



# the scoop

Spring 2013 / Vol. XXI, No. 2

A Publication of the North Carolina Scholastic Media Association

## DATES & DEADLINES

### April 25-28

JEA/NSPA National High School Journalism Convention, San Francisco

### April 25

Postmark Deadline for NCSMA Newspaper, Online News and Newsmagazine Entries

### May 1

Earlybird deadline to register for NCSMI

### May 25

Postmark Deadline for NCSMA Yearbook and Literary Magazine Entries

Postmark deadline for Journalism Education Fellowship Program

## June 17-20 NCSMI, UNC-Chapel Hill

### July 7-13

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

### July 7-12

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

### July 14-17

Carolina Sports Journalism Camp, UNC-Chapel Hill

### Nov. 14-17

JEA/NSPA Fall National High School Journalism Convention, Boston

# race



# AGAINST TIME



## NCSMI 2013

## Register now for the Summer Institute, June 17-20

The N.C. Scholastic Media Institute invites students and teachers from across North Carolina to join us in Chapel Hill, June 17-20.

Student officers have chosen the theme “Race Against Time” to focus on the competitive nature of journalism and the race against the clock to publish the latest news.

The Institute will offer a few deadlines of its own. Students in the online, TV News and The Rush divisions will produce an online news site, a newscast and a newspaper — all before leaving Chapel Hill.

Advisers will be invited to continue the discussion and work we began last summer on Common Core.

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, photo-journalism, online news, design or TV news.

Advisers may enroll in any of those seven divisions, or they may enroll in the advising division.

New this year, students who have at least one semester of journalistic experience may sign up for The Rush, the Institute newspaper (see page 10).

## Fellowship program offers free graduate course for advisers

NCSMA’s Journalism Education Fellowship Program allows teachers to enroll in a one-week summer course and earn three hours of graduate credit.

The short-term course, **Teaching Broadcast News in the Secondary School**, will be July 7-13. Advisers will receive hands-on instruction in video and audio editing, packaging and more, plus

instruction in teaching strategies.

Professor Jim Hefner of the UNC-Chapel Hill School of Journalism and Mass Communication will be the lead instructor for the 2013 course.

Advisers of broadcast journalism programs or advisers of online news programs that incorporate video are encouraged to apply.

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, cover \$1,230 in expenses per person.

Priority postmark deadline is April 1 with a final postmark deadline of May 1.

Go to page 13 to apply now.

# Honoring others

Debbie Russell has always been one of my favorite people.

Because I work with high school journalism teachers, I say that quite often about quite a number of people. Scholastic journalism is a field of and for philanthropists, people with good hearts and giving souls.

Debbie retired as newspaper adviser at Dalton L. McMichael High some years ago. She has retained ties to NCSMA, and her son remains one of our most loyal supporters. (Graham worked in the NCSMA office throughout his undergraduate years before leaving us to become a talented designer in the real world.)

When Debbie's friend, former McMichael High yearbook adviser Judie Martin, died last year, Debbie inquired about establishing an Institute scholarship in her memory. NCSMA did not have a structure in place to receive such gifts at that time, but because of Debbie's wish to honor the memory of her friend, we do now.

Debbie Russell's donation in memory of

her friend Judie Martin led to the establishment of an NCSMA gift account.

We can now accept gifts of any sort to NCSMA.

Debbie's was the first. She sent it to us to memorialize her friend who chaperoned quite a number of Stoneville High and McMichael High yearbook students to NCSMI through the years.

This summer I will look forward to announcing the Judie Martin Scholarship recipient.

Please see page 5 for more information.

## Book of Firsts

Notice that we have removed the Book of Firsts option from the contest entry form. Book of Firsts will now be distributed to *all* NCSMAA members. See page 14.



**Monica Hill**  
NCSMA Director

## Kudos

Congratulations to West Henderson High's yearbook for winning a Gold Crown from Columbia Scholastic Press Association. That school's newspaper won a Silver Crown, as did the literary magazine at Ravenscroft School in Raleigh.



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Monica Hill, NCSMA director  
Kirsten Chang, editor

## NCSMA Officers:

President Jordan Hennessy, First Flight High; Vice President for Newspaper Hailey Johns, West Henderson High; Vice President for Yearbook Destiny Perry, Fayetteville Christian; Vice President for Literary Magazine Ashley Boles, Providence High; Vice President for Electronic Communication and Online Emily Velk, Ravenscroft School Vice President for Visual Communication Chandler Darden, William A. Hough High

## NCSMAA Officers:

President Helen Velk, Ravenscroft School; President-elect Janet Cooke, Clayton High; Past President Bill Allen, East Mecklenburg High; Secretary Lee Baldwin, Enloe High; Vice President Newspaper Brenda Gorsuch, West Henderson High; Vice President Visual Communication Michael Moon, Kinston High; Vice President Yearbook Disa Perry, Fayetteville Christian; Vice President Electronic Communication Lori Mahaley, Franklin Academy; Vice President Literary Magazine Adrienne Hollifield, C.D. Owen High; Task Force Chair Gregory Keys, Lake Norman High

## When incorporating social media, consider the source

Extra, extra, we just got a Facebook page! I know what you are thinking, "No one uses Facebook anymore." Gaining permission to use social media as part of a high school journalism class can take months or years while the teen attention span flits to the newest platform in the blink of an eye.

Despite the fact that using social media appeals to traditional journalism teachers about as much as borrowing someone else's toothbrush, it is the way that the majority of students gets their news. A Knight Foundation study conducted in 2011 reported that on a daily basis, 56 percent of teens surveyed used social networks for news and information, 33 percent used the Internet and 31 percent used a mobile device. Just imagine how those numbers must have increased since then.

To truly provide news to this generation, we must embrace these new avenues. There are, of course, considerations and obstacles when developing a social media strategy for your students, and like any good reporter, you must consider the source — the source of revenue

that is — while in the planning phase.

In my situation, the school provides a budget to cover the cost of publication and a few Flip Cams for the online news class. As a believer in mistakes, I allow my students quite a bit of freedom with their use of Twitter and Facebook. They watch a presentation that I created and sign a usage guideline agreement which requires them to use a "#" and their initials in each tweet so I can easily determine the chirper. We have a news, lifestyle and sports account accessible to any student enrolled in one of my classes.

When a student posts something that generates a complaint, we all discuss it and move forward. It is important for teens to be able to learn through experience about the power and endless reach that these platforms provide. Hopefully, it will reduce the chances of making a similar mistake later in life that could lead to much more serious and lasting repercussions.

In contrast, the newspaper adviser at Wake Forest Rolesville High School, Geoff Belcher, tells me his students sell advertising to support the newspaper. He and his students developed a strategy using Twitter as a perk for advertisers. They are careful to release different photos and information through social media plat-

forms to entice readers, and they incorporate advertisers into these posts for increased awareness. In this situation, it is imperative that mistakes are avoided since it could directly affect their bottom line.

There is no perfect or correct method of using these new tools. Yet there is a way to make it work in each environment, and it is worth exploring with your students because these new venues will continue to be a force in spreading the

news to our youth. Even though "no one uses Facebook anymore," a recent post directed 70 viewers to our *Nevarmore Online* interview with Chris Herren. Not too shabby!



**Helen Velk**  
NCSMAA President

# Change tactics to save money, increase readership

It's no secret that newspaper advertising revenues have been on a downward spiral for a while now. Nationally, advertising revenues last year were roughly half of what they were in 2006, according to The State of the News Media 2012 by the Pew Research Center's Project for Excellence in Journalism. Our staff here at First Flight High can certainly vouch for this trend.

After spending the last couple of years trying to do more with less, First Flight's *Nighthawk News* staff decided to take a different approach. We changed from a traditional newspaper to a newsmagazine and increased our web presence. We are spending less on printing but providing more news to our readers.

Here's a closer look at we've done:

- With help from the publisher and editor of the *North Beach Sun*, a local newsmagazine, we were able to change printers



**Jordan Hennessy**  
NCSMA President

and arrange for shipping. Gannett Publishing (the same folks that print *USA Today*) is printing our job, charging almost the same price for a full-color publication as we paid previously for color on the front, back and double truck.

- By using the same publication dates as the *Sun*, we get our publication shipped with theirs, saving hundreds of dollars on transportation costs.

- The content has changed to mostly focus on feature stories, giving the publication a longer shelf life. We want readers to be able to pick up the publication on the day it comes out or a month later and still find relevant stories.

- We reduced the number of issues that we print. Our first issue came out just before Thanksgiving, and we plan to put out two more (one before spring break and one before Memorial Day) this school year.

- We launched a new WordPress web-

site that we update regularly primarily with news and sports. (We purchased the theme for \$40 and arranged hosting on GoDaddy.com. We already had our domain name.)

- Our Facebook and Twitter posts are helping us drive traffic to the website as we publish several new stories every week. We're also using the social media sites of the school and the yearbook to attract readers. Our school's website and other local websites carry a link to our site as well.

- The website is where we publish more timely stories, and the number of web visitors is growing rapidly. Since November, we have had more than 4,200 page views, including a high of 332 one day last week and 268 one day this week.

- The use of photos and tags play an important factor in attracting page views. We've found that stories with images attract a greater number of page views than those without. Lastly, tags are another way to increase traffic by making the content of stories easier to find through search engines.

## news in brief

### West Henderson High editor wins state's High School Journalist of the Year scholarship

West Henderson High journalist Hailey Johns has been named the 2013 Rachel Rivers-Coffey North Carolina High School Journalist of the Year.

Johns is co-editor-in-chief of her newspaper, *Wingspan*, at West Henderson High in Hendersonville.

Alternates are Austin Bryan of Junius H. Rose High in Greenville and Jen Nelson of Northwest Guilford High in Greensboro.

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 Johns. 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.

Johns will now represent North Carolina in the National High School Journalist of the Year scholarship competition. Winners will be announced April 27 at the National High School Journalism Convention in San Francisco.

The Rivers-Coffey state scholarships will be

awarded June 20 at UNC-Chapel Hill during the N.C. Scholastic Media Institute, the summer journalism workshop open to students and teachers across the state.

### 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.quillandscroll.org/scholarships](http://www.quillandscroll.org/scholarships) for the application and more information.

### Newspaper Pacemaker awards open to NSPA member publications

NSPA and the Newspaper Association of America Foundation are co-sponsoring the Pacemaker competition for 2013.

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 17. Winners will be announced at the fall National High School Journalism Convention on Nov. 14-17 in Boston. Forms for entry will be available in May.

For more information, visit [www.studentpress.org/nspa/contests.html](http://www.studentpress.org/nspa/contests.html).

### 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 2012, 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**

**Continued from page 3****Advisers may apply for Journalism Teacher of the Year Program**

The Dow Jones News Fund encourages teachers to apply for the 2013 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 8. See [www.newsfund.org](http://www.newsfund.org) for a link to the application and more information.

**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](mailto:ncsma@unc.edu). Nominations must be postmarked by May 25.

Recipients will be announced at the summer Institute Awards Brunch on June 20.

**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. 14-17 in Boston. Visit [www.studentpress.org/nsipa/contests.html](http://www.studentpress.org/nsipa/contests.html) for more information.

**Scholarship available for advisers taking journalistic coursework**

The Lester G. Benz Memorial Scholarship for Journalism Study is awarded to a high school journalism adviser who plans to take courses or workshops above the introductory level.

To be eligible, publication advisers must have at least six semester hours of journalism courses and four years of teaching experience, currently teach a journalistic writing class, and plan to return to the classroom to apply the techniques learned in their course.

The scholarship pays \$500 for tuition, room, board and transportation. Applications are due by April 15. Each applicant must also submit two letters of recommendation. For the form and more information, visit [www.quillandscroll.org/scholarships](http://www.quillandscroll.org/scholarships).

**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 20.

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. 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.



## 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 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 7-9, 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 1. (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.
- 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 Newspaper/ Newsmagazine

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

#### Advanced Newspaper/ Newsmagazine

- 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
- 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 1.

#### Financial Aid

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

- **2013 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.

*"The summer institute is a fantastic way for students and advisers to network and re-energize for the upcoming school year. Being around others who are passionate about scholastic journalism is nothing short of refreshing, and the ideas you walk away with are invaluable, whether you are a freshman who has never taken a publication course or a veteran adviser with years of experience."*

**MICHAEL MOON**  
Kinston High School



## GENERAL INFORMATION

### FEES

Each workshop participant will pay a \$200 individual fee — if postmarked by May 1 or a deposit is made by May 1. 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 Carmichael Residence Hall. Students will need to bring their own pillows, towels, washcloths and bed linens. Registration on June 17 will begin at 9:30 a.m. and end at noon. Check-out will follow the Awards Brunch at Kenan Memorial Stadium Blue Zone on June 20. Advisers will be housed together in rooms near their students. Advisers without students may also stay in Carmichael.

### 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 17. (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.

#### Newspaper 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

*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 and assistant professor at Midwestern State University.

#### 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.

#### Design I and II

Design I focuses on introductory InDesign. Design II focuses on advanced InDesign, Photoshop and Illustrator. Topics will include infographics, new software and plug-ins. 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

*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.

#### 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 17-20.

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 Carmichael 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 1 (\$210 after May 1 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 \$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 17 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 2013 and 2014 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 1 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 _____              |   |   | ADVISER NAME _____   |  |                     |
| CHECK                               | <input type="checkbox"/> Newspaper/<br>newsmagazine | <input type="checkbox"/> TV News<br><input type="checkbox"/> Yearbook | <input type="checkbox"/> Online news site                                    | <input type="checkbox"/> Literary magazine | ADVISER EMAIL _____ |
| SCHOOL NAME _____                   |   |   | NUMBER OF STUDENTS IN PRODUCTION CLASS _____                                 |  |                     |
| SCHOOL ADDRESS _____                |   |   | SCHOOL SIZE AS OF NOV. 15, 2012  |  |                     |
| CITY _____ STATE _____ ZIP _____    |   |   | <input type="checkbox"/> 1 to 900 <input type="checkbox"/> 1,300+            |  |                     |
| COUNTY _____                        |   |   | <input type="checkbox"/> 901 to 1,299 <input type="checkbox"/> middle school |  |                     |
| SCHOOL PHONE _____ SCHOOL FAX _____ |   |   | <b>Contest fee: \$50</b>   |  |                     |
|                                     |   |   | + ____ × \$5 for each individual entry                                       |  |                     |
|                                     |   |   | = \$ _____ <b>Total</b>  |  |                     |

## Guidelines for 2013 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](http://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   |

\*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 2013 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 2012-2013 school year.

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

## Sports journalism camp invites students to apply for summer 2013

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 writing, sports photography and much, much more. Students will be housed on UNC-Chapel Hill's campus.

The Carolina Sports Journalism Camp will include classroom study and newsroom practice. The camp 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 observe an undergraduate sports writing course taught by Carolina Sports Journalism Camp lead instructor Tim Crothers. (Crothers is a former senior writer for *Sports Illustrated* and author of the book, *The Man Watching* and collaborator with Roy Williams on Williams' autobiography, *Hard*

*Work: A Life On and Off the Court*. His work has appeared in *New York Times Magazine* and *ESPN The Magazine*.)

Apply today at [jomc.unc.edu/csfc](http://jomc.unc.edu/csfc).

Priority postmark deadline is April 1, 2013. Final deadline is May 1, 2013. Students accepted to the camp will be notified by May 15, 2013.

Registration fee of \$500 for in-state students, \$750 for out-of-state students, covers lodging, meals, instruction, press pass and camp T-shirt.

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## 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 2013-2014 school year at \_\_\_\_\_.

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

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

JOMC 491 Teaching Broadcast 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 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 Carrol 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

\_\_\_\_\_ \$80 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 17-20.
- Join the JOMC graduate course, "Teaching Broadcast News in the Secondary School".