GRANT OPPORTUNITIES

Seeking funds for scholastic journalism

Journalism students and teachers shared stories of funding challenges during our six fall regional workshops. (Please see map on page 12.)

At each of the adviser and editor roundtables we discussed advertising sales strategies, fundraising opportunities and local media support.

Grants represent additional sources of funding. The application processes can be cumbersome, and nothing is guaranteed. But opportunities are out there.

Following are a few examples of foundation-supported grants that schools and school systems might seek. These focus on technology, an area of particular need in scholastic journalism.

Please note that NCSMA is not endorsing these programs. The list is provided only as information.

See the NCSMA website, ncsma.unc.edu for a more comprehensive list.

**Technology Grants for Rural Schools**

The Foundation for Rural Economic Development offers this grant opportunity. This technology grant is available to those in communities with rural telephone companies. Go to http://www.fred.org/tech

**Wells Fargo Corporate Giving**

School systems may apply; individual schools may not. Go to https://www.wellsfargo.com/about/charitable/nc_guidelines

**Motorola Innovation Generation Grants**

Technology is a focus of this grant program. Go to http://responsibility.motorola.com/index.php/society/education/

**Corning Incorporated Foundation**

Instructional technology for the classroom is listed among the involvement areas. Go to http://www.corning.com/about_us/corporate_citizenship/community/foundation_request.aspx

**DATES & DEADLINES**

- **Nov. 17-20**
  National High School Journalism Convention
  Minneapolis

- **Feb. 25**
  NCSMAA Executive Committee Meeting
  UNC-Chapel Hill

- **Feb. 25**
  CABJ minority high school journalism conference
  UNC-Chapel Hill

- **March 2-4**
  Southern Interscholastic Press Association Conference
  Columbia, S.C.

- **March 16-18**
  Columbia Scholastic Press Association Convention
  New York

- **April 12-15**
  National High School Journalism Convention
  JEA/NSPA
  Seattle

- **June 18-21**
  NCSMI
  UNC-Chapel Hill

- **June 27-30**
  Carolina Sports Journalism Camp
  UNC-Chapel Hill

- **July 8-14**
  Teaching Online News in the Secondary School
  JOMC 491
  Journalism Education Fellowship Program
  UNC-Chapel Hill

- **July 8-13**
  Chuck Stone Program
  UNC-Chapel Hill
The fall semester has been a busy one in NCSMA offices. Your school secretaries may have called you recently asking for NCSMA student assistants, in fact, have been contacting every high school in the state to verify advisers’ names and institute a completely new statewide database. Please help us with this ongoing project. Alert us to any misspelled names, incorrect addresses or possibilities of new advisers. We want journalism advisers across the state to know that NCSMA exists to serve. In order to do that, we have to keep our database current. Thanks in advance for your help.

Your N.C. Scholastic Media Advisers Association has also been busy. You will notice updates to our content form on page 7. Individual categories have been added for online new and literary magazines. Students may now enter up to three entries in each individual category. Individual costs fees have risen, but you will now offer some contest fee waivers for Title I schools. Application information will be posted online at ncsm.org.

Welcome to North Carolina Scholastic Media Association

The North Carolina Scholastic Media Association (NCSMA) is a statewide organization that promotes excellence in scholastic journalism through education of its members, encourages respect for freedom of the press, promotes professional growth of journalism teachers and advisers, and speaks for scholastic media in matters of curriculum and instruction that affect journalism education in North Carolina. NCSMA serves scholastic journalism and works for its advancement. It is based in the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill.

Developing your online publication

You have an online newspaper! How cool! That’s the common reaction we get when we talk about what we are doing with our journalism program. Teachers say that they wish their school could or would do it. Your response is always: “go for it.”

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The Carolina Association of Black Journalists and the UNCG-Chapel Hill School of Journalism and Mass Communication invite students to apply for the minority journalism conference on Saturday, Feb. 25. A $25 registration fee includes breakfast, lunch and dinner.

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. This four-day residential workshop will include instructional sessions on sports play-by-play, sports photography, video editing and much more. Students will be housed on UNCG-Chapel Hill’s campus.

The Carolina Sports Journalism Camp will include an intensive study and newsroom practice. The camp will feature visiting sports reporters and editors. Students will take a behind-the-scenes tour of UNCG’s sports media facilities. They will cover a press conference and experience a sports media deadline.

Join us at a sports media camp for high school students.

Save the date for SIPA convention in Columbus, S.C.

Save the date for the annual Southern Interscholastic Press Association convention on March 24-26. The convention will be held at the Marriott Hotel in downtown Columbus, S.C. and at the University of South Carolina School of Journalism and Mass Communications. For more information, visit http://www.sicp.org/.

High school journalism teachers recognized for outstanding work

By Samantha Sabin
Northwest School of the Arts

The countless days four N.C. teachers spent with teenagers have been rewarded. Jeremy Parrish, an assistant principal at Athens Drive High School, and Linda Florence Clohan, director of the regional journalism workshop at North Carolina A&T University, were awarded the Kay Phillips Distinguished Service Award. Both Melanie Hyh-Duc of Northwest Guilford High School and Michael Moon of Kinston High School received the national Rising Stars Award from the Journalism Education Association.

“It’s definitely encouraging to stay in the field of scholastic journalism and encourage to improve each other,” Hyh-Duc said.

Advisors who had five or fewer years of advising experience were recognized. Applicants were encouraged to submit a portfolio of their dedication to scholastic media. For Moon, that person was his principal.

“When I thought about starting a journalism program, he said I like the idea, but only if it’s done the right way,” Moon said. “I feel like that conversation is how I told them I did it the right way.”

Hyh-Duc’s mentor of two years, Martha Routhwell, nominated her.

“I wouldn’t have made the progress I made without her,” said Hyh-Duc. “The fact that she felt the need to nominate me (when Routhwell) deserves this award is amazing.”

As a part of the nomination process, nominators wrote a letter explaining how the nominee shows promise as an up-and-coming advisor. “It’s a very big honor and very humbling because there are a lot of journalists who work tirelessly and never receive this recognition,” Hyh-Duc said.

(Reprinted from The Rush, the NCSMJ newspaper)

A call to students

You may apply for annual conference. For more information, visit jomc.unc.edu/csjc. Priority Apply today at jomc.unc.edu/csjc. Priority

Social media, online resources enhance publications

Vanessa Amodio
Caribou High Journalists use Twitter, Facebook to lure readers to news websites

Many schools with online newspapers have started using Facebook and Twitter as a medium for keeping the students updated with their news publications.

“Everyone has Facebook, and that is the easiest way to get the school and students involved,” said Kristen Tabor, Hough High (12).

“When people like ‘an article, everyone else would want to read it and go on it.” Social media, specifically Facebook and Twitter, has given journalists the opportunity to connect with the public.

“Journalists can propel their own stories through the use of social media instead of waiting for their companies to do so,” said Tony Zoli, lead developer in the Reese Felt Digital Newsroom at UNC-Chapel Hill and online news instructor for the NCSCMA Summer Institute.

The ISONN, which is part of the Inter-collegiate Online News Network, is an association of high school teachers, administrators and professors devoted to enhancing scholastic journalism. It encourages high school journalists to take their existing publications online by providing websites at no cost.

“It offered an opportunity to have someone help me learn Wordpress so I could teach my students,” said Robin Sawyer, Rush instructor and adviser at First Flight High. “It’s fairly simple and Jim Stovall is wonderful to work with. I believe my students are learning skills that will benefit them beyond my class and that’s always exciting to me.”

The director of ISONN, Jim Stovall, said this network allows students to practice online journalism before college. ISONN hosts workshops for high school journalists and advisors.

“This is something that has never been done but that’s why it’s being introduced,” Stovall said.

(Reprinted from The Rush, the NCSMJ newspaper)

SIRCEY WINS 2011 HIGH SCHOOL JOURNALIST OF THE YEAR

BY SAMANTHA SABIN
North Carolina A&T

North Carolina A&T University, were awarded $500 for their scholarship. Their schools received $500 for their scholarship. Their schools received $500 for their scholarship.

By华夏

As North Carolina’s winner, Sircey represented the state in the National High School Journalist of the Year competition. A total of 35 states submitted a portfolio from the state winner, in total, seven students received a prize.

Adrienne Hollifield, adviser for The Hoofbeat, has worked with Sircey since her freshman year and is glad to see her receive the award. “When she’s interested in something, she’ll do anything she can to learn about it,” Hollifield said. “She’s the perfect student, who puts an amazing amount of effort into the paper.”

“She doesn’t have to be the typical journalist (to win),” Sircey said.

“When people think of a journalist, they think of the reporter who is attacking you at different angles. You can be sweet about it.”

The alternates were Katie King of West Henderson High in Hendersonville and Liz Crampton of Northwest Guilford High in Greensboro. Each received $500 for their scholarship. Their schools received $250 awards.

To apply for the 2011 High School Journalist of the Year competition, see page 13. The deadline is February 10.

To view a presentation on how to prepare a portfolio, contact the NCSCMA at (919) 962-4639 or ncscaumc@unc.edu.

(Reprinted from The Rush, the NCSMJ newspaper)

OUTLOOK: HOW CATHOLIC TEENS SEEN IN WEST VIRGINIA

BY VANESSA AMOAKO
Caribou High School

Catholics in West Virginia

The rush of the school year is big,” said Sircey, a 2011 graduate of Charles D. Owen High School.

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Sircey since her freshman year and is glad to see her receive the award. “When she’s interested in something, she’ll do anything she can to learn about it,” Hollifield said. “She’s the perfect student, who puts an amazing amount of effort into the paper.”

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(Reprinted from The Rush, the NCSMJ newspaper)
I endorse ____________________________________________ to receive a Journalism Education Fellowship to attend the following summer session course:

Teacher's signature: ______________________________________________________________________________________________________________________

For priority selection, your application should be postmarked by April 1. To secure your in-state tuition fellowship, you will later be asked to submit a

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

Principal's signature: _____________________________________________________________________________________________________________________

at the University of North Carolina at Chapel Hill School of Journalism and Mass Communication.

For priority selection, your application should be postmarked by April 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:

NORTH CAROLINA SCHOLASTIC MEDIA ASSOCIATION
284 Carroll Hall, CB # 3365, Chapel Hill, NC 27599-3365 • (919) 562-4639 • Toll Free: (888) 562-6276 • ncsmameduc.edu

GUIDELINES FOR 2012 OVERALL CONTEST/CRITIQUE ENTRY

For all categories, enclose the entry form with full payment to NCMSA 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 ncsmameduc.edu). For confirmations, enclose a self-addressed, stamped postcard.

GUIDELINES FOR 2012 INDIVIDUAL CONTEST ENTRIES

For individual entries, mark the corresponding contest category below. Attach a teashoot (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:

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 http://www.ibiblio.org/ncsma/contests.
Statewide media awards presented to staffs at NCSMA 2011 Institute

About the awards: For 26 months publica

For more awards, see page 9

For more awards, see page 10
On a separate piece of paper, answer the following questions:
- Has any of your work been used by the professional media? If yes, please explain.
- What aspect of journalism and mass communication is your career goal?
- What have you contributed to journalism? What have you accomplished in your group or school?
- What are your journalism plans for the future? The next three years?
- What are your specific goals and short-term objectives for preparing your portfolio?
- What aspect of the presentation is most important to you? Why?
- List colleges you are considering attending in order of preference. If you have
  already decided which school you will attend, list only that college.

Send your complete portfolio to NCSMA, 284 Carroll Hall, UNC-Chapel Hill, Chapel Hill, NC 27599-3365 postmarked by Feb. 15.

Portfolio Checklist:
- Self-evaluation of your school/journalist work
- Official transcript
- An action photo of you doing something journalistic
- Three or four letters of recommendation from your adviser, other teachers who know your leadership and journalistic abilities, and practitioners with whom you have worked. A letter from the principal is desirable, but not absolutely necessary.
- Samples of your work carefully selected to show your quality and diversity of reporting, selling, photography, design, broadcast, online media, etc.
- Self-addressed, stamped envelope large enough to hold your portfolio, if you want it returned.

Preparation of Portfolio:
- Entry material must not exceed 46 pages. It must not exceed 23 times-loaded pages. An additional 10 pages may be submitted if justified.
- The state winner will receive a $2,000 scholarship and will be eligible to compete in the national JEA contest.
- Journalism Education Association. Questions? Go to jea.org/awards/journalist.html

Awards, continued from page 11

INDIVIDUAL AWARDS

Individual Art
1. Sarah Kinney
Concord High
Northern Vance High
2. Caroline Stewart
Providence High School
Providence Senior High
3. Aurora Bellard
Sarah Fewell
Gaston Day School
3:
Sarah Chaney
Lauren Burnham
Gaston Day School

Photography Layout
1. Emily Miller
Crinkum-Crankum
1: Mary Oakley
Northern Vance High
2: Mary Oakley
Northern Vance High

Online News
OVERALL AWARDS

1. Blutopia
Gaston Day School
2: Mary Oakley
Northern Vance High
3: Sydney Leighton
Providence Senior High

NSCMA Regional Workshops

For more information, please visit the NCSMA website. For details:
- Visit www.ncsma.org
- Call the NCSMA office at 919-782-0696
- E-mail contact@ncsma.org

For confirmation of the regional workshop:
- Visit www.ncsma.org/workshops
- Call the NCSMA office at 919-782-0696
- E-mail contact@ncsma.org

NCSMA co-hosted six regional workshops this fall semester with newspapers and universities across the state.
We hope to see you at a 2012 fall regional workshop!
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

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

IN THIS ISSUE
• Results of 2011 NCSMA contests and critiques
• Grant opportunities to consider
• Journalism Education Fellowship application
• N.C. High School Journalist of the Year application