

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

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Convention Directors

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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.