the conclusion of the ceremony.*

## Wiñata a Piñata

Follow @TxAJE and join our social media contests this weekend, and you could win a sweet piñata for your staff!

### Saturday

Share the most San Antonio-themed selfie you possibly can on Instagram and use the hashtags #TAJE and #selfietonio, and you'll be entered to Wiñata a Piñata.

### Sunday

Deadlines. Copy editing. Video production. Grammar. Photography. Law and Ethics. Pick a topic and produce the most creative journalism-related TikTok. Use the hashtags #TAJE and #journalism to be entered to Wiñata a Piñata.



## Deadline Survival Tub

What's your go-to deadline food? How do you relieve the stress of getting your spreads in on time? Maybe this will help. Each registered school will be entered once to win the drawing at Monday's awards, but winners of the Wiñata a Piñata contests will be entered twice.

You must be present at Monday morning's Awards Ceremony to win!

## WHERE AM I?

