



## DATES & DEADLINES

### May 15

Earlybird deadline to register for NCSMI

### May 15

Final postmark deadline for Journalism Education Fellowship Program

### May 25

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

### May 25

Final Postmark deadline for NCSMI

## June 16-19 NCSMI, UNC-Chapel Hill

### June 25-28

Carolina Sports Journalism Camp, UNC-Chapel Hill

### July 6-12

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

### July 6-10

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

### Nov. 6-9

JEA/NSPA Fall National High School Journalism Convention, Washington, D.C.

## Make plans now for Summer Institute

North Carolina Scholastic Media Association invites all North Carolina students and advisers to the 2014 Summer Institute, June 16-19. This year's theme, "Global Eyes, Local Ties," puts an emphasis on both international and local reporting. The Institute offers course tracks in news, online news, yearbook, TV news, literary magazine, photography, design and advising (page 6), and it is open to all advisers and to students who are rising ninth-graders to 12th graders.

## N.C. Advisers Association completes Common Core project

### BY SAMANTHA SABIN

For high school journalism teachers, it may take little to no effort to adjust their classes to Common Core State Standards.

Geoff Belcher, newspaper adviser at Wake Forest High and NCSMAA's Northeast Piedmont Representative, and a group of 12 educators have put together a presentation that illustrates how journalism classes already fit the new standards for high school classes set by Common Core.

North Carolina adopted the Common Core State Standards in K-12 Mathematics and K-12 English Language Arts in June 2010. Common Core was de-

signed to standardize education in secondary schools among states.

Journalism teachers may find the English/Language Arts standards already align with their journalism class structure.

Belcher said he and the other 12 teachers worked on the presentation at three different meetings over a six-month period: one at the NCSMA board meeting last spring, one at NCSMI 2013 and another at the Carolina Sports Journalism Camp.

Belcher explained the group's approach.

"We would first read the standard as a group," Belcher said in an email.

*continued on page 4*

# National winner

Join me in congratulating Brenda Gorsuch of Hendersonville for being named National Yearbook Adviser of the Year. Gorsuch gave her April 12 acceptance speech at the National High School Journalism Convention in San Diego to a packed ballroom. She is the first adviser from North Carolina to win this award.

Gorsuch joins journalism textbook author H.L. Hall as the only two teachers in the country to win both Yearbook Adviser and Dow Jones National High School Journalism Teacher of the Year.

## Curriculum and Standards

Special thanks to the active and engaged members of the N.C. Scholastic Media Advisers Association board. Their work, posted on the [ncsma.unc.edu](http://ncsma.unc.edu) homepage, explains how journalism courses meet Common Core standards. Special thanks to Geoff Belcher, journalism teacher at Wake Forest High, for leading the project and lending his knowledge of curriculum standards. Belcher is former president of the NCSMAA and former Kenan Fellow.



**Monica Hill**  
NCSMA Director

Journalism Education Association has completed its national curriculum project. See [jea.org](http://jea.org) for more information. The materials, password-protected for JEA members, provide an array of lesson plans and teaching guides.

## NCSMA Membership

Advisers may join our Advisers Association in order to access the Book of Firsts, the teaching tool many of you use to share samples of N.C. high school journalists' work. This password-protected section of the NCSMA site also features the critique booklets.

## Kudos

This was quite a year for N.C. student media. Congratulations to Columbia Scholastic Press Silver Crown winners Golden Fleece newspaper at T.C. Roberson (Asheville) High and Wingspan newspaper at West Henderson (Hendersonville) High. Congratulations to National Scholastic Press Pacemaker finalists Roars and Whispers literary magazine at Providence (Charlotte) High and Westwind yearbook at West Henderson (Hendersonville) High.



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## NCSMA Officers:

President Erin Murray, Clayton High; Vice President for Yearbook Antoinette Milligan, Fayetteville Christian Academy; Vice President for Visual Communications Tyler Hardin, Weaver Academy; Vice President for Newspaper Murphy Grant, First Flight High; Vice President Literary Magazine Mimi Brown, Providence Senior High; Vice President for Electronic and Online Marie Muir, Riverside High

## NCSMAA Officers:

President Janet Cooke, Clayton High; President-elect Disa Perry, Fayetteville Christian School; Past President Helen Velk, Ravenscroft School; Secretary Brandy Caton, Hickory Grove Christian School; Vice President Newspaper Brenda Gorsuch, West Henderson High; Vice President Visual Communication Adrienne Hollifield, Charles D. Owen High; Vice President Yearbook Erin Sharpe, Gaston Day School; Vice President Electronic Communication Lori Mahaley, Franklin Academy; Vice President Literary Magazine Marva Hutchinson, Providence High.

## From the newsroom to the classroom

Moving from the newsroom to the classroom was not difficult for me. I had worked as news director at a university radio station where the communications majors came to practice the skills they heard about in the classroom. After a few twists and turns, I wound up teaching high school journalism and English. In some ways, the "rooms" are not so different.

### The Similarities

**Deadlines:** Both have them and they change frequently.

**Top Story:** Both rooms have something that is most important and can change without notice depending on what happens in the area. Teachers, as well as reporters, must regroup quickly and move forward.

**People:** Teachers and reporters both need tough hides and friendly demeanors. Thick skin can help when people freely criticize the work of teachers and reporters. A friendly demeanor helps avoid or diffuse tense situations in both rooms.

**Ethics:** Reporters and teachers must have and demonstrate strong morals. The adage

"just because you can doesn't mean that you should" applies in both rooms. Both teachers and reporters must be honest. When either makes a mistake, a correction must be issued and if appropriate, an apology also must be offered.

**Never-ending Work:** News doesn't occur between 8 a.m. and 5 p.m. It happens when it happens and it must be reported. In the classroom, a teacher always has something to do. There are students to teach, forms to complete and/or collect, parents or counselors to call, lessons to plan, work to grade, clubs and organizations to advise, letters to write, sports to coach, etc. Teachers and reporters take their work home. If it's not in a brief case, it's in his or her head.

**No mistake is too small:** From personal experience as the only reporter at a small town newspaper, facing a very upset patron of the public library is not pleasant when you have mixed up the library's name with that of a

nearby elementary school no matter how similar the names are. Dealing with an upset parent or student is almost the same thing. I just have to listen and, if appropriate, offer an apology and a correction.

### The Differences

A primary difference is that there are no inclement weather days in the newsroom. If the weather is bad enough to close schools, it's news and so the reporter works. For the teacher, if the weather is bad enough to close schools, he or she may have the option of staying home with his or her family.

In my world, the newsroom and the classroom have, for the most part, blended nicely. Both rooms deal with people, and people are pretty much the same whether they are sources for a news story or students and their parents in a classroom.

I think I have at one time or another used all of my reporter's skills as a teacher.



**Janet Cooke**  
NCSMAA President

# What a new reporter should know

As new reporters, students often do not know what to report on — they just cannot find their beat. But it can be hard for new reporters to find their specialty until they are out of the newsroom or classroom and reporting.

## Versatility

When reporters are first starting, they should be open to take any story assigned to them. This is a skill that they should take with them for the rest of their journalism careers. In this way, new reporters can find the topics that interest them.

New reporters should sample different types of stories. This can broaden their view and get them on their way to becoming well-seasoned reporters.

Once reporters find their niche, they should still remain open to all stories that flow through the newsroom. If reporters stick with one beat, they will not learn how to write stories on other subjects. Journal-

ists need to know how to be ready to write about anything that is thrown at them.

## Confidence

Another problem many new journalists have is shyness. New journalists are often timid when it comes to interviewing people or asking for a photograph.

But with a little bit of confidence, any reporter can successfully interview a source comfortably and professionally.

## Resourcefulness

All journalists need to be able to think on their feet. Journalists need to be ready for any curve ball

that is headed their way. This is a skill that journalists begin developing in the early stages of their careers. A journalist needs the skill to be able to come up with things on the fly and be able to handle them appropriately.

An important part of becoming a good journalist is being prepared. Journalists must always keep a pen and paper with

them. At any given time, a story waiting to happen or a quote to be quoted can appear, and a journalist needs to be ready.

## Organizational Skills

Organization is an important quality that new journalists should also learn before starting their first assignment. If a journalist is organized and has all of his or her interviews scheduled or completed and photos taken, deadlines will be met without a problem.

Life is full of deadlines and new journalist should be well aware of them. If a paper is relying on a certain story for the front page and the writer is shuffling his or her feet, it can delay the paper's production and distribution.

The main thing that every new reporter should know is to have fun! If a person is not having fun in anything they do, they will not have the desire, drive and passion to get up in morning and write their story. A person is not going to want to work at any job if they are not having fun.



Erin Murray  
NCSMA President

## news in brief

### N.C. High School Journalist of the Year places in national scholarship competition

West Henderson (Hendersonville) High School journalist Lauren Stepp has been named the 2014 Rachel Rivers-Coffey North Carolina High School Journalist of the Year.

Stepp represented the state in the National High School Journalist of the Year scholarship competition. Winners were announced April 13 at the National High School Journalism Convention in San Diego.

She was the first North Carolina student since 2006 to place in the National High School Journalist of the Year Scholarship Competition. She was named one of five runners-up. Stepp will not only receive the North Carolina High School Journalist of the Year Scholarship, but will also receive a \$850 national runner-up scholarship.

North Carolina alternates are Murphy Grant of First Flight High in Kill Devil Hills and Hannah Lieberman of East Mecklenburg High in Charlotte.

Honorable Mention Awards go to José Valle of First Flight High and Allison DeJong of Northwood High in Pittsboro.

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

NCPF will award a \$2,000 scholarship to Stepp. 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 and awards will be presented June 19 at UNC-Chapel Hill during the N.C. Scholastic Media Institute, a summer journalism workshop open to students and teachers across the state.

### Journalism Education Association releases national curriculum

JEA has released a national journalism curriculum based on 14 content areas now available to members. The curriculum includes learner objectives, lesson plans, instructional materials and both formative and summative assessments including rubrics. The curriculum was developed by a team of journalism educators from across the country who will serve as national experts in 14 skills JEA has determined are essential to every journalism program. The areas including subjects ranging from entrepreneurship to news gathering. The curriculum can be found at <http://curriculum.jea.org/>.

### Attend national convention in Washington, D.C.

JEA and NSPA are co-sponsoring the National Journalism Convention in Washington, D.C. in November. Students will have the opportunity to spend four days learning about journalism in the same place where many of the nation's top reporters work and where democracy, politics and media coverage all comes together. Whether they work on newspaper, yearbook, magazine, broadcast or online staffs, every student journalist is invited to attend. The convention will take place Nov. 6-9. More information can be found at <http://dc.journalismconvention.org>.

### Keep up with NCSMA on social media

NCSMA is on Facebook and Twitter. Connect with us to stay updated on contests, workshops, scholarships, the summer institute and other opportunities for students and advisers. Share advice and talk to other scholastic journalists on our page. At each of our fall regional workshops in 2013, we gave away one free registration to NCSMI to a person who liked or followed us.

Search "North Carolina Scholastic Media Association" on Facebook or follow @NCSMA on Twitter.

*continued on page 4*

 news in brief

*Continued from page 3*

## Principal of the Year Nominations sought

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 19.

Email or 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 or ncsma@unc.edu. 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.
- The principal is nominated by a journalism teacher or publication adviser at his or her school, and that person provides specific evidence of the principal's support as outlined in the foregoing criteria.

## NCSMA now accepting nominations for Kay Phillips Distinguished 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 NCSMAA 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 19.

## Advisers may apply for Journalism Teacher of the Year Program

The Dow Jones News Fund encourages teachers to apply for the 2014 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 9. See [www.newsfund.org](http://www.newsfund.org) for a link to the application and more information.

*Common Core continued from page 1*

"Then we would explore together its connection to journalism. We got all the rough ideas down over the two meetings. In the third meeting, we took the rough ideas and formalized our language for the final document."

The 60-slide presentation is organized by each of the 34 standards with thorough explanations on how each is already being applied in high school journalism classes.

Belcher said the implementation of Common Core standards has not affected the way he structures his journalism class.

"So much of what was inherent in how we did business matched up with the Common Core — like writing arguments, using counterclaim in editorials, interviewing, etc. — that we do what we have done for years," he said. "I'd say the Common Core affected English classes more than it affected journalism classes."

Adrienne Hollifield, newspaper adviser at Charles D. Owen High and the vice president of visual communication for NCSMAA, was one of the 12 teachers who contributed to the presentation. Although she was not a part of the entire process, she said she helped with the project because she feels strongly about the benefits of journalism classes in high school.

"In our present environment, those classes that align with the Common Core are the ones that will be kept because teachers and schools are evaluated based on them," she said in an email. "Finding ways in which journalism aligns is necessary."

Hollifield also said that the creation of the presentation represents NCSMAA's future-focused mindset.

"If journalism programs are going to continue, they have to meet the prevailing notions of what is important in education," she said. "We can't have journalism programs being cut out of existence."

The project was presented at the fall NCSMAA board meeting, and a copy of it can be found on the NCSMA website.

# 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 May 25 postmark deadline for literary magazine, yearbook, radio/podcasts and TV news entries.

If your students' yearbooks have not been shipped by that date, contact the NCSMA office as soon as possible. We can make arrangements to process your students' entry after that date — as long as we know when to expect it. We must, however, receive those materials by 3 p.m. on June 3.

- 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 \$225. Final postmark deadline for the Institute is May 25.
- 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 need-based, merit-based and minority workshop scholarships for Institute attendees.
- See The Rush form 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 for Principal of the Year Award 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 News

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

### Advanced News

- Laptop (if available)

### Yearbook

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

### Photojournalism

- Digital camera
- Recordable CDs or flash drive
- Your best and worst images

### Literary Magazine

- Ruler, tape, markers, scissors, magazines to cut up
- 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 two full-tuition press rights scholarships. 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

Five \$200 financial-aid scholarships are named in memory of NCSMA associates:

- **2014 Judith Leake Martin Scholarship**  
In memory of the former yearbook adviser at Stoneville High and Dalton L. McMichael High.
- **Elizabeth Anna Windsor Scholarship**  
In memory of the daughter of Salem adviser Kay Windsor and her husband. Elizabeth died Oct. 11, 1996.
- **Oran Perry Scholarship**  
In memory of longtime Kinston High adviser Oran Perry, who died Feb. 3, 1998.
- **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.

*"Everyone should go to NCSMI because it is one of the best experiences a young journalist can have, and it really opens the eyes to the world of journalism. Students are exposed to something that they probably would have never considered a passion until they visited NCSMI."*

**ERIN MURRAY**  
NCSMA President

## 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 \$225. 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 or in the many restaurants on nearby Franklin Street. Commuters will pay a \$150 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 Granville Towers. Students will need to bring their own pillows, towels, washcloths and bed linens. Registration on June 16 will begin at 9:30 a.m. and end at noon. Check-out will follow the Awards Brunch on June 19. Advisers will be housed together in rooms near their students. Advisers without students may also stay in Granville.

### 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 pass per four people coming by car. Requested passes will be distributed at the registration desk June 16. (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

#### 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, curators, novelists and designers.

#### News I and II

*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

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

#### The Rush

*Erica Perel and Robin Sawyer, directors*

Advanced 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.

#### Design I and II

Design I focuses on introductory InDesign. Design II focuses on advanced InDesign, Photoshop and Illustrator. Students who take Design II should be proficient in the use of the computer and page layout.

#### Yearbook I and II

*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

*Mark Harrison, 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.

Harrison is adviser at T.C. Roberson High.

#### 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.

Waugaman is adviser to the news site, newspaper, yearbook and literary magazine at Prince George (Va.) 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 16-19.

Your son/daughter will choose one of the following seven divisions: online news, design, 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 Granville Towers 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 (\$225 after May 15 and \$150 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 \$7 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 16 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 in any way 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		



# STUDENT 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 journalism/media staffs and are interested in the improvement of scholastic media throughout the state. They must be able to attend both the 2014 and 2015 summer Institutes. To apply, please e-mail or mail this form with a photo and at least one paragraph stating your journalism experience and/or proposals for improvements to future Institutes. A slate of officers will be announced during the Institute's opening session.

## 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 two policy-making sessions 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 will contribute columns 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 at least one paragraph stating their journalism experiences and/or their proposals for improvements to future Institutes. Only one person from each school may run for an NCSMA office. There will be no nominations taken from the floor at the Institute. If a runoff election is needed, candidates 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 by May 15 for priority consideration  
Final deadline: May 25**

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



### WANTED: Highly motivated students to join Institute newspaper staff

The Rush needs experienced 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 register, complete this information form and attach it to the Institute enrollment form. 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 \_\_\_\_\_

YEAR IN SCHOOL \_\_\_\_\_

Check all journalistic tasks in which you have participated—or are interested in participating—and write the length of time in each job, if applicable.

- Reporter \_\_\_\_\_  Designer \_\_\_\_\_
- Copy editor \_\_\_\_\_  Photographer \_\_\_\_\_
- Section editor \_\_\_\_\_  Software experience \_\_\_\_\_
- Editor-in-Chief \_\_\_\_\_  Online Editor \_\_\_\_\_
- Graphic artist \_\_\_\_\_  Other \_\_\_\_\_

Your adviser should sign below to confirm that you have either attended NCSMI before OR that you have completed at least one journalism class OR worked on a publication or online staff for one year.

ADVISER NAME \_\_\_\_\_ ADVISER SIGNATURE \_\_\_\_\_

Please attach this form to your school's Institute enrollment form and submit all materials to the NCSMA office postmarked by May 25.

# 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

Please type or print clearly.

PUBLICATION NAME \_\_\_\_\_

CHECK

- Newspaper/newsmagazine       TV News  
 Online news site       Radio/podcasts  
 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, 2013

1 to 900

1,300+

901 to 1,299

middle school

**Contest fee: \$50**

+ \_\_\_\_\_ × \$5 for each individual entry

= \$ \_\_\_\_\_ **Total**

## Guidelines for 2014 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 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	One copy of two issues
<input type="checkbox"/> Online news site *	April 25	URL:
<input type="checkbox"/> TV News	May 25	One DVD from two newscasts
<input type="checkbox"/> Literary magazine **	May 25	One copy of the magazine
<input type="checkbox"/> Yearbook ***	May 25	One copy of the yearbook
<input type="checkbox"/> Radio/podcasts	May 25	One CD from two programs or URL:

\*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 2014 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 2013-2014 school year.

Student name \_\_\_\_\_ Title of entry \_\_\_\_\_ Page(s) \_\_\_\_\_

**News** (print and online)

- news article  
 sports article  
 feature article  
 news photograph  
 sports photograph  
 feature photograph  
 editorial  
 cartoon  
 graphic  
 sports column  
 general/editorial column  
 review

front page design †

inside page design †

inside spread design †

† Print version only

**Literary Magazine**

- poetry  
 fiction  
 feature  
 review  
 personal essay  
 drama  
 photography/art layout  
 graphic  
 poetry layout  
 fiction layout  
 nonfiction layout  
 individual art  
 individual photograph

**Yearbook**

- theme copy  
 feature copy ‡  
 sports copy  
 captions (any spread)  
 theme spread design  
 sports spread design  
 feature spread design ‡  
 feature photograph  
 sports photograph

‡ Includes people, organizations, academics, etc.

**TV News/ Multimedia**

- spot news  
 hard news  
 feature news  
 sports

**Radio/Podcasts**

- news story  
 feature story  
 sports story  
 longform program

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](http://ncsma.unc.edu/contests.html).

Participation in the contest implies consent for NCSMA's 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 \_\_\_\_\_

TOTAL ON BUSINESS STAFF \_\_\_\_\_ TOTAL ON PRODUCTION STAFF \_\_\_\_\_

CHECK:  Editors change each year  
 Editors change each semester  
 Other \_\_\_\_\_

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: 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 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 ISSONN OTHER: \_\_\_\_\_

Percent of work done by students: \_\_\_\_\_

### PART V: Other comments

If you would like to make other comments about your publication/site/newscast 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 6-12. 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.

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 15.

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 Janet Cooke at janetcooke@johnston.k12.nc.us.

Cooke will discuss leadership opportunities with advisers during NCSMI 2014. The new slate of officers will be announced at the NCSMI Awards Brunch on June 19.

# 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 media during the 2014-2015 school year at \_\_\_\_\_.

Teacher's signature: \_\_\_\_\_

I endorse \_\_\_\_\_ to receive a Journalism Education Fellowship to attend the following summer session course:

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.

For priority selection, your application should be postmarked by April 1. Final postmark deadline is May 15. 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

## Membership

ADVISER'S NAME		
SCHOOL NAME	SCHOOL PHONE	
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  
  TV NEWS RADIO  
  LITERARY MAGAZINE  
  PHOTOGRAPHY

Name of publication(s)/URL: \_\_\_\_\_

\_\_\_\_\_ \$25 NCSMAA Membership

\_\_\_\_\_ \$85 Combined Journalism Education Association/NCSMAA Membership



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, (919) 843-7730  
 or (888) 562-6276  
 Email: ncsma@unc.edu

### IN THIS ISSUE

- Register for the Summer Institute scheduled for June 16-19.
- Join the JOMC graduate course, "Teaching Online News in the Secondary School".
- Adviser Association members complete Common Core project