

TALK ABOUT IT



TEXAS ASSOCIATION of JOURNALISM EDUCATORS
FALL CONVENTION

OCT. 18-20, 2025
HENRY B. GONZÁLEZ CONVENTION CENTER, SAN ANTONIO

TAJE EXECUTIVE BOARD

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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: David Nathan, St. John's School
JH/MS: Elena Barnes, Arbor Creek MS
JH/MS: Zoe Riemer, Farley MS

Executive Director: Cindy Todd

EXHIBITORS

SUNDAY 8 a.m. – 4 p.m.

CADY
Canon U.S.A., Inc.
Community Impact
Gloria Shields NSPA Media Workshop
Jostens
Lamar University Department of Communication & Media
Missouri School of Journalism
New Voices Texas
Sam Houston State University
School of Journalism and Media,
University of Texas at Austin
Southeast Missouri State University
Department of Mass Media
Texas State University School of JMC
University of the Incarnate Word
UNT Mayborn School of Journalism
Varsity Yearbook
Walsworth Yearbooks

Welcome to
SAN ANTONIO



Lise
OLSEN
Keynote Speaker

Lila Cockrell Theatre
1 p.m. Saturday
Sponsored by Walsworth

Lise Olsen is an investigative reporter, editor and author based in Texas who has uncovered many 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.

She is currently investigations editor at the Texas Observer and previously served as deputy investigations editor at the Houston Chronicle. Her work has also appeared in Inside Climate News, NBC News, Texas Monthly, AARP the Magazine and other outlets. She is featured in several documentaries, including Netflix's "The Texas Killing Fields," CNN's "The Wrong Man," "The Pillowcase Murders" on Paramount+ and the six-part A&E series "The Eleven."

Her first book, Code of Silence, won the Texas Institute of Letters' Carr P. Collins Award for Best Book of Nonfiction and the Investigative Reporters & Editors' (IRE) Book Award in 2022. Her second book, The Scientist & the Serial Killer, is coming in April from Random House. She has given presentations about her work in more than a dozen countries for legal groups, book clubs, book festivals and journalism organizations, including The Knight Center for Journalism in the Americas at the University of Texas at Austin, IRE, the International Center for Journalists and the Instituto de Prensa y Sociedad.

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, and there are a few things we want to talk about.

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 required to wear 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. Violations may result in disqualification from all contests and forfeiture of any awards won.

10 a.m. – 12:45 p.m.	Registration	Riverwalk Level Foyer
10 a.m. – 12:30 p.m.	The Bureau – 006C	During registration, students should head to The Bureau to pick up name badges and lanyards and have a little fun before the opening.
1 p.m.	Welcome Assembly	Keynote – Lise Olsen Registration closed during assembly.
2:15 p.m.	Scavenger Hunt – 007D Broadcast Package – 006C Videography – 006C Social Media Reporting – 006C Commercial – 006C In-Depth Package – 006C Contest moderators meet at the Registration Desk.	Scavenger Hunt entries must submit their entry by 5:15 p.m. to 007D. Broadcast Package entries must be received by 7:30 p.m. in 006C or via the provided link. Videography entries must be received by 5:30 p.m. in 006C or via the provided link. Social Media Reporting entries must be submitted by provided Google Form link or via the provided link by 6 p.m. Commercial entries must be received by 6 p.m. in 006C or via the provided link. In-Depth Package entries must be received by 8 p.m. via Google Drive.
2:30 p.m.	Digital Photo – 007A	Entries must be received by 6 p.m. via Google Drive.
3 – 5 p.m.	Headline Writing – 006A Yearbook Copy – 006A YB Theme Package – 006A Newspaper Design – 006A News Writing – 006B Editorial Writing – 007C Editorial Illustration – 007C Sports Feature Writing – 007A Feature Writing – 007B Review Writing – 006C	Students must have their labels to be admitted to all 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	005 Preregistration required. Wear wristband for entry.
1:30 – 4:30 p.m. ADVISER HOSPITALITY Stop by for a sweet snack and a chance to sit for a professional head shot. Sponsored by CADY in Room 006D.		

SUNDAY
OCTOBER 19, 2025

TAJE MEMBERSHIP MEETING
4 p.m. in Room 006C

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. All advisers are encouraged to attend.

Scan to read
more about our
Sunday speakers.



TRIVIA NIGHT
EASIER CHEESIER
CATEGORIES
PRIMARY SOURCES
ALL THAT'S FIT TO PRINT
STOP THE PRESSES
BURYING THE LEAD
THE FOURTH ESTATE
TALK ABOUT IT
fiesta 2025
TAJE FALL FIESTA
8 P.M. OCT. 19
RSVP WITH YOUR REGISTRATION

Join us for
TRIVIA NIGHT!
Room 004
8 – 9 p.m.
Sunday
sponsored by
Photo Texas Photography

8:15-8:55	ROOM 006A	ROOM 006B	ROOM 006C	ROOM 006D	ROOM 007A	ROOM 007B	ROOM 007C	ROOM 007D
	GREAT JOURNALISTS ARE GREAT INTERVIEWERS The greatest journalists KNOW greatness comes from great interviewing. Find out how to gather great. <i>David Knight, South Carolina, featured speaker (all)</i> <i>Sponsored by the Headliners Foundation</i>	FROM FILLER TO FEATURE We've all seen it: the last-minute mod, slapped on like duct tape to 'finish' a spread. Time to flip that script. In this session, you'll get the playbook for making mods that come first — ones that set the tone, spark curiosity and give your spreads personality to spare. <i>Davis Gamble, Walsworth Mauri Sparks, Austin HS (yearbook)</i>	CUT THE CROP Content drives design. Crop photos first to the intended center of interest. <i>Lori Oglesbee, CADY (photo)</i>	WHAT WERE THOSE DANG JUDGES THINKING??! When you compete on-site at a convention, what are the judges really looking for? In this session, we'll look at some of Saturday's contests and tell you what the judges had to say. We'll also answer your questions about any other scholastic journalism contests. <i>Alyssa Boehringer, ILPC Director, UIL Journalism Director</i> <i>Andrea Negri, TAJE Contest Director, Cypress Woods HS (all)</i>	DELIVER YOUR SCRIPT IN A WAY THAT DOESN'T SUCK Do you sound happy when you're reading serious news? Do you sound like a funeral director when you're reading an upbeat pop culture story? In this session we'll cover emotion, expression, enunciation, pronunciation, grammar, diction and emphasis. Life Savers will be provided. And you'll learn about 11 benevolent elephants. <i>Michael Hatch, Prosper HS (broadcast)</i>	WHAT ABOUT COLLEGE? 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> <i>Sponsored by the Headliners Foundation</i>	AI AND STUDENT MEDIA POLICY All newsrooms from high school to professional need policies regarding use of artificial intelligence by every member of the staff. Come draft some policies. <i>Bradley Wilson, Leander HS (all)</i>	FACES AND BALLS In sports photography, the best defense is a great offense. Know the sport. Have a plan. But don't give your yearbook audience the shaft with photos of butts, backs of heads and empty fields. Put yourself in position to capture the best moments, action and reactions possible. With faces and a ball (or two), the game is in your hands. <i>Mike Tobias, Region 8 Rep, Port Neches-Groves HS (photo)</i>
	EVERY WORD MATTERS A great editor knows the power of every word. And understands how important every word can be in a story. <i>David Knight, South Carolina, featured speaker (all)</i>	CONTROL CHAOS WITH CREATIVITY Questions come at advisers from all directions. Whether it be students, teachers, community members or parents questioning or complaining, free up time with strategic placement of information. See how an adviser and yearbook rep have learned to help important audiences find what they need to eliminate individual emails and phone calls. <i>Davis Gamble, Walsworth Mauri Sparks, Austin HS (yearbook)</i>	UP CLOSE AND PERSONAL Great photography is all about taking readers into the stories of your school and community. Come learn how to tell those visual stories in an up-close and personal way using composition and editing. The 2025 Jostens Photo Contest winners will be featured. <i>Margaret Sorrows, Jostens (photo)</i>	BE THE HEAD WRITING COACH We can't just show students LQTQ format then hope they understand writing and reporting. Like football, volleyball or other sportsball, advisers should coach young writers through the process through drills, practice and studying plays. In this session, we'll break down the process of coaching writers into shorter activities that bring the fun and bring success. <i>Alyssa Boehringer, ILPC Director, UIL Journalism Director</i> <i>Lori Oglesbee, CADY (advisers)</i>	DESIGNING THE NEWS OF THE FUTURE The way we consume news is changing every day. How will you make sure people stay informed? This session will give attendees the tools to think about and design innovative news products outside of traditional print and broadcast. Attendees will use the skills learned to develop their own news product pitch. <i>Riley Dutcher, KSAT 12 (all)</i>	SPORTS STORIES THAT MATTER Our job in sports is to take readers and viewers where they can't go. And always chase stories that could make the front page. What's the sports story you have to tell? Ricky Bobby's story? Jackie Moon's? Radio's? <i>Scott Winter, Bethel University, featured speaker (all)</i>	AI AND PHOTOJOURNALISM Artificial intelligence will change all aspects of the journalism profession, including photojournalism. Photographers need to learn how to use artificial intelligence, and when to use it, responsibly. <i>Bradley Wilson, Leander HS (photo)</i>	FORCES UNITE Ninety-seven percent of the live event activity that goes on at schools revolves around sports. Combine your student media forces into a sports and social media powerhouse. Utilize your broadcast classes, graphic design and other assets to create content and reign supreme on your audience's screens. <i>Mike Tobias, Region 8 Rep, Port Neches-Groves HS (photo)</i>
	24 GREAT LEADS — AND SOME BAD ONES, TOO 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 copout leads that turn readers off. <i>David Knight, South Carolina, featured speaker (news)</i>	SO YOU'RE THE ADVISER NOW Being handed the journalism program often comes with little warning and even less training. If you're feeling more "accidental adviser" than "seasoned pro," this session is for you. We'll talk about how to survive — and even enjoy — your first year with practical tips, sanity-saving shortcuts and ways to build a positive newsroom culture. <i>Margaret Edmonson, TAJE Treasurer (advisers)</i>	PHOTOGRAPHY IS MY SPORT Showstopper images require photographers to work the exposure triangle to capture storytelling images. Featured images are select winners from 2024 ATPI and NSPA Photo contests. <i>Margaret Sorrows, Jostens (yearbook, photo)</i>	FRESH, BOLD, TIMELESS: PUBLICATION DESIGN TRENDS THAT WORK Keeping up with the latest publication design trends is essential for creating a strong visual message, engaging your reader and staying current. This session will talk about present design and typography trends in both professional and scholastic publications. <i>Ana Rosenthal, Episcopal School of Dallas (design)</i>	ENVIRONMENTAL PORTRAITS A portrait can be more than just a likeness of a person. This session will explore how to improve your newspaper, yearbook or literary magazine by incorporating portraits that convey deeper narratives beyond simply showing what someone looks like. <i>Mark Murray, ATPI (photo)</i>	WHERE DO YOU WANT TO WAKE UP TOMORROW? Our story ideas are stale. Heck, they were stale last 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>	THERE'S GOOD F-WORDS AND JOY IN THIS JOURNEY Come learn how all of the Facts and the Feelings you've been sharing for and to others can bring a "Journalist of the Year" title to your Future. Even if you don't want the crown, these guidelines can help you better serve your readers, listeners and viewers. Come join the Fun! <i>Lisa Roskens, TAJE State Director Prosper HS (all)</i>	POWER REVISION If your writing is not good, you quit before it was. These tips and steps will take you systematically through revision to make your writing better. <i>Lori Oglesbee, CADY (all)</i>
9:05-9:50	9:05-9:50	9:05-9:50	9:05-9:50	9:05-9:50	9:05-9:50	9:05-9:50	9:05-9:50	
9:55-10:35	9:55-10:35	9:55-10:35	9:55-10:35	9:55-10:35	9:55-10:35	9:55-10:35	9:55-10:35	
10:45-11:25	10:45-11:25	10:45-11:25	10:45-11:25	10:45-11:25	10:45-11:25	10:45-11:25	10:45-11:25	
MAKE YOUR COLUMN LIFE-CHANGING Personal columns can change your readers' lives. But only if you're willing to share the moments that changed yours. And write those so your readers can live them with you. <i>David Knight, South Carolina, featured speaker (news)</i>	WRITE CAPTIONS, NOT 'CRAP'TIONS Every photo deserves a great caption. Your readers deserve great captions. Learn a simple formula for writing compelling ones for any publication. <i>Deanne Brown (all)</i>	WHAT IF WE BROKE ALL THE RULES? Every good yearbook designer knows that some rules just can't be broken: Spreads must have a dominant, captions are always the same width, and never, ever, trap copy. But the 2025 Tiger staff asked what would happen if we broke all the rules? Would the pica police confiscate our press passes, or could we create a readable book with a fresh, trendy look? <i>Christina Strnad, Thrall HS (yearbook design)</i>	SHEETS AND SYSTEMS: ORGANIZING THE MULTI-PUBLICATION CLASSROOM Managing multiple student publications can become overwhelming without systems in place. We'll highlight organizational models for the classroom — ranging from traditional editorial structures to streamlined digital workflows. Leave with templates and strategies to keep teams organized, efficient and collaborative. <i>Jasinia Frausto, Region 1 Rep, Canyon HS (all)</i>	POWER OF LIGHT Light. The medium for photography. Seeing light and the impact it has on the subject is key to becoming a better photographer. But being a photographer is also about thinking quickly and decisively. <i>Mark Murray, ATPI (photo)</i>	WHAT'S THE BIG STORY We'll look at an interview and try to determine what the story is about. And how we should tell it. And how we can find the defining moment of the story that can elevate a story from good to great to transformative for your high school. <i>Scott Winter, Bethel University, featured speaker (all)</i>	AI AS A TOOL NOT A BRAIN In this session, I will share a unique perspective on the use of AI as a Gen Z and as a person with a learning disability. I will host a discussion on the use of AI with journalism and yearbook. <i>Bryce Hopkins, Varsity (all)</i>	FIGHT FOR YOUR RIGHT TO PUBLISH! The only way to protect and enhance student press rights in Texas is for students to organize and demand it from state lawmakers. Learn how to get involved in the New Voices Texas movement to pass a state law that explicitly protects students and teachers from capricious and punitive administrative censorship. Join the fight! <i>New Voices Texas leaders</i> <i>David Doerr, Akins ECHS (all)</i>	

FOR ADVISERS Breakfast hospitality hosted by **Varsity Yearbook** in Room 008A from 7:30 to 10 a.m.

FOR EVERYONE Exhibits and colleges will be open from 8 a.m. to 4 p.m. Sunday. Stop and visit.

FOR ADVISERS Free luncheon at 11:30 a.m. in Room 004. Hosted by **Jostens** representatives. The TAJE Board will present Trailblazer, Pathfinder, Friend of Journalism and Texas Treasure Awards. No ticket required.

ON-SITE CRITIQUES Judges and staffs should meet outside Room 005 for critiques. Please visit the registration desk if you need assistance.

SUNDAY AFTERNOON

OCTOBER 19, 2025

	ROOM 006A	ROOM 006B	ROOM 006C	ROOM 006D	ROOM 007A	ROOM 007B	ROOM 007C	ROOM 007D
1:30-2:10	FIVE UNDER FIVE We will share five tips to help new advisers build staff culture AND skills. Karla Romero Paramo, Region 3 Rep, Melissa HS Yary Lira, McKinney HS (advisers)	THE TERRIFIC STORY OF THE RISE OF THE TUESDAY TOP 10 We never intended for the weekly photo essay to become a staple of our website, but it happened. Come see how it happened, how we did them, how it took a village and how we kept working to get it right. David Winter (online, photo)	STANDING OUT ... ON BUSINESS The world is full of things jockeying for your attention. Use humor and unconventional methods to market and sell your yearbook. Sean Claes, Akins ECHS (yearbook)	BEGINNER INDESIGN Join this session to learn the fundamentals of Adobe InDesign, the industry standard tool for layout design. Bring your questions and examples of what you'd like to create. Hal Schmidt, Jostens Lanie Catuogno, Westwood HS (all)	BASIC PHOTO WORKFLOW Preparing images for a publication means more than just dropping them on the page. Manage all your photos in a step-by-step process. Mark Murray, ATPI (photo)	THE SOCIAL JUSTICE MINI-DOCUMENTARY If you really want to tell stories that can change your school and community, try giving documentary treatment to your biggest of story ideas. This session will show project videos, short and long, that make a difference, with tips on how to bring these stories to your publications. Scott Winter, Bethel University, featured speaker (all)	SCRIPT HAPPENS No matter your background in web design, learn to leverage AI to generate Google Script websites or Adobe scripts that can be custom-fit for whatever your staff needs like equipment checkout, photo resizing, batch renaming and more. Stephen Green, TAJE President-Elect, Caney Creek HS (all)	LEVEL UP YOUR SOCIAL MEDIA Your social media channels are powerful spaces for creativity and connection. Learn how to plan, capture and share authentic stories that highlight the personalities in your newsroom and photography team while building engagement across your campus. Margie Raper, Jostens (broadcast)
	FLIPPING PAGES & TAKING NAMES New to advising yearbook? Or maybe you're ready to breathe fresh energy into your program? Connect with these advisers for strategies and tips to create the experience you all deserve. We'll talk coverage, production schedule, staff culture and how to foster storytelling and design skills to elevate your book. Bring your challenges for this laid-back chat. Paula Griffin, Walsworth Kari Riemer, TAJE Past President, Hendrickson HS (advisers)	DO IT FOR THE GRAM Learn how a commitment to posting a photo of the day on the staff social media account turned a journalism program's social media account from a marketing experiment into the heart of a multiplatform journalism program. Come to this session if you want to see how your social media account can become a way for you to connect with your school community and become the essential source for information they never knew they needed. David Winter (all)	FUN WAYS TO RECOGNIZE YOUR MEDIA STAFF Building a positive staff culture doesn't stop at deadlines. From senior crowns and custom patches to CMYK cords, there are countless ways to celebrate and recognize your publication staff. I will share fun, affordable recognition ideas that boost motivation, build community and make your program unforgettable. You'll walk away with strategies, resources and inspiration. Ryan Carr, Region 2 Rep, Ray Braswell HS (all)	ADVANCED INDESIGN Looking to step up your InDesign skills? This session is for you. Move beyond the basics using gridify, object layer options and more. Bring your questions and examples of what you'd like to create. Hal Schmidt, Jostens Lanie Catuogno, Westwood HS (all)	CREATING AN AWARD-WINNING 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. Mark Murray, ATPI (photo)	IF I CAN MASTER SNO, SO CAN YOU I am not an expert web designer, nor do I work for SNO (However, if you do and you want to throw me a bone for discussing this ...), but I will take you through the basics of using the web design tools built into your SNO Site. I'll also tell you about why I love SNO's FLOW add-on and how it makes my life easier. I'd also love to hear what you're doing to make your sites prettier. Neil Corbett, Azle HS (online)	PROMPTOLOGY 101 Learn some strategies about how to talk to generative AI chatbots to make your staff more productive, problem-solving and better at brainstorming. Stephen Green, TAJE President-Elect, Caney Creek HS (all)	5-10-20 Learn the essentials of the shooting script of 5-10-20 – five shot sequences, 10-second scenes, 20 shots you have to have – to help your comprehensive visual storytelling. Also diversify your vidual storytelling by cross-training photography and videography skills. Margie Raper, Jostens (broadcast)
	REAL WRITING THAT YOU CAN REALLY LEARN TO DO FOR REAL Your book deserves real stories. You deserve to know you can get them. Writing for yearbook doesn't have to be filler or obligatory quotes. It can move, engage, impact and resonate. I'll share strategies. You'll love the results. Your book will never be the same. Paula Griffin, Walsworth (yearbook)	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, responsible manner. Jeanne Acton (all)	GET YOUR SALES ON Yearbook and news programs aren't just about storytelling – they're about building connections. In this session, students will learn hands-on strategies for sales, marketing and social media that work. Amanda Nichols will share how her team achieved the highest yearbook sales growth in North Texas. Students will walk away with tools and fresh ideas to take their program's presence – and sales – to the next level. Amanda Nichols, Heritage HS (all)	BEGINNER PHOTOSHOP No photo comes out of your camera ready to use. Get the basics for getting the most from your pictures. Hal Schmidt, Jostens Lanie Catuogno, Westwood HS (photo)	BUILDING A BETTER YEARBOOK TEAM THROUGH EMBODIED LEADERSHIP Yearbook staffers navigate tight deadlines, creative differences and the pressures of capturing an entire school year. This dynamic and movement-based session will help staffs build stronger bonds, improve communication and become more in tune with each other's needs and ideas. This session will foster a cohesive and collaborative team. Trent Suzuki, Varsity University - Varsity Yearbook (yearbook)	DO YOU TRUST AI WITH YOUR TRANSLATIONS? Your publication likely has the school community's English-speaking audience as its core readership. Perhaps you have access to other-language stories that would benefit readers with an English translation. This session presents tips and challenges of translating content with a human translator versus AI and computer software. Mark Webber (all)	GAME ON! CAPTURING THE THRILL OF SPORTS PHOTOGRAPHY Great sports photos make your yearbook explode with energy – weak ones fall flat. In this session, we'll show real examples of what works (and what doesn't) so you can spot the difference between a forgettable shot and a cover-worthy moment. Learn how to choose photos that pack power and emotion into your yearbook. John Glaser, Walsworth (photo)	TELLING OUR OWN STORIES We will share practical tips for writing personal columns. Learn why these matter, how to pitch them and what to include in them. Karla Romero Paramo, Region 3 Rep, Melissa HS Poojasai Kona, Frisco HS (all)
4-4:40	LEVELING UP YOUR PROGRAM This session will cover how Eagle Nation News went from a weekly live show to tripling our social media presence and producing podcasts. This session will cover the importance of delegating work, getting creative with how you format your team and producing more content with less people. Madi Koepp, Prosper HS Colton Boston, Prosper HS (all)	YOU ASKED FOR IT Or maybe you didn't, but you should have. Reporters can write great stories only when they've mastered the art of interviewing. This session will explore tips for improving your interviewing skills. Jeanne Acton (all)	TAJE MEMBERSHIP MEETING Hear reports from the executive board and learn about their plans for the year. Give us feedback and ask questions, too. Win door prizes! TAJE Executive Board (advisers)	ADVANCED PHOTOSHOP Looking to step up your Photoshop skills? This session is for you. Move beyond the basics and discover how layers and masks can bring out your creativity. Bring your questions and examples of what you'd like to create. Hal Schmidt, Jostens Lanie Catuogno, Westwood HS (photo)	BUILDING A BETTER YEARBOOK TEAM THROUGH EMBODIED LEADERSHIP Yearbook staffers navigate tight deadlines, creative differences and the pressures of capturing an entire school year. This dynamic and movement-based session will help staffs build stronger bonds, improve communication and become more in tune with each other's needs and ideas. This session will foster a cohesive and collaborative team. Trent Suzuki, Varsity University - Varsity Yearbook (yearbook)	CRITIQUES AND YOUR READERS ARE REASONS TO ADD VALUE TO YOUR ONLINE CONTENT Having an online presence is more than just posting text and a photo. Look for ways to add value to your online content to benefit readers as well as the publication through what evaluators look for when critiquing websites. Learn ways to add value that will benefit readers, staffs and publications. Mark Webber (online)	ONE LIGHT. ENDLESS LOOKS. Discover how a single light can completely change your photos! In this fast-moving demo, you'll see live images created on the spot and learn how to capture everything from bold, dramatic portraits to bright, fun feature shots. We'll share simple tricks to make people look their best while matching the mood of your story. Get ready for fresh ideas, killer images and inspiration. John Glaser, Walsworth (photo)	20 SHOTS YOU GOT TO GET Get these shots every time you go out to shoot, and create award-winning packages and PSAs and movies that rock your viewers. David Knight, South Carolina, featured speaker (broadcast)

SPECIAL THANKS TO OUR SPONSORS

CADY – Saturday Adviser Hospitality
Community Impact – Print Sponsorship
H-E-B – Gift Card Donation, Adviser Bags

Jostens – Adviser Luncheon
Photo Texas Photography – Trivia Night
SNO Sites – Conference Wi-Fi

The Headliners Foundation – Featured Speakers
Varsity Yearbook – Sunday Adviser Hospitality, Lanyards
Walsworth Yearbook – Keynote Speakers

AWARDS & CLOSING

9 a.m. Lila Cockrell Theatre

KEYNOTE SPEAKER

PAT DONEY

Sponsored by Walsworth



Pat Doney has been a sports anchor / reporter at NBC 5 in Dallas / Fort Worth since 2013. 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, Pat has reported at some of the top sporting events in the world. His assignments have included covering Super Bowls, the Olympics, Final Four, World Series and The Kentucky Derby. He is the host of NBC 5's weekly Big Game Friday and Inside High School Sports shows and provides pre-and-postgame coverage at Dallas Cowboys games on NBC 5's Emmy award-winning Big Game Sunday.

You're invited to follow the Pat Doney SportsCaster Camp on Instagram and email Pat directly with any questions at patrickdoney@icloud.com.

ADMINISTRATOR OF THE YEAR

Robert Quach, McKinney HS

STUDENT STUDENT PRESS RIGHTS ADVOCATE OF THE YEAR

Poojasai Kona, Frisco HS

PRIZE DRAWINGS

Wiñata a Piñata Winners
Deadline Survival Tub Drawing

AWARDS CEREMONY

Individual Contest Awards
Best of Show
Sweepstakes

Please pick up all contest entries at the conclusion of the ceremony.

Wiñata a Piñata

Follow @TxAJE on Instagram and join our social media contests this weekend and you could win a sweet piñata overflowing with candy for your staff. Wiñata a Piñata contest winners will have their school entered twice into the drawing for the deadline survival tub. 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 Deadline Survival Tub drawing will happen before the awards ceremony.

SATURDAY

SELFINGTONIO – Post the most San Antonio-themed selfie you can on Instagram and use the hashtags #TAJE and #selfingtonio and you'll be entered to win a piñata.

SUNDAY

JOURNALISM TIKTOK or REEL – Deadlines. Copy editing. Video production. Grammar. Photography. Pick a topic and produce the most creative journalism-related TikTok. Use the hashtags #TAJE and #journalism to be entered to win a piñata.



CONVENTION PROMO CONTEST

CONTEST OVERVIEW

Teams of up to three students will create a 60-to-90-second promotional video for Fall Fiesta. The promotion should advertise the benefits of attending the convention within the context of the prompt, which will be announced during Saturday's keynote and posted on social media.

Teams may compete in other on-site contests in addition to this event and use any available equipment/editing software. There is no preregistration required for this contest, and there is no fee to participate.

TOPIC: Journalism Matters

SUBMISSION

Completed entries should be uploaded somewhere publicly accessible, such as YouTube or a social media account. Entries will be submitted at bit.ly/2025fallfiestapromo. **Due Tuesday, Oct. 20, at 6 p.m.**

CHECKLIST

- Addresses topic
- High video quality
- Showcases convention attendees
- Attention to framing and editing technique

