



the scoop

Spring 2012 / Vol. XX, No. 2

A Publication of the North Carolina Scholastic Media Association



Rapid Response

NCSMI 2012 • June 18-21



Register for Summer Institute

The N.C. Scholastic Media Institute welcomes students and teachers from across North Carolina. This "Rapid Response" workshop will focus on the digital world and the journalist's responsibilities in it.

The online news sequence returns this year with special guest instructor Chris Waugaman, @cwaugaman.

Join us for a special session on taking your newspaper, yearbook, magazine or online site to the next level. National competition judges will participate.

Advisers are encouraged to join us for a special Journalism and the Common Core session.

The Institute is open to all advisers and to students who are rising ninth-graders through rising 12th graders.

The schedule includes 20 hours of instruction, plus time for a pizza party and student media swap shop.

Students may enroll in one of the following divisions: newspaper, yearbook, literary magazine, photojournalism, online news, desktop publishing or TV news. Advisers may enroll in any of those seven divisions, or they may enroll in the advising division.

Go to page 9 and register now.

Explore new sports media camp, June 27-30

The Carolina Sports Journalism Camp is now accepting applications. Rising high school juniors and seniors with an interest in sports and media are encouraged to apply.

Registration fee of \$500 covers lodging, meals, camp T-shirt and press pass.

This four-day residential workshop includes sports play-by-play, sports writing, sports photography and much more. Students will be housed on UNC-Chapel Hill's campus.

The camp includes classroom study and newsroom practice. It will feature visiting sports reporters and sports personalities. Students will take a behind-the-scenes tour of UNC's sports media facilities. They will cover a press conference and experience a sports media deadline.

Students will join an undergraduate sports writing course taught by former Sports Illustrated writer Tim Crothers.

Go to jomc.unc.edu/cs jc to register. Postmark deadline is May 1.



DATES & DEADLINES

April 25

Postmark Deadline for NCSMA Newspaper, Online News and Newsmagazine Entries

May 1

Postmark deadline for Carolina Sports Journalism Camp

May 1

Postmark deadline for Journalism Education Fellowship Program

May 15

Earlybird deadline to register for NCSMI

May 25

Postmark Deadline for Yearbook, TV News and Literary Magazine NCSMA Entries

June 18-21 NCSMI, UNC-Chapel Hill

June 27-30

Carolina Sports Journalism Camp, UNC-Chapel Hill

July 8-13

Chuck Stone Program for Diversity in Education and Media, UNC-Chapel Hill

July 8-14

Journalism Education Fellowship Program: Teaching Online News in the Secondary School, UNC-Chapel Hill

Nov. 15-18

JEA/NSPA Fall National High School Journalism Convention, San Antonio

Common Core

The Summer Institute is always a blur of activity. I describe it to those in other states as a combination state convention + summer camp.

We host noted journalism instructors from across the country. Classes are scheduled from morning to night.

Students scurry around practicing deadline journalism while they are here; they write, edit, shoot, design.

We host a giant Swap Shop featuring all publications in the state's high school media contest. We explore digital media literacy. We award cash scholarships.

We celebrate journalism.

Advisers at NCSMI

This summer members of the N.C. Scholastic Media Advisers Association will scurry around as well, as they work to help schools address scholastic journalism's contribution to Common Core standards in English Language Arts.

We hope you will agree to assist with and participate in this project during our Adviser

Institute Breakfast meetings June 19 and June 20. Please also consider becoming active in the Adviser Association.

National Convention Coverage

Advisers Association members will also be on hand to help other advisers plan for their students' coverage of the first national political convention to be held in our state. If your students applied for press credentials to Charlotte 2012, plan to attend the adviser meetings addressing accommodations and logistics.



Monica Hill
NCSMA Director

Kudos

Congratulations to Providence High's yearbook Prowler for winning the Gold Crown from Columbia Scholastic Press Association.

Awards were announced in New York last month.

Gaston Day's literary magazine *Blutopia* received the Silver Crown from CSPA.

West Henderson High's yearbook *Westwind* won the Pacemaker Award from National Scholastic Press Association and received the Silver Crown from CSPA.

NCSMA the scoop

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Published four times a year by the North Carolina Scholastic Media Association, School of Journalism and Mass Communication, UNC-CH, Chapel Hill, NC 27599-3365. Phone: (919)962-4639, (919)843-7730 or (888)562-6276 email: ncsma@unc.edu Internet: ncsma.unc.edu Monica Hill, NCSMA director Kirsten Chang, Mary Withers, editors

NCSMA Officers:

President Meredith Vertrees, Fayetteville Christian School; Vice President Electronic and Online Communication Jessika Virtanen, T.C. Roberson High; Vice President Literary Magazine Sarah Claypoole, Providence High School; Vice President Newspaper Jordan Hennessey, First Flight High School; Vice President Visual Communication Garrett Bird, Ravenscroft School; Vice President Yearbook Bethany Grayson, West Henderson High School

NCSMAA Officers:

President Bill Allen, East Mecklenburg High School; President-elect Helen Velk, Ravenscroft School; Past President Marva Hutchinson, Providence High School; Secretary Lee Baldwin, Enloe High School; Vice President Newspaper Brenda Gorsuch, West Henderson High School; Vice President Literary Magazine Adrienne Hollifield, Charles D. Owen High School; Vice President Yearbook Disa Perry, Fayetteville Christian; Vice President Visual Communication Janet Cooke, Clayton High School; Vice President Electronic Communication Lori Mahaley, Franklin Academy; Education Task Force Chair Carol Eanes, Pender County High School

Get your students published

At the UNC-Chapel Hill Journalism School, I studied under several professors who made a great impact on me, among them Richard Cole, later dean of the Journalism School, and Jim Shumaker, the curmudgeon who was the model for the editor bird in the comic strip "Shoe."

I learned a valuable lesson from them. Writing with prompts from a book isn't bad, but writing something for class that I can submit to be published is much better. For two years, I have put this into practice with my students. The result has been a greater desire to write. Not coincidentally, twice as many students applied for newspaper staff than ever before.

Publish in the school newspaper

I found that at times my small newspaper staff was stretched to publish a 12-page issue. Once, my intro journalism students were doing a unit on writing reviews, so I offered several of the best ones to the student editors, who chose three. My students were thrilled when they opened the paper and saw their names in print and were eager to write more.

Publish online

With limited staffing, I used the intro journalism students and print staff to help us write online news. The students learned deadline writing by writing old pyramid-style news stories, but in online format. They wrote about sports and school events and saw their names online that same day or the next.

Blogging is also a great way for students to practice writing. I now teach online journalism as part of my coursework.

Publish in the local newspaper

I contact the local newspapers to let them know about our online edition. *The Charlotte Observer* has picked up articles and photos by our students, especially for regional publications. Weekly newspapers like our stories too. We're trying out several ways of "shopping" our stories to local papers.

Letters to the editor were a good practice

for class and excited my students. Students analyzed and followed the style and requirements for the forum for *The Observer*, then wrote letters. Three of my students had their letters published within a few days.

Offer your students' services to local publications and broadcasters. One student landed a position as a teen art critic for a paper due to her work online. Students can be stringers for sporting events for weekly newspapers or radio stations. Often the stories they write for the school paper can be rewritten for the local papers.

Yearbook and broadcast

Offer photos to weekly newspapers and short stories to yearbook and broadcast news. Short broadcasts can be put together in a news-magazine format and put on a local cable access program. Web pages and YouTube are also a good way to get pictures and videos out.



Bill Allen
NCSMAA President

Stress Management 101

We've all been there, and if you're behind on a deadline like me, you're probably there right now. You're smack-dab in the middle of piles of papers, apathetic staff members, frantic parents and stubborn seniors. All this can really make you want to scream. But hey, maybe that's not a bad idea! Here are some tips to staying calm in hectic situations:

1. STOP! Breathing Time:

When you're feeling like you're being pulled in a million different directions and you don't have enough hands to carry the work load, just stop. Take a moment to step back from your work desk, turn all the staff members away for a moment and take 5-10 slow, full breaths. Literally breathe in slowly until you can't anymore.

2. Dance to the Sound of

Your Worries: When you're going over all the things you have to do for that day, it can be stressful enough just trying to remember them. With each syllable you say, move a part of your body. The goal here is to do The Robot, or any other favorite dance move, to

the beat of your to-do list. This works some energy out of you, while also giving your brain two ways to remember something. (Note: dancing into a classroom has helped me relieve my stress and that of my adviser.)

3. Take a Floor Break: When you feel a headache coming on or the stress just makes you want to put your head on your desk and sob, take a floor break. Find a space on the floor out of the way of others, and lie on your back and breathe. The feeling this brings is very similar to the feeling you get when you get home from school and flop on the couch: RELIEF!

4. Be Right-Brained Under-

cover as a Left-Brain: Sometimes it's easier to see everything as a whole. One thing my adviser taught me was to categorize, and more importantly colorize, everything. You can find post-it notes, highlighters, and pens in almost every color; take advantage of this! If you have five editors/deadlines/sections/projects, assign them each a color and lay everything out on a board or desk. This shows

you that it's possible to have everything in one place and that nothing is out of reach.

5. Write it Out, Man, Just Write it

Out: You have a lot of things on your mind. You can't possibly think about one more thing without your brain exploding and sending shrapnel into innocent onlookers nearby! If that's the case, the only logical solution would be free up some space in your brain. Take out some paper or your planner and write out what is on your mind, no matter what it pertains to. Having stuff on paper relieves you of the responsibility (and stress) of trying to remember it. Just like everyone will agree that out of sight is out of mind, I'm sure people will also agree that out of mind is most definitely out of mind!

6. Free Hugs: Make it a priority for every staff member to give and receive at least one hug per work session per day. In hectic situations when you're ready to pull your hair out, it's nice to feel loved. So here's what you do: you get stressed, get up and hug someone; someone else is stressed, get up and hug them. Simple as that. It's amazing how much feeling loved can help us be more driven towards productivity!



Meredith Vertrees
NCSMA President

news in brief

Students from NC are invited to speak out about leadership

The NC Press Foundation invites North Carolina students to create an original essay or multimedia product to win prizes. High schoolers should address this prompt: "Identify one problem you want your community's, state's or nation's leaders to address. Why did you choose that problem? What solution(s) do you propose?"

Students may submit an original 300-500 word essay or a multimedia product to respond to the prompt. All entries must be postmarked by June 1. Winners will be announced the week of July 4. They will meet with a local leader, receive a \$100 cash prize, and have their work published.

Mail entries to: NC Press Foundation, Newspapers in Education, CB 3365, Carroll Hall, Chapel Hill, NC 27599-3365. For more information, visit www.allthingsvoting.org.

Apply for Quill and Scroll scholarship

Quill and Scroll seniors are encouraged to apply for the Richard P. Johns Award if they plan to major in journalism or mass communication. Awards will be given in the form of a scholarship for tuition,

room and board.

Interested students must apply by May 10 for consideration. Submit two letters of recommendation, a personal statement of no more than 500 words, three samples of journalistic work and a small self-portrait. Visit www.uiowa.edu/~quill-sc/scholarships/scholarships.html for the application and more information.

NCSMA is now accepting nominations for the Kay Phillips Service Award

NCSMA advisers, associates, students or other school officials may nominate individuals for the Kay Phillips Distinguished Service Award. The award was established by the NCSMA Executive Committee to honor those who have made significant contributions to scholastic journalism in North Carolina and/or to NCSMA. The award is named in honor of Kay Phillips, former director of NCSMA.

Each recipient must have contributed at least five years of service to scholastic journalism. Mail materials to: North Carolina Scholastic Media Association, 284 Carroll Hall, CB# 3365, UNC-Chapel Hill, Chapel Hill, NC 27599-3365. Or send nomination materials to ncsma@unc.edu. Nominations must be postmarked by May 25.

Recipients will be announced at the summer Institute Awards Brunch on June 21.

Advisers may apply for Journalism Teacher of the Year Program

The Dow Jones News Fund encourages teachers to apply for the 2012 National High School Journalism Teacher of the Year Awards program.

Teachers are required to have taught high school journalism or advised a newspaper, newsmagazine or news website for at least three years. Applicants may nominate themselves or be nominated by scholastic media groups, administrators, colleagues or students.

Winners will be honored as the Teacher of the Year, one of four Distinguished Advisers or as a Special Recognition award winner. The Teacher of the Year will address the fall convention of JEA/NSPA, attend a meeting for the American Society of News Editors, speak for the Columbia Scholastic Press Association and receive other prizes.

Nomination applications must be postmarked by July 1. See www.newsfund.org for a link to the application and more information.

Continued on page 4

Continued from page 3**Newspaper Pacemaker awards open to NSPA member publications**

NSPA and the Newspaper Association of America Foundation are co-sponsoring the Pacemaker competition for 2012.

The contest is free to enter but open only to NSPA members. Non-members who enter the competition will be billed for membership. Judges choose Pacemakers based on content and coverage, quality of reporting and writing, leadership on the opinion page, evidence of in-depth reporting, design, photography, art and graphics.

The deadline to enter is June 15. Winners will be announced at the fall National High School Journalism Convention on Nov. 15-18 in San Antonio. Forms for entry will be available in May.

For more information, visit www.studentpress.org/nspa/contests.html.

Kinston High student wins N.C. High School Journalist of Year Scholarship

Kinston High School journalist Resita H. Cox has been named the 2012 Rachel Rivers-Coffey North Carolina High School Journalist of the Year.

Cox serves as editor of her newspaper, The Viking Press, in Kinston.

Alternates are Amulya Uppalapati of First Flight High in Kill Devil Hills and Samantha Sabin of Northwest School of the Arts in Charlotte.

Since 2001 the North Carolina Press Foundation has funded the annual scholarship award in memory of Rachel Rivers-Coffey, journalist and former N.C. Press Association president.

NCPF will award a \$2,000 scholarship to Cox. The two alternates will each receive \$500.

The foundation will also award the winners' journalism programs. The Journalist of the Year's program will receive \$500. The two alternates' programs will each receive \$250.

The Rivers-Coffey state scholarships will be awarded June 21 at UNC-Chapel Hill during the N.C. Scholastic Media Institute, our summer journalism workshop open to students and teachers across the state.

Students may apply for individual awards from NSPA

NSPA sponsors individual awards for Story of the Year, Picture of the Year, Design of the Year, and Cartooning Awards.

The Story of the Year competition awards stories that show initiative and original reporting of an issue that affects students. Categories include News Story, Feature Story, Editorial/Commentary, Sports Story, Diversity Story and Multimedia Package. The first place winners (except Multimedia Package) will compete for the \$1,000 Brasler Prize.

Student photographers should enter the Picture of the Year competition in News, Feature, Sports Action, Sports Reaction, Environmental Portrait and Jr. High/Middle School.

First-place winners in the Design of the Year competition will receive an Adobe software package of their choice. Categories include Newspaper Page One, Newspaper Page/Spread, Yearbook Page/Spread, Magazine Page/Spread, Infographic and Illustration.

The Cartooning Awards are open to student NSPA member newspapers for Editorial Cartoon and Comic Strip/Panel.

The deadline for all individual awards is June 15. Winners will be announced at the fall National High School Journalism Convention on Nov. 15-18 in San Antonio. Visit www.studentpress.org/nspa/contests.html for more information.

Institute in Boston offers classes to English and journalism teachers

The National Intensive Journalistic Writing Institute instructs English and journalism teachers how to incorporate journalistic writing techniques into AP English Language and Composition classes.

The institute trains teachers in using a journalistic basis for writing and how to integrate journalistic and rhetorical modes into their classes. Upon completing the institute, participants will be able to offer English Language and Composition courses at the junior or senior level.

Sessions will be held June 24-30. The institute will be held primarily at the headquarters of The Boston Globe, and off-site seminars will be held at historic and literary Boston landmarks. Teachers may attend IJWI for two or three graduate hours of academic credit.

Lead instructors for the institute are Carol Lange, the 1991 Dow Jones Newspaper Fund National High School Journalism Teacher of the

Year, and Ron Bennett, chair of the Communication Department at BYU-Idaho.

The fee for attending the institute is \$400. A registration form and a \$200 deposit is due by May 16. Housing is available at The College Club of Boston at a discount if registered by June 16.

For more information, email Carol Lange at LangeJour@aol.com.

Principal of the Year Nomination

NCSMA and NCSMAA officers recognize the importance of the principal's role with the annual Principal of the Year Award. The winner will be recognized at the Institute's Awards Brunch on June 21.

Mail nomination letters postmarked by May 25 to NCSMA, School of Journalism and Mass Communication, 284 Carroll Hall, CB# 3365, UNC-Chapel Hill, Chapel Hill, NC 27599-3365. Selection will be made by the director and a panel of adviser officers.

Every school should examine the following criteria, patterned after those of national scholastic press associations' principal awards:

- The principal has served in that position at the school for a minimum of three years.
- The principal provides support to more than one publication.
- The principal nurtures scholastic journalism principles, especially the First Amendment rights of advisers and students.
- The principal provides support by giving both time and actual help in providing the physical and technological needs of the journalism program.
- The principal recognizes the time demands placed upon advisers by the production of quality publications and works to make time for journalistic excellence.
- The principal supports the professional growth of advisers in every way possible.
- The principal supports the educational growth of students by encouraging them to attend journalism conventions, seminars, conferences and institutes.
- The principal supports the academic standards of the journalism and publications production courses, as well as the enrollment of students in those courses.
- The principal supports the school's publications' joining and receiving critiques from state, regional and national scholastic press organizations.



CHECKLIST

ADVISERS

Please note the following check list as you prepare for the statewide contest and Summer Institute:

- Review contest entry form on page 11. Note April 25 postmark deadline for online news, newspaper and newsmagazine entries. Postmark deadline for literary magazine, yearbook and TV news entries is May 25.

If your students' yearbooks have not been shipped by that date, contact the NCSMA office as soon as possible. Judges will be in town June 4-6, so you may be able to make arrangements so that your student's book can be critiqued.

- Review all Institute forms. Note that the enrollment fee is \$200 if postmarked by May 15. (Students may mail a \$50 deposit by that date to secure the \$200 rate.) After that date, the rate increases to \$210. Final postmark deadline for the Institute is May 25.
- Register 1-2 students for the new online news sequence.
- Photocopy pages 7-8 for each participant. (Students must have a signed release form in order to attend.)
- Note 12 opportunities for workshop funding for your students. These are listed adjacent to this checklist. NCSMA offers financial-aid, leadership, diversity and press rights workshop scholarships for Institute attendees.
- See The Rush application on page 10 for your advanced students. Encourage those seeking leadership opportunities to consider NCSMA office. That form is also on page 10.
- Nominate your principal or fellow adviser for awards described on page 4.
- Review Journalism Education Fellowship application on page 13. Consider applying for this free coursework opportunity.

WHAT TO PACK:

Everyone

- Pillow, sheets, lamp (if desired), light blanket; alarm clock
- Suitable clothing for air-conditioned classrooms, as well as hot weather; one dressy outfit for the Awards Brunch
- Shoes for the shower; towels and toiletries
- Backpack and comfortable shoes
- Breakfast and money for meals
- Sunscreen
- Notebook, pen and pencil
- Copies of your staff's stylebook
- Samples of your publication for workshops and for trading with others
- Flash drive

Beginner Newspaper/ Newsmagazine

- Ruler, tape, dictionary, markers, scissors, magazines to cut up
- Laptop (if available)

Advanced Newspaper/ Newsmagazine

- Laptop (if available)

Yearbook

- Tape, markers, scissors, magazines to cut up
- Blank ladder and last year's ladder
- Laptop (if available)
- Layout sheets (if available)

Photojournalism

- Digital camera, SLR if available
- Recordable CDs or flash drive
- Your best and worst images

Literary Magazine

- Tape, markers, scissors, magazines to cut
- Laptop (if available)

TV News

- Copies of your broadcast programs (daily or magazine format)

The Rush

- Digital audio recorder (if available)

Institute scholarships

NCSMI will award five full-tuition diversity scholarships, five full-tuition financial-aid scholarships, one full-tuition leadership scholarship and one full-tuition press rights scholarship. These Institute scholarships will be applied toward the \$200 registration fee.

Applicants may write short letters or emails discussing their career aims and why they want to attend NCSMI. Or advisers may write supporting letters or emails stating why their students should receive the award. Applications should be postmarked by May 25. Note: Priority will be given to those applications postmarked or emailed by May 15.

Financial Aid

Four of the five \$200 financial-aid scholarships are named in memory of NCSMA associates:

- **The Elizabeth Anna Windsor Scholarship**
In memory of the daughter of Salem adviser Kay Windsor and her husband. Elizabeth died Oct. 11, 1996.
- **The Oran Perry Scholarship**
In memory of longtime Kinston High adviser Oran Perry, who died Feb. 3, 1998.
- **The Paula Carole Faircloth Scholarship**
In memory of the daughter of Clinton High adviser Mary Lou Faircloth and her husband.
- **John Bittner Scholarship**
In memory of the former UNC-CH professor of electronic communication.

Diversity

Five NCSMI scholarships are available to students of diversity.

Leadership/Press Rights

These \$200 Institute scholarships were established in February 2005.

- **The Chuck Stone Institute Scholarship for Courage of the Press**
Named in honor of former UNC-CH professor who was an advocate for student press rights. This scholarship is given to a student who respects student press freedoms.
- **The Richard Cole Institute Scholarship for Editorial Leadership**
Recognizes a student who has exhibited exemplary leadership. Cole is a former director of NCSMA. During his 26 years as dean of the j-school, he hailed the association as one of the most important outreach efforts of the School.

"My students come to the Institute and are able to receive instruction that is beyond my expertise. Each year we walk away with tools that I can immediately implement in the classroom. NCSMI has been an invaluable resource for me as I learn to become a better adviser. As a result, I have been able to see our publications improve year after year. The Institute offers practical learning opportunities that affect our staff, our publications, and ultimately our student body."

DISA PERRY

Fayetteville Christian School



GENERAL INFORMATION

FEES

Each workshop participant will pay a \$200 individual fee — if postmarked by May 15 or a deposit is made by May 15. After that date, the fee is \$210. This fee covers registration costs, faculty, lodging for three nights in the residence hall, entertainment events, awards and the Awards Brunch. Except for the pizza party and awards brunch, meals are not included. Students may secure meals on campus in Lenoir Hall, or in the many restaurants on nearby Franklin Street. Commuters will pay a \$140 fee. If a participant has to cancel before June 1, a 50 percent refund will be made. No refund can be made after June 1 because of budgetary obligations.

HOUSING

Students will stay in Morrison residence hall. All rooms are air conditioned. They will need to bring their own pillows, towels, washcloths and bed linens. Registration June 18 will begin at 9:30 a.m. and end at noon. Check-out will follow the Awards Brunch on June 21. Advisers will be housed together in rooms near their students. Advisers without students may also stay in Morrison.

CONDUCT

Advisers must duplicate the code of conduct form, have each participating student and a parent or guardian sign them, collect the signed forms and bring them to registration. Advisers should also prepare, have signed and keep with them permission forms and medical (including insurance) information.

PARKING

Parking passes for the Institute will be distributed to each school requesting parking on the basis of one per every increment of four people coming by car, a distribution that will take place at the registration desk June 18. (See parking request on the enrollment form.) For loading and unloading at registration, advisers should park temporarily and be prepared to move vehicles to assigned decks.

The Institute is not responsible for parking tickets, and anyone who parks in spaces other than those allotted WILL get a ticket.

CLASSES

Online News

Chris Waugaman, director

Online news will combine classroom instruction and hands-on production. Students will learn Wordpress basics and how to write for the web.

They will collect, aggregate and post online content produced by students in other NCSMI divisions.

Participation is limited, with a maximum enrollment of 22.

Waugaman is director of the Virginia Association of Journalism Teachers and Advisers. He is the newspaper, website and literary magazine adviser at Prince George High School.

TV News

C.A. Tuggle, director

The broadcast sessions will combine classroom instruction in news and film production and hands-on training. Classes will include writing for broadcast news, programming and basic production and editing. Students will write, shoot and edit news packages.

Tuggle is associate professor in the School of Journalism and Mass Communication.

Literary Magazine

Marva Hutchinson, director

Students will learn the basics of literary magazine production, focusing on staff organization, content, feature and poetry writing and design. Guest speakers include poets, novelists and designers.

Hutchinson is magazine adviser at Providence Senior High in Charlotte.

Newspaper

Brenda Gorsuch, director

Participants will generate story ideas, practice their own writing, develop principles of layout and design and create advertising approaches. They will also study staff organization and learn proper treatment of legal and ethical issues.

Gorsuch, MJE, is adviser to the newspaper and yearbook at West Henderson High. She is a former Dow Jones National High School Journalism Teacher of the Year.

Photojournalism

Bradley Wilson, director

Photojournalism will focus on technical quality, composition and production. Participation is limited, with a maximum enrollment of 22.

Wilson is editor of Journalism Education Association's quarterly magazine.

The Rush

Erica Perel and Robin Sawyer, directors

Newspaper participants will gain hands-on experience by writing, editing, designing and producing *The Rush*, the Institute student newspaper.

Perel is newsroom adviser of *The Daily Tar Heel*. Sawyer is newspaper and yearbook adviser at First Flight High. She is a former Dow Jones National High School Journalism Teacher of the Year.

Desktop Publishing I and II

Desktop I focuses on introductory InDesign. Desktop II focuses on advanced InDesign, Photoshop and Illustrator. Topics will include infographics, new software and plug-ins. Students who take Desktop Publishing II should be proficient in the use of the computer and page layout.

Participation is limited, with a maximum enrollment of 22 in each class.

Yearbook

Bruce Watterson, director

Editors and staffers will study theme development, copy preparation, editing, design and photography.

Students will plan the books their staffs will produce, learning how to work with their publishers, and how to develop skilled advertising and business practices.

Watterson is a national yearbook judge and speaker based in Rome, Ga.

Adviser Training

Geoff Belcher, director

Advisers may sign up for this division or for any other. This sequence is highly recommended for advisers who are new to the field.

Belcher is adviser at Wake Forest-Rolesville High.



OPEN LETTER TO PARENTS & GUARDIANS

Dear Parent or Guardian:

Students and teachers are looking forward to summer for many reasons. One of the best is that we have the opportunity to attend a workshop to improve our journalistic skills. We want to tell you about the North Carolina Scholastic Media Institute at the University of North Carolina at Chapel Hill, so that you can help your son/daughter attend these 20+ hours of hands-on instruction in lifelong skills. Dates are June 18-21.

Your son/daughter will choose one of the following seven divisions: online news, desktop publishing, literary magazine, newspaper, photojournalism, TV news or yearbook. Students will learn how to combine writing, design and photography into first-rate publications and websites. Those in the TV news division will learn how to produce, direct, edit and announce. All students will gain hands-on experience in the division they choose to attend.

Workshop General Information:

- **Housing:** Students will be housed in the same dormitories used by UNC students all year. This year housing is in Morrison residence hall with parking for advisers' cars and school buses in campus parking decks. All students will come with their advisers or with a parent the adviser has selected, and groups from the same school will be housed together. Advisers will monitor the residence halls so that workshop participants can study and live comfortably with their neighbors. All students will be required to be in the residence hall by 10:30 p.m. and in their own rooms and quiet by 11:30 p.m., with rooms checked by advisers. Lights must be out by midnight.
- **Faculty:** Top-notch instructors from North Carolina and the nation will assist students in learning the best journalistic techniques.
- **Other Rules and Regulations:** All rules in effect at N. C. high schools are in effect at the Institute, and students are expected to work with advisers, faculty and staff to make the Institute an enjoyable time for learning. Rules will be strictly adhered to, and anyone not following the rules will be sent home at his or her expense. Participants and parents/guardians must submit a signed Code of Conduct and Release form, as well as insurance policy numbers for emergency medical treatment.
- **Registration:** Cost of the workshop is \$200 per participant if postmarked by May 15 (\$210 after May 15 and \$140 for commuters), with the final postmark deadline of May 25. This fee covers tuition, housing and two meals. Participants will need to purchase remaining meals (generally costing about \$8 in fast food restaurants on Franklin Street and in dining halls).
- **Refunds:** In case a participant has to cancel before June 1, a 50 percent refund will be made. No refund can be made after June 1 because of budgetary obligations. Finding a replacement is best if a person must cancel after the form is mailed.

Now that you know at least the highlights about this summer program and a little about how much students can learn in preparation for next year, we hope you will consider its benefits and help your daughter/son attend. Please contact me at the school if I can be of further help to you.

Sincerely,



CODE OF CONDUCT

ADVISERS: Please read thoroughly. Duplicate this page, have each participant and parent/guardian sign it and bring the signed forms with you to the Institute registration desk on Monday, June 18 between 9:30 a.m. and noon. This signed form must be in the hands of Institute staff before registration will be considered completed.

- All students at the Institute must be accompanied by an adviser or chaperone approved by his or her school, at least one adult per 12 students.
- Advisers and chaperones must know where their students are at all times and enforce all school rules. They must make sure students are attending all classes in which they are enrolled and check on students at lights out to be sure they are in their rooms and quiet.
- Inappropriate, dangerous or rude behavior in the dorms and misuse of or destruction of University property is not acceptable and will lead to the participant's paying financial reparation to the University and other severe consequences to anyone involved. Students found misbehaving will be asked to leave, forfeiting
- fees, with Institute officials reserving the right to send disruptive students home at their parents' expense.
- Students must be in classes when classes are in session. Roll will be taken in each class, and assistants will notify advisers of students missing class.
- Students must be in the dorm by 10:30 p.m. and quiet in their own rooms by 11:30 p.m., with exceptions made for advisers working on class projects with groups in rooms or in dorm lobbies. Lights-out is midnight.
- Smoking, drinking or possessing alcoholic beverages, and using or possessing illegal drugs are not allowed. All rules in effect at N.C. high schools are in effect at the NCSMA Institute, with all Institute advisers acting as teachers with jurisdiction over all students at the Institute.
- It is recommended that students NOT drive to the Institute. Parking is at a premium, and traffic is heavy. If an adviser deems it necessary for a student to drive to Chapel Hill, it is recommended that the adviser collect keys from student drivers. Students will not be allowed to drive during the Institute.

Release and Indemnity Agreement & Consent for Medical Treatment

As a part of the consideration for my/my child's participation in the North Carolina Scholastic Media Institute, I hereby release, hold harmless, and forever discharge The University of North Carolina at Chapel Hill, its employees and agents, from any and all liability, claims, demands, actions, and causes of action whatsoever arising out of or related to any loss, property damage, or personal injury, including death, that may be sustained by me or my child or to any property belonging to me or my child while participating in such activity, except damages or injuries that are attributable to the negligence of the University, its employees or agents. I am aware of the risks and hazards associated with this activity, including travel to and from the activity, and I acknowledge that I am/my child is required to follow the code of conduct printed on this page. I acknowledge that my/my child's participation in this activity is elected by me and not required. I voluntarily assume full responsibility for any risk of loss, damage, or personal injury, including death, and any property damage that may be sustained by me or my child as a result of such activity. I hereby give permission to N.C. Scholastic Media Association to use my/my child's name and photographic likeness in all forms and media, including the N.C. Scholastic Media Association newsletter, The Scoop.

By return of this form, I agree to inform the N.C. Scholastic Media Association of any health or medical condition or need that may affect my/my child's participation in this program. I understand that I must make provision before my/my child's arrival in Chapel Hill for continuation of medical treatments such as prescriptions or special diets. In the event of illness or injury, I hereby authorize the program directors, staff, or other agents to obtain emergency or other medical treatment for me/my child as deemed necessary, including administration of an anesthetic or other medication and surgery, and I hereby assume the cost of such treatment. I understand that this authorization is given in advance of any specific diagnosis, treatment, or hospital care being required but is given to provide authority and power on the part of the University to give specific consent to the diagnosis, treatment, or hospital care which in the best judgment of a licensed physician is deemed advisable.

This release and hold harmless agreement is binding on myself, my child, my heirs, my assigns, and personal representatives. By signing on the line designated for signature of parent or guardian below, I acknowledge that I am the parent or guardian of _____, that I am 18 years old or more, and that, if my child is age 18 or more, I am signing this form to indicate that I am aware of its contents and the contents of the code of conduct.

NAME OF PARTICIPANT

SCHOOL NAME

SIGNATURE OF PARTICIPANT

DATE

NAME OF PARENT/GUARDIAN

PHONE

SIGNATURE OF PARENT/GUARDIAN

DATE

ADDRESS

CITY

STATE

ZIP

INSURANCE COMPANY

POLICY NUMBER



NCSMA LEADERSHIP OPPORTUNITY

Student candidates will run for six NCSMA offices during the summer Institute. These students should be rising juniors or seniors who are active on their school's publications staffs and are interested in the improvement of scholastic media throughout the state. They should be able to attend both the 2012 and 2013 summer Institutes. To apply, please e-mail or mail this form with a photo and at least one paragraph stating your journalism experience and campaign platform. Voting will take place during the first class Tuesday, June 19.

Officers' Duties

NCSMA's president presides at the opening and closing sessions of the Institute, works closely with the director during the year, and serves on the Institute Planning Committee. He or she must attend two policy-making sessions during the year. The student president will lead all student activities. Vice presidents serve on the Institute Planning Committee and work with the director and the president to carry out Institute activities. They must attend one policy-making session and participate in one conference call during the year. Officers will conduct the elections for the next year. In the event the president is unable to perform his or her duties, the vice presidents will divide those duties among themselves. Officers may contribute articles for the NCSMA Scoop and give an Institute activities report. Running for an NCSMA office is a serious decision. Please consider whether you will be able to fulfill all requirements during the year before deciding to run.

Institute Campaign Rules

All candidates must complete this form and e-mail or mail it to the director by May 25. All candidates must write paragraphs stating their journalism experiences and their campaign platforms and send pictures to be used on a candidate flier designed by NCSMA. Only one person from a school may run for an NCSMA office. There will be no nominations taken from the floor at the Institute. Each candidate may be asked to address Institute participants in a five-minute speech addressing goals for NCSMA.

CANDIDATE/STUDENT NAME _____

SCHOOL NAME _____

Office sought?

- President
- Vice President for Literary Magazine
- Vice President for Newspaper
- Vice President for Yearbook
- Vice President for Electronic Communication
- Vice President for Visual Communication

Are you now on a journalism staff? Yes No

Will you be in a journalism class next year? Yes No

CANDIDATE'S SIGNATURE _____

ADVISER'S NAME _____

ADVISER'S SIGNATURE _____

PARENT'S NAME _____

PARENT'S SIGNATURE _____

Email or mail application
postmarked by May 15 for priority consideration
 ncsma@unc.edu



WANTED: Highly motivated students to join Institute newspaper staff

The Rush needs writers, layout editors, photographers and graphics specialists who are team players, deadline conscious and willing to work long hours producing the Institute's newspaper in only three days!

To apply, students should complete this form and write a paragraph describing why they would be assets to The Rush staff. Experience with InDesign is desirable. Writers need to be able to take a story idea and develop it with little or no assistance and be capable of contacting and interviewing strangers, including prominent people.

STUDENT NAME _____

SCHOOL NAME _____

HOME ADDRESS _____

CITY _____ STATE _____ ZIP _____

HOME PHONE _____ CELL PHONE _____

E-MAIL ADDRESS _____

YEAR IN SCHOOL _____ DREAM JOB _____

Check all journalistic tasks in which you have participated and write the length of time in each job. Attach three samples (tearsheets) of your work with this application.

- Reporter _____ Designer _____
- Copy editor _____ Photographer _____
- Section editor _____ DTP experience _____
(specify PageMaker, Quark XPress, InDesign, Illustrator, Photoshop)
- Editor in Chief _____ Online Editor _____
- Graphic artist _____ Other _____

Email or mail application **postmarked by May 15 for priority consideration.** ncsma@unc.edu



MEDIA CONTEST ENTRY FORM

NORTH CAROLINA SCHOLASTIC MEDIA ASSOCIATION

284 Carroll Hall, CB # 3365, Chapel Hill, NC 27599-3365 • (919) 962-4639 • Toll Free: (888) 562-6276 • ncsma@unc.edu

PUBLICATION NAME _____

CHECK Newspaper/newsmagazine TV News Online Yearbook Literary magazine

SCHOOL NAME _____

SCHOOL ADDRESS _____

CITY _____ STATE _____ ZIP _____

COUNTY _____

SCHOOL PHONE _____ SCHOOL FAX _____

ADVISER NAME _____

ADVISER EMAIL _____

NUMBER OF STUDENTS IN PRODUCTION CLASS _____

SCHOOL SIZE AS OF NOV. 15, 2011 1 to 900 1,300+ 901 to 1,299 middle school

Contest fee: \$50

+ _____ × \$5 for each individual entry

+ _____ × \$5 for "Book of Firsts" (optional)

= \$ _____ **Total**

Guidelines for 2012 Overall Contest/Critique Entry

For all categories, enclose this entry form with full payment to NCSMA of \$50 per overall entry plus \$5 per individual entry. Include two copies of the publication or broadcast along with the self-analysis form (see ncsma.unc.edu). For confirmation, enclose a self-addressed, stamped postcard.

Publication type	Postmark date	Enclosures necessary
<input type="checkbox"/> Newspaper/newsmagazine *	April 25	Two copies of two issues
<input type="checkbox"/> Online news site *	April 25	URL: _____
<input type="checkbox"/> TV News	May 25	Two DVDs from two newscasts
<input type="checkbox"/> Literary magazine **	May 25	Two copies of one issue
<input type="checkbox"/> Yearbook ***	May 25	Two copies of one issue

*Newspapers/Newsmagazines and Online News Sites will be automatically entered in the following section contests: News, Editorial, Sports, Design, Features, Advertising, Photography and Graphics. **Literary magazines will automatically be entered in the following section contests: Cover Design, Theme Development, Photography, Layout, Art, Poetry, Fiction and Nonfiction. ***Yearbooks will automatically be entered in the following section contests: Cover Design, Photography, Coverage, Theme, Advertising, Layout and Copy.

Guidelines for 2012 Individual Contest Entries

For individual entries, mark the corresponding contest category below. Attach a tearsheet (full page of newspaper, yearbook or literary magazine). Do not mount entries. Staple a copy of this **entire** entry form to each individual entry. **Limit: three entries per student per category.** (Students may win only one award per category.) Entries must be from publications for the 2011-2012 school year.

Student name _____	Title of entry _____	Page(s) _____
---------------------------	-----------------------------	----------------------

<p>News (print and online)</p> <input type="checkbox"/> news article <input type="checkbox"/> sports article <input type="checkbox"/> feature article <input type="checkbox"/> news photograph <input type="checkbox"/> sports photograph <input type="checkbox"/> feature photograph <input type="checkbox"/> editorial <input type="checkbox"/> cartoon <input type="checkbox"/> graphic <input type="checkbox"/> sports column <input type="checkbox"/> general/editorial column <input type="checkbox"/> review	<input type="checkbox"/> front page design † <input type="checkbox"/> inside page design † <input type="checkbox"/> inside spread design † † Print version only	<p>Literary Magazine</p> <input type="checkbox"/> poetry <input type="checkbox"/> fiction <input type="checkbox"/> feature <input type="checkbox"/> review <input type="checkbox"/> personal essay <input type="checkbox"/> drama <input type="checkbox"/> photography/art layout <input type="checkbox"/> graphic <input type="checkbox"/> poetry layout <input type="checkbox"/> fiction layout <input type="checkbox"/> nonfiction layout <input type="checkbox"/> individual art <input type="checkbox"/> individual photograph	<p>Yearbook</p> <input type="checkbox"/> theme copy <input type="checkbox"/> feature copy ‡ <input type="checkbox"/> sports copy <input type="checkbox"/> captions (any spread) <input type="checkbox"/> theme spread design <input type="checkbox"/> sports spread design <input type="checkbox"/> feature spread design ‡ <input type="checkbox"/> feature photograph <input type="checkbox"/> sports photograph <p>‡ Includes people, organizations, academics, etc.</p>	<p>TV News/ Multimedia</p> <input type="checkbox"/> spot news <input type="checkbox"/> hard news <input type="checkbox"/> feature news <input type="checkbox"/> sports
---	--	--	--	--

Please photocopy this form as necessary. DO NOT cut the form. Suggestion: Complete the overall information, then copy for all individual entries.
 For a description of individual entry categories, go to ncsma.unc.edu/contests.html.
 Participation in the contest implies consent for use of materials — in NCSMA Book of Firsts, for example.



MEDIA CONTEST SELF-ANALYSIS FORM

PART I: General information

PUBLICATION NAME/URL _____ YEAR PUBLISHED SINCE _____

SCHOOL NAME _____

TOTAL ON STAFF _____ TOTAL ON EDITORIAL STAFF _____

CHECK: Editors change each year
 Editors change each semester
 Other _____

TOTAL ON BUSINESS STAFF _____ TOTAL ON PRODUCTION STAFF _____

Explain how and by whom the staff is selected. _____

Who approves copy prior to publication? _____

Who determines content of publication/site? _____

List any journalism classes in school's curriculum: _____

Who prints publication? _____

For the following, indicate the approximate percentage of work done by students, advisers and professionals. Totals should add up to 100 percent.

	WRITING	EDITING	PROOF-READING	PAGE DESIGN	HEADLINE WRITING	CAPTION WRITING	AD DESIGN	GRAPHICS	SELLING ADS	TAKING PHOTOS	EDITING PHOTOS	COVER (YB, LM)	ONLINE NEWS SITE
% by students													
% by advisers													
% by pros													

PART II: Production

What software do you use? _____

How many computers are available to your staff? _____

What types of computers do you use? _____

List cameras, types of lenses and other equipment available: _____

PART III (cont'd)

Income

\$ _____ advertising
 + \$ _____ publication sales
 + \$ _____ administration
 + \$ _____ student government
 + \$ _____ fundraisers
 + \$ _____ picture sales
 + \$ _____ other sources*
 = \$ _____ **total annual income**

*Please specify other sources: _____

Expenditures

\$ _____ printer's fees
 + \$ _____ photography
 + \$ _____ web hosting
 + \$ _____ other expenses*
 = \$ _____ **total annual expenses**

*Please specify other expenses: _____

PART IV: Online news

Is this a class separate from other publications? _____

Is your site designed in house by students, and is it original? _____

What percent of your content is original to the site? _____

URL: _____

How often is the site updated?

DAILY TWICE WEEKLY WEEKLY MONTHLY OTHER: _____

What type of content management system is used?

WORDPRESS DRUPAL JOOMLA! OTHER: _____

What software do you use?

DREAMWEAVER FLASH SOUND SLIDES OTHER: _____

What host site do you use?

MY.HSJ.ORG ISONN OTHER: _____

Percent of work done by students: _____

PART III: Circulation & Publication

Circulation

Total enrollment: _____

Total circulation: _____

Circulation to students: _____

Circulation to others: _____

Charge per issue: \$ _____

Publication schedule

Newspaper

No. of issues/year: _____

Yearbook

Distribution date: _____

Literary magazine

No. of issues/year: _____

Did the staff inherit a deficit? _____

PART V: Other comments

If you would like to make other comments about your publication/site that may help judges understand your circumstances, please attach an additional typed page.

Opportunities for advisers

NCSMA funds graduate course for journalism advisers

NCSMA's Journalism Education Fellowship Program allows teachers to enroll in a one-week, short-term summer course with tuition funding and lodging provided by NCSMA.

N.C. journalism teachers and media advisers can qualify for free in-state tuition, lodging and books through this program.

The fellowships, awarded on a first-come, first-served basis, are valued at \$1,230 per person. NCSMA covers all of these expenses.

The short-term course will be scheduled July 8-14. Class meets 9 a.m. to 5 p.m. Advisers may earn

three hours of graduate credit.

"Teaching Online News in the Secondary School" will offer advisers instruction in online publishing technologies, search engine optimization, writing for the Web, writing a FAQ using Dreamweaver, creating a blog in WordPress, using social media for news, designing and hosting a site, video and audio basics and more.

This graduate-credit course was designed for N.C. high school journalism teachers two years ago. The course is not scheduled for summer 2013, so advisers are encouraged to apply for this 2012 opportunity.

If your students hope to take their publication online — or if they have already done so — consider enrolling in this course and exploring way to teach and advise digital media.

Please submit your application postmarked by May 1.

See adjacent application.

Leadership Opportunity: Join N.C. Scholastic Media Advisers Association Board

Advisers who are willing to serve as a NCSMAA officer or regional representative should contact current president Bill Allen at bill.allen@cms.k12.nc.us.

Allen will discuss leadership opportunities with advisers during NCSMI 2012. The new slate of officers will be announced at the NCSMI Awards Brunch on June 21.

NCSMA JOURNALISM EDUCATION FELLOWSHIP APPLICATION

Please type or print clearly.

Teacher and school information

TEACHER'S NAME			
SCHOOL NAME		SCHOOL PHONE	SCHOOL FAX
SCHOOL ADDRESS	CITY	STATE	ZIP
SCHOOL EMAIL ADDRESS			
HOME ADDRESS	CITY	STATE	ZIP
HOME EMAIL ADDRESS	HOME PHONE	CELL PHONE	

I will be teaching journalism and/or advising one or more publications during the 2012-2013 school year at _____.

Teacher's signature: _____

I endorse _____ to receive a Journalism Education Fellowship to attend JOMC 491: Teaching Online News in the Secondary School at the University of North Carolina at Chapel Hill School of Journalism and Mass Communication.

Principal's name: _____

Principal's signature: _____

To complete your application, please attach to this form a letter in which you tell

1. how you became involved in journalism teaching and publication advising,
2. year(s) of overall and journalistic teaching experience,
3. why you would like to take the course you circled above and
4. how you believe that course may fit into your career as a journalism teacher/publication adviser.

In addition, please send a copy of your resume or a list of experiences, interests and accomplishments.

Please postmark your application by May 1. To secure your in-state tuition fellowship, you will later be asked to submit a check for \$200; this check will be returned to you the first day of class. Address application forms to:

Monica Hill, NCSMA • School of Journalism and Mass Communication • 284 Carroll Hall, CB# 3365, UNC-Chapel Hill • Chapel Hill, NC 27599-3365

N.C. SCHOLASTIC MEDIA ADVISERS ASSOCIATION

North Carolina Scholastic Media Association (NCSMA) is a statewide organization and an arm of the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill that:

- promotes excellence in scholastic journalism through education of its members.
- invites students and advisers to attend the N.C. Scholastic Media Summer Institute and any of six co-hosted fall regional workshops.
- encourages respect for freedom of the press.
- promotes professional growth of journalism teachers and advisers.
- speaks for scholastic media in matters that affect journalism education in North Carolina.
- serves scholastic journalism and works for its advancement.
- offers Advisers Association members special services, including:
 - *publication and online news critiques*
 - *yearly contests for individuals and media*
 - *two issues of the Scoop Update*
 - *Book of Firsts*

Enclose check payable to NCSMA at School of Journalism and Mass Communication, UNC-Chapel Hill, CB #3365, 284 Carroll Hall, UNC-Chapel Hill, Chapel Hill, NC 27599-3365



North Carolina Scholastic Media Association
School of Journalism and Mass Communication
Carroll Hall, CB#3365
University of North Carolina at Chapel Hill
Chapel Hill, NC 27599-3365

Contact

ncsma.unc.edu
Phone: (919) 962-4639
or 1-888-562-6276
Email: ncsma@unc.edu

IN THIS ISSUE

- Register for the Summer Institute scheduled for June 18 to 21.
- Apply for the JOMC Graduate course, "Teaching Online News in the Secondary School."
- Encourage students to apply for the new Carolina Sports Journalism Camp, June 27-30.
- Submit your newspaper, online news site, yearbook, literary magazine, or TV news broadcast to the NCSMA statewide media contest.

Membership

ADVISER'S NAME _____

SCHOOL NAME _____ SCHOOL PHONE _____ SCHOOL FAX _____

SCHOOL ADDRESS _____

CITY _____ STATE _____ ZIP _____

SCHOOL EMAIL ADDRESS _____

HOME ADDRESS _____

CITY _____ STATE _____ ZIP _____

HOME EMAIL ADDRESS _____ HOME PHONE _____ CELL PHONE _____

Publication advised (circle):

NEWSPAPER/
NEWSMAGAZINE ONLINE
NEWS YEARBOOK ELECTRONIC
COMMUNICATION LITERARY
MAGAZINE PHOTOGRAPHY

Name of publication(s)/URL: _____

_____ \$65 Combined Journalism Education Association/NCSMAA Membership
(results in \$5 rebate to NCSMAA from JEA)

_____ \$10 NCSMAA Membership Only

_____ \$55 JEA Membership Only