

2025 at a glance

SATURDAY, OCT. 18

10 a.m. – 12:45 p.m.

Registration

Henry B. Gonzalez
Convention Center
River Level

(closed during keynote)

10 a.m. – 12:45 p.m.

The Bureau

Fun for students during registration

1 p.m.

Welcome Assembly

Featured Speaker Lise Olsen

keynotes sponsored by Walsworth

Lila Cockrell Theatre

No food/drinks allowed.

1:30 – 5 p.m.

Adviser Hospitality

sponsored by CADY

2:15 – 8 p.m.

Contests

3 – 5 p.m.

Intensive Writing Workshop

David Knight & Scott Winter

sponsored by The Headliners

Foundation

SUNDAY, OCT. 19

7:30 – 9 a.m.

Adviser Hospitality

sponsored by Varsity Yearbook

8 – 10 a.m.

Late Registration

8 a.m. – 4 p.m.

Colleges & Exhibits

8:15 – 11:25 a.m.

1:30 – 5 p.m.

Class Sessions

On-site Critiques

11:30 a.m. – 1:30 p.m.

Free Adviser Luncheon

sponsored by Jostens

8 – 9 p.m.

Nacho Average Trivia Night

MONDAY, OCT. 20

9 a.m.

Lila Cockrell Theatre

Featured Speaker Pat Doney

Awards Ceremony

Administrator of the Year, Student

Press Rights Advocate of the Year,

Individual Contests,

Best of Show, Sweepstakes

Prize Drawings

Wiñata a Piñata, Deadline Survival

Basket & more!

(must be present to win)

QUESTIONS?

Executive Director

Cindy Todd

director@taje.org

Convention Directors

Alison Strelitz

convention@taje.org

Sue Jett

convention2@taje.org

TALK ABOUT IT

fall
fiesta 2025

HEAR INSPIRING SPEAKERS

The opening assembly of the Texas Association of Journalism Educators Fall Fiesta on Saturday, Oct. 18, features Texas Observer investigations editor



Featured Speaker
Lise Olsen

Lise Olsen, an investigative reporter, editor and author based in Texas who has uncovered twisted tales, including crooked judges, an unjust execution, massive environmental disasters, myriad cases of corruption, and unsolved serial killings. Her reports in three states over 20 years contributed to the prosecutions of a former congressman and a federal judge, inspired laws and reforms, helped solve cold cases, restored names to unidentified murder victims and freed dozens of wrongfully held prisoners. Read more [here](#).

Following the opening session, David Knight and Scott Winter will lead an Intensive Writing workshop 3 – 5 p.m. during on-site contests. Preregistration is required, and cost is \$20 per student and/or adviser.

On Sunday, advisers and pros will teach 40-minute 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 Sept. 26 for at least two activities including speaking, moderating contests or doing on-site critiques. [Submit a speaker proposal](#).

Monday's featured speaker is Pat Doney, a sports anchor/reporter at NBC 5 in Dallas / Fort Worth since 2013. Doney will rush to San Antonio after he covers a Dallas Cowboys game on Sunday. He has earned five Emmy and three Edward R. Murrow awards in his career, including the Emmy for Best Sports Reporter in 2023. Known for his inspirational storytelling, Doney has reported at some of the top sporting events in the world. Read more [here](#).



Featured Speaker
Pat Doney

STAY ON THE RIVERWALK

Just a short stroll away from the Convention Center, [Hyatt Regency San Antonio Riverwalk](#) is the official convention hotel. See hotel info sheet for more information. Hotel cutoff date is **Sept. 26**.

The voices of scholastic journalists have never been more important. It's time to speak up. Join TAJE for its annual convention Oct. 18–20 in San Antonio.

CELEBRATE OTHERS

Honor 2025 Trailblazers, Pathfinders, Texas Treasures and Friends of Journalism at the FREE Sunday Adviser Luncheon. RSVP during registration — all advisers and speakers are welcome.

LEARN FROM A CRITIQUE

Drop off your media at the registration desk on Saturday, Oct. 18, by 3 p.m. Preregistration is required, and you will receive a critique time at Saturday check-in. Cost is \$20 per critique.

COMPETE AT TRIVIA NIGHT

Team up to take home bragging rights and fun prizes at Nacho Average Trivia Night on Sunday night.

BUY A SHIRT

Watch your weekly emails and social media for info on how to order your commemorative 2025 Fall Fiesta T-shirt.

JOIN OR RENEW

You may join or renew your memberships in TAJE and other organizations as you register online. You must complete the online membership form or email the PDF to Cindy Todd at director@taje.org. Payments may be included in your registration check.

REGISTER & PAY

[Register at taje.org](#)

Early-bird registration due by **Sept. 26**:

MEMBER RATE

\$50 per person (discount for staying at the convention hotel)

\$60 per person (at another hotel)

NON-MEMBER RATE (new for 2025)

\$65 per person (discount for staying at the convention hotel)

\$75 per person (at another hotel)

After Sept. 26:

\$55/\$65 (members), \$70/\$80 (nonmembers)

Walk-in registration:

\$70 (member rate), \$85 (non-member rate)

Invoices will be emailed after you register. Include payment for all registrations, contests, memberships, etc., in one check made payable to TAJE. Participants can also pay via PayPal/credit cards at [taje.org](#). Hotel payments must be made directly to the hotel.

Refund requests must be made within one week of registration. No refunds issued after that.

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

- Advisers must be current TAJE members for students to participate in uploaded contests.
- Preregistration is required for all contests. Name substitutions for on-site contests will be allowed at registration or by emailing contests@taje.org before the convention.
- 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

- Reminder: Contest entries will not be printed. Contestants must have a **personal** Google account (not school) to upload entries.
- Schools may enter only one student per contest except where indicated.
- Contest time: 3-5 p.m.:
[Yearbook Theme Package](#) (one team of two)
[Headline Writing](#)
[Yearbook Copy](#)
[Newspaper Design](#)
[News Writing*](#)
[Editorial Writing*](#)
[Feature Writing*](#)
[Sports Feature Writing*](#)
[Editorial Illustration*](#)
- Contest time: 2:30-5 p.m.:
[Review Writing*](#)
- Contest time: 2:30-8 p.m.:
[In-Depth Package](#) (a team of 3)
**Live Interview/Performance*

VIDEO

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

Broadcast Package

- Teams of up to two students
- Multiple teams permitted.
- Contest time: 2:30-7:30 p.m.

Videography

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

Social Media Reporting

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

Commercial

- Teams of up to two students.
- Multiple teams permitted.
- Contest time: 2:30-6 p.m.

PHOTO

- Students must bring their own cameras/accessories.

Digital Photo

- No more than eight students per school
- Students will need a computer for uploading entries
- No critiques provided
- Contest time: 2:30-6 p.m.

Team Scavenger Hunt

- Teams of three-five students using a single digital camera
- Not judged on photo quality
- Multiple teams permitted
- Contest time: 2:15-5:15 p.m.
- Cost: \$30 per team

Please bring a power strip if you plan to use a computer.

UPLOADED PRECONVENTION CONTESTS See rules for uploading instructions.

WRITING & DESIGN

- Advisers 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. 17

[Infographic](#)
[Marketing](#)
[Beginning Yearbook Design](#)
[Advanced Yearbook Design](#)

PHOTO

- Each student is limited to one entry per category, but a student may enter more than one category.
- Advisers 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 registered and attend.
- Photos must have been taken after Sept. 27, 2024.
- Entries must be submitted at contest.atpi.org after Aug. 31.
- Due no later than 6 p.m. Oct. 3.

CATEGORIES: [Sports Action](#), [Sports Reaction](#), [Feature](#), [News](#), [Planned Portrait](#), [First-Year Photo](#), [Photography Portfolio](#)

PODCAST

- Limit of two entries per adviser per category. Each student is limited to one entry per category.
- Entries must have been produced after Sept. 27, 2024.
- Entries must be submitted online no later than 6 p.m. Oct. 3.

CATEGORIES: [Non-Fiction Narrative](#), [Interview/Conversational](#), [Hybrid with Host and Interview\(s\)](#)

VIDEO

- Limit of two entries per adviser per category. Each student is limited to one entry per category.
- Videos must have been produced after Sept. 27, 2024.
- Entries must be submitted online no later than 6 p.m. Oct. 3.

CATEGORIES: [Commentary](#), [Commercial/PSA](#), [News Story](#), [Feature Story](#), [Sports Story](#)

NOTE: Podcasts, photos and videos may not have been entered in Best in Texas, and are not eligible for future BITS contests.

BEST OF SHOW At least one **student** from the school must register for and attend Fall Fiesta to enter.

Best of Show categories are **broadcast** (one show produced 10/12/24 - 10/17/25), **print news** (one issue published 10/12/24 - 10/17/25), current **online news**, 2025 **literary magazines** and 2025 **yearbooks**. Depending on the number of entries, categories may be divided by size of publication or school.

Yearbooks, lit mags and print news must be turned in to the registration desk by 3 p.m. Saturday, Oct. 18. Links to broadcasts and online news publications must be uploaded via the appropriate forms at taje.org by 11:59 p.m. Oct. 17.

Best of Show will be judged Saturday evening. If you will not be at the convention until Sunday and want to enter Best of Show, you must send your print publication to the TAJE address with arrival before Oct. 15. Contact contests@taje.org if you need a street address for delivery.

Cost: \$20 per entry

Register for contests at taje.org by Oct. 10. No late entries will be accepted.

QUESTIONS?

Contest Director
Andrea Negri
contests@taje.org

Note:

Contestants are required to have a personal Google account (not a school account) to upload writing and design contest entries. They will not be printed. Please make sure students can log in to this account on their devices **before** the convention.

New for 2025: Uploaded Preconvention Contest

limits are per adviser not per school. Each adviser must register separately.

Best of Show entry is limited to Texas schools. Advisers must be current TAJE members.

Winners will be announced at the Monday morning awards.

2025 FALL FIESTA CONVENTION HOTEL INFORMATION

Hyatt Regency San Antonio Riverwalk

123 Losoya St.

San Antonio, TX 78205

Phone: (210) 222-1234

Fax: (210) 451-6396

FOOD

The hotel is located in the center of the city along the Riverwalk. You will find dozens of meal options for breakfast, lunch and dinner nearby. Breakfast is not provided, so you may want to pack accordingly.

PHONE RESERVATIONS

Please be sure to book rooms in our block by mentioning TAJE Fall Fiesta or Texas Association of Journalism Educators and the Group Code G-DTZG.

RATES AND ROOMS

The room rate is \$199 for singles, doubles, triples and quads. Check with the hotel for taxes and fees.

TAJE has committed to a 425-room block, so we encourage all schools to stay at the convention hotel so that TAJE can avoid monetary losses. ***As an incentive, schools get a \$10 per person discount on their registration costs for staying at the convention hotel.***

Those staying at other hotels will be charged more per registration. Rooms are assigned on the day of arrival, and types cannot be guaranteed.

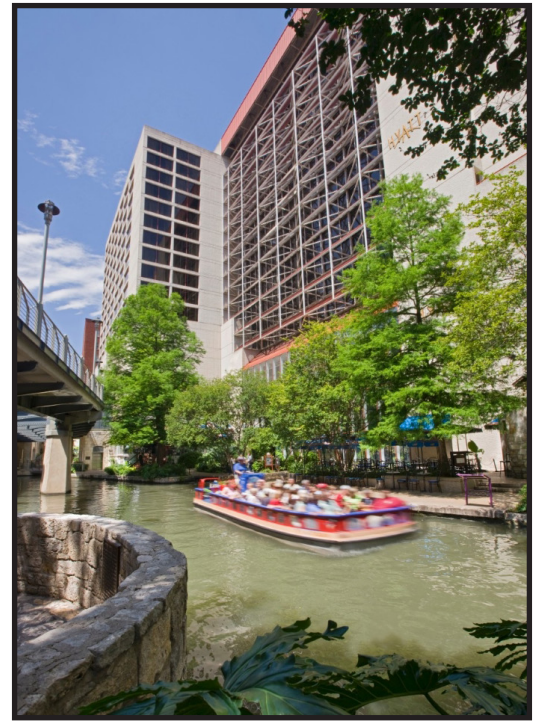
RESERVATIONS

All reservations must be guaranteed and accompanied by a first-night room deposit or guaranteed by a major credit card by **Sept. 26**. Remember to bring tax exemption forms – a sales tax form for marketing and a hotel occupancy tax for the rooms.

Reservations may be accepted after the Sept. 26 cutoff based on availability; however, the block may sell out before that date, so make reservations early.

BOOK ONLINE or BOOK BY PHONE

If you are booking more than two rooms, you may submit multiple online registrations or call the hotel's direct line, **402-593-5132**.



ARRIVAL/DEPARTURE

Guest accommodations will be available at 4 p.m. on arrival date until 11 a.m. on departure date. The hotel will have luggage storage available for schools who need it.

CANCELLATIONS

All cancellations must be made **48 hours** prior to arrival, or the guaranteeing credit card will be charged. 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 will be canceled within 48 hours prior to arrival.

PARKING

The hotel offers self and valet parking at the hotel. Overnight valet is \$59 per day, per vehicle. Discounted self-parking is \$39.95 per day, per vehicle.

BUS PARKING OPTIONS (see link for more info)

To park in the nearby overnight lot at Jefferson and Houston Streets, call Hospitality Parking at 210-223-3390.

For City of San Antonio permitted parking, contact Ruben Abrego at the TCI Right of Way Office Monday-Friday from 7 a.m. to 4 p.m. only.

QUESTIONS?

Cindy Todd, director@taje.org

Alison Strelitz, convention@taje.org

Sue Jett, convention2@taje.org