



Spring 2017 / Vol. XXV, No. 2

Registration Booklet

the scoop

A Publication of the North Carolina Scholastic Media Association



N.C. SCHOLASTIC MEDIA INSTITUTE **CHAPEL HILL, N.C. JUNE 19-22 #NCSMI2017**

The 2017 NCSMI theme is "Instant Impact". Join us in Chapel Hill and explore the emerging ways people receive news via social media and instant updates. This spring newsletter is your registration booklet. Browse inside to find the essential NCSMI forms.

N.C. JOURNALIST OF THE YEAR ANNOUNCED

The North Carolina Scholastic Media Association has announced First Flight High School journalist Mary Pat Thompson as the 2017 Rachel Rivers-Coffey North Carolina High School Journalist of the Year.

Thompson is the editor-in-chief of the First Flight's (Kill Devil Hills) school newspaper, Nighthawk News, where she's written stories on topics including the LGBTQ+ community, junior firefighters and a fellow student's death.

Alternates for Journalist of the Year are Luke Buxton of Enloe High School in Raleigh, Maya Gacina of Riverside High School in Durham and Xenna Smith of TC Roberson High School in Asheville.

Buxton serves as Enloe's first director of sports communications and also serves as the sports anchor for the school's daily news program, the 'Loe Down. Gacina serves as head editor of Riverside's newspaper, The Pirate's Hook. Smith is the executive producer of TC Roberson's news-broadcast, the GF Current.

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

NCPF will award a \$3,000 scholarship to Thompson. The three alternates will each receive \$1,000.

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

Thompson will now represent the state in the National High School Journalist of the Year scholarship competition. Winners will be announced April 9 at the National High School Journalism Convention in Seattle.

The Rivers-Coffey state scholarships and awards will be presented June 22 at UNC-Chapel Hill during the N.C. Scholastic Media Institute, a summer journalism workshop open to students and teachers across the state.

DATES & DEADLINES

March 15-17
CSPA Spring Convention
Columbia University

April 1
Priority deadline for NCSMA
Journalism Educator
Fellowship Application

May 1
Deadline for NCSMA 2017
Media Contest entries in
newspaper, radio, broadcast
news and online news site
categories

May 1
Early bird registration
deadline for NCSMI 2017

May 15
NCSMI Scholarship
application deadline

May 15
Final Journalism Educator
Fellowship Application
deadline

June 2
Deadline for NCSMA 2016
Media Contest entries in
yearbook and literary
magazine categories

June 19-22
NCSMI 2017

June 28- July 1
Carolina Sports Journalism
Camp

July 9-13
Chuck Stone Program for
Diversity in Education and
Media

July 9-15
Teaching Design in
the Secondary School:
Journalism Education
Fellowship Program
UNC-Chapel Hill

News literacy

In planning meetings for our 2016 fall regional workshops, we discovered a need to help students consume, evaluate and examine information. One adviser told us that her students needed help distinguishing fact from fiction. We offered fall regional workshop sessions on that very literal topic.

Since then, news literacy has become more than a buzz phrase. It has become a calling.

At our recent N.C. Scholastic Media Advisers Association meeting, I invited a guest speaker to help explore the topic. Stephanie Willen Brown, director of the Park Library here at the UNC School of Media and Journalism, shared with the group a trove of resources on news literacy, media literacy and civics education. She shared lesson plans and curriculum supplements. If you would like to take a look, go to <http://guides.lib.unc.edu/mejo153/checkingFacts>

Research tells us that students who participate in high school journalism programs exhibit a higher level of civic engagement. These students are exposed



Monica Hill
NCSMA Director

to news consumption on a higher level than others, but they still need instruction in news values, in sourcing and in reliability of information.

Join us this summer at N.C. Scholastic Media Institute as we continue to answer the call to help students become effective consumers and producers of news.

Kudos

Congratulations to National Scholastic Press Association Pacemaker finalists Westwind yearbook at West Henderson (Hendersonville) High and Roars & Whispers literary magazine at Providence (Charlotte) Senior High.

Congratulations are also in order to Columbia Scholastic Press Association Crown finalists Blutopia literary magazine at Gaston Day (Gastonia) School, Westwind yearbook and Wingspan news at West Henderson (Hendersonville) High and Roars & Whispers literary magazine at Providence (Charlotte) Senior High.

National winners will be announced at each organization's respective spring convention.



A Publication of the North Carolina Scholastic Media Association

Spring 2017 Vol. XXV, No. 2

Published four times a year by the North Carolina Scholastic Media Association, School of Media and Journalism, UNC-CH, Chapel Hill, NC 27599-3365. Phone: (919)962-4639, (919)843-7730 or (888)562-6276 email: ncsma@unc.edu website: ncsma.unc.edu Monica Hill, NCSMA director José Valle, editor

NCSMA Officers:

President Hannah Magraw, Providence High; Vice President for Newspaper Leah Kallam, Northwood High; Vice President for Yearbook Dallis Guilliams, West Henderson High; Vice President for Literary Magazine Lydia Goff, Gaston Day School; Vice President for Electronic and Online Communication Caroline Bowers, T.C. Roberson High; Vice President for Visual Communication Emma Strickland, First Flight High

NCSMAA Officers:

President Jan Reid, Cape Fear Academy; President-elect Traci Latta, R.J. Reynolds High; Past President Candace Brandt, Providence High; Secretary Neal Morgan, Northwood High; Vice President Newspaper Steve Hanf, First Flight High; Vice President Visual Communication Brandy Caton, Hickory Grove Christian School; Vice President Yearbook Lisa Stroud, Christ Covenant School; Vice President Electronic Communication Mark Harrison, T.C. Roberson High; Vice President Literary Magazine Marva Hutchinson, Providence High; Task Force Chair Janet Cooke, Clayton High

Preparing for the following year by starting early

As I posted the pages and assignments for our February deadline on our white board, it was clear that the end was in sight. "Look," I said, "how close we are to being finished with the yearbook!"

One of my cherubs said, "Mrs. Reid, what are we going to do when the book is finally done?"

Many advisors struggle to answer this question. Since my three classes produce the newspaper at the same time they're working on the yearbook, our focus shifts a little to the remaining issues. But for many staffs, the yearbook is their entire focus. What do you do to keep kids engaged for the remainder of the school year, especially when they view their work as DONE?

Over the years, I have used the weeks after the book is finished for a number of projects. It's hard to start thinking about the next yearbook when you've just gotten the last one safely tucked away, but idle hands can get into a lot of mischief.

We may not pick a theme until later in

the year, but in March, April, and May there's plenty to cover. Sports, class outings, projects, dances, plays, presentations, etc. are happening, so there's no reason to be lazy. My editors and I discuss coverage and make assignments which will result in finished pages for the next yearbook.

Does your staff experience a brain drain once the book is done? Mine does, and I've found that cutting and pasting offers a different challenge. We use donated, current magazines to refresh our design library. Each staffer creates a design notebook of ideas that relate to headlines, caption leads, stories, photos, color treatments, and alternative coverage. I require students to use one idea from each category on the spread they're designing for next year's book. Not only does this project expose them to new ideas and layouts, but they benefit from the additional de-



Jan Reid
NCSMAA President

sign practice when they recreate them.

As students start planning next year's schedule, it's important to think about staffing needs. Seniors will graduate, and students will move away or leave the staff for other reasons. Inviting talented individuals to join your class shouldn't happen on the last day of drop/

add. Your staff can also recruit by visiting classes. Let them create a video that highlights the benefits of membership. Use that video to market your class; share it with the guidance counselors; post it on your website. You may miss a talented writer, photographer, or designer if you don't plan for next year and beyond.

Spring may seem far away in February, but once I catch my breath after that final deadline, using the remaining time to jump-start the staff seems like the best way to beat the clock.

How to maintain consistent motivation until the very end

After three years of high school journalism, it's difficult to believe that in less than a month, my final publication will be finished. Getting there though is going to take a lot of work – pages of proofing copy and design elements followed by checking everything down to the letter.

This work can be some of the most laborious and tedious of the year. It's generally not as fun as taking pictures of school and local events, conducting interviews, or designing layouts. However, checking over your publication is incredibly important – it's what sets you apart, showing readers and judges that you put in tremendous effort and truly care about your work.

Most staffs began the year with enthusiasm for another chance to write the stories of our schools, friends and community but now are exhausted from all the hard work they've put into getting to the point of almost completion. I have a few tips for putting energy into your staff to get everyone over the last hurdle:

1. Although cliché, remember to stay positive and encouraging. Psychological research shows that management styles which incorporate informing feedback, making people know they're contributing in important ways, are most effective at keeping people motivated in the long run. In addition, positivity and encouragement decrease stress and prevent burnout.

2. Do something simple and nice for your staff. One year our adviser bought us a Valentine's Day cake, so in the middle of final edits we took a 15-minute break to eat and catch up with each other on a personal level. I keep boxes of pretzels and gummies in my adviser's room for anyone who comes in early, works through lunch or stays late after school. There are plenty of nice things you can do that don't involve food, but food is easy, cheap and will always be welcomed by hungry high schoolers.



Hannah Magraw
NCSMA President

3. Plan a social. In the beginning of the year, it's a good get-to-know-you technique. Now, it's a good way to remind your staff why they're willing to put in long hours: They love the environment within your staff and are creating something meaningful. Encourage them to go ice skating or to enjoy an evening together at a pizza parlor.

Make time to take a break and reconnect because, even within publications, relationships are crucial.

Last year, one of my senior editors picked up the massive final check binder and spun around the room shrieking when we finally submitted the magazine to our publisher. He then proceeded to smile at us all for the first time in a month and to hug everyone. I wish everyone this much relief and joy when finalizing your publication in the next few months.

news in brief

Principal of the Year Nominations sought

NCSMA and NCSMAA officers recognize how important a principal's role is with the annual Principal of the Year Award. The winner will be recognized at the Institute's Awards Brunch on June 22.

Send nomination letters by May 15 to NCSMA, School of Media and Journalism, 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:

- 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. Send materials to: North Carolina Scholastic Media Association, 284 Carroll Hall, CB# 3365, UNC-Chapel Hill, Chapel Hill, NC 27599-3365 or ncsma@unc.edu. Deadline is May 15.

Recipients will be announced at the summer Institute Awards Brunch on June 22.

Advisers may apply for Journalism Teacher of the Year Program

The Dow Jones News Fund encourages teachers to apply for the 2017 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.

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.

See www.newsfund.org for a link to the application and more information on the July deadline.

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 2017 and 2018 summer Institutes. To apply, please e-mail or mail this form 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 the 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. The president 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, to be received by June 1. 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.

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

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 in by May 15 for priority consideration
Final deadline: June 1

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 the 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 Media and Journalism, 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 BROADCAST NEWS
RADIO LITERARY
MAGAZINE PHOTOGRAPHY

Name of publication(s)/URL: _____

_____ \$25 NCSMAA Membership

_____ \$85 Combined Journalism Education Association/NCSMAA Membership

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 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.

The short-term course will be scheduled July 9-15. Class meets 9 a.m. to 5 p.m. Advisers earn three hours of graduate credit through this course.

"Teaching Design in the Secondary School" will

introduce educators to fundamental design and production concepts, as well as software exploration and production with the Adobe Suite, including Photoshop, Illustrator, InDesign and After Effects.

Producing effective design projects requires varied skill sets. This course will address those skill sets, plus offer techniques on how to teach technology concepts in the secondary classroom.

Professor Terence Oliver of the UNC School of Media and Journalism will teach the course. If your students hope to improve their design skills, consider applying for the fellowship and exploring ways to teach and advise design.

Priority deadline is April 1. Final deadline is May 15. See application below.

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 Jan Reid at jreid@capefearacademy.org.

Reid will discuss leadership opportunities with advisers during NCSMI 2017. The new slate of officers will be announced at the NCSMI Awards Brunch on June 22.

NCSMA JOURNALISM EDUCATION FELLOWSHIP APPLICATION

Please type or print clearly. Course dates are July 9 to 15.

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 2016-2017 school year at _____.

Teacher's signature: _____

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

MEJO 605 Teaching Design in the Secondary School

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

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 received by April 1. Final 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 Media and Journalism • 284 Carroll Hall, CB# 3365, UNC-Chapel Hill • Chapel Hill, NC 27599-3365

CHECKLIST

ADVISERS

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

- Review contest entry form on page 10. Note May 1 deadline for newspaper, newsmagazine, online news, radio/podcasts and broadcast news entries and June 2 deadline for literary magazine and yearbook.
- Review all Institute forms. Note that the enrollment fee is \$200 if received by May 1. (Students may mail a \$50 deposit by that date to secure the \$200 rate.) After that date, the rate increases to \$225 until May 15. Late registration is from May 15 to June 1. The late registration fee is \$250.
- Photocopy page 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 diversity workshop scholarships for Institute attendees.
- Talk to advanced newspaper students about joining The Rush staff. Encourage those seeking leadership opportunities to consider NCSMA office. That form is on page 4.
- Nominate your principal for Principal of the Year Award described on page 3.
- Review NCSMA's Journalism Educator Fellowship application on page 5. 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

Beginning 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; DSLR recommended
- Recordable CDs or flash drive
- Your best and worst images

Literary Magazine

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

Broadcast News

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

The Rush

- Digital audio recorder (if available)

Note: The 2017 Letter to Parents & Guardians form can be found online at ncsma.unc.edu/institute.

"NCSMI to me is hands down the most intensive journalism workshop there is. The students are able to hone their skills and participate in real-time journalism. I appreciate the professionals who teach the workshops and definitely the professionals they instill in the students."

TRACI LATTA
NCSMAA President-Elect

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 early-bird \$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 must be received by May 15. *Note: Priority will be given to those applications received by May 1.*

Financial Aid

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

- **2017 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.

GENERAL INFORMATION

FEES

Each workshop participant will pay a \$200 individual fee — if received by May 1 or a deposit is made by May 1. After that date, the fee is \$225 if before May 15. Between that date and June 1, the late registration fee is \$250. 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 19 will begin at 9:30 a.m. and end at noon. Check-out will follow the Awards Brunch on June 22. 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 19. (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 spaces.

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

CLASSES

Broadcast News I and II

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.

Literary Magazine

Students will learn the basics of literary magazine production, focusing on staff organization, content and design.

News I and II

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, how to conduct interviews and learn proper treatment of legal and ethical issues.

Photojournalism

Photojournalism will focus on technical quality, composition and production. Enrollment will be capped at 22 to ensure hands-on instructional time in the lab and around campus.

The Rush

Advanced newspaper participants will gain hands-on experience by writing, editing, designing and producing The Rush — the institute's student newspaper — as well as telling other stories of the institute via digital media platforms.

Design

Design will focus on InDesign, Photoshop and Illustrator. Students should be familiar with InDesign and basic design concepts.

Yearbook I and II

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

Students will plan the books their staffs will produce and will be introduced to skilled advertising and business practices.

Adviser Training

Advisers may sign up for this division or for any other. This sequence is highly recommended for advisers who are new to the field or need assistance in advertising, staff setup, workflow and other issues advisers face. This sequence is also ideal for networking.

Online News

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.

BONUS SESSIONS

Creativity Boot Camp

Students who are registered for the Institute may elect to participate in this new boot camp featuring sessions in advertising, marketing, public relations, branding and more. (Limited to 12 students, no more than two per staff)

Leadership Boot Camp

Students who are registered for the Institute may elect to participate in our Leadership Boot camp. Sessions will include coaching, motivation, organization and more. (Limited to 12 students, no more than two per staff)



NEW THIS YEAR

Register for NCSMI online at

<http://ncsma.unc.edu/institute/>

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 19 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		

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 Broadcast 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, 2016 1 to 1,299 middle school
 1,300+

Contest fee: \$50

+ _____ × \$5 for each individual entry

= \$ _____ **Total**

Guidelines for 2017 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 page 11). For confirmation, enclose a self-addressed, stamped postcard.

Publication type	Received by	Enclosures necessary
<input type="checkbox"/> Newspaper/newsmagazine *	May 1	One copy of two issues
<input type="checkbox"/> Online news site *	May 1	URL:
<input type="checkbox"/> Broadcast News	May 1	One DVD from two newscasts or URL:
<input type="checkbox"/> Radio/podcasts	May 1	One CD from two programs or URL:
<input type="checkbox"/> Literary Magazine**	June 2	One copy of the magazine
<input type="checkbox"/> Yearbook***	June 2	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 2017 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 2016-2017 school year.

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

News (print and online)

- news article
- sports article
- feature article
- personality profile
- news photograph
- sports photograph
- feature photograph
- editorial
- cartoon
- graphic
- sports column
- general/editorial column
- review
- front page design †
- inside page design †

- inside spread design †
- video/multimedia

† 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)
- sports captions
- theme spread design ‡
- sports spread design ‡
- feature spread design ‡
- people section design
- feature photograph
- sports photograph
- theme photograph

‡ Includes organizations, academics, etc.

Broadcast 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.

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 _____

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

TOTAL ON BUSINESS STAFF _____ TOTAL ON PRODUCTION STAFF _____

Explain how and by whom the staff is selected. _____

Who approves copy prior to publication? _____

Who determines content of publication/site? _____

List any journalism classes in school's curriculum: _____

Who prints publication? _____

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

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

PART II: Production

What software do you use? _____

How many computers are available to your staff? _____

What types of computers do you use? _____

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

PART III (cont'd)

Income

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

*Please specify other sources: _____

Expenditures

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

*Please specify other expenses: _____

PART IV: Online news

Is this a class separate from other publications? _____

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

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

URL: _____

How often is the site updated?

DAILY TWICE WEEKLY WEEKLY MONTHLY OTHER: _____

What type of content management system is used?

WORDPRESS DRUPAL JOOMLA OTHER: _____

What software do you use?

DREAMWEAVER FLASH SOUND SLIDES OTHER: _____

What host site do you use? _____

Percent of work done by students: _____

PART III: Circulation & Publication

Circulation

Total enrollment: _____

Total circulation: _____

Circulation to students: _____

Circulation to others: _____

Charge per issue: \$ _____

Publication schedule

Newspaper

No. of issues/year: _____

Yearbook

Distribution date: _____

Literary magazine

No. of issues/year: _____

Did the staff inherit a deficit? _____

PART V: Other comments

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



A sports media camp for high school students

June 28 - July 1

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 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.

Apply today at mj.unc.edu/csyc and explore a future in sports journalism.

Application deadline is April 1, 2017. Students accepted to the camp will be notified on May 1, 2017.

Registration fee of \$500 for in-state students, \$1,000 for out-of-state students, covers lodging, meals, instruction, press pass and camp T-shirt.

For more information, go to mj.unc.edu/csyc,
email ncsma@unc.edu
or call (919) 962-4639 or toll-free 1-888-562-6276.



North Carolina Scholastic Media Association
School of Media and Journalism
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 19-22.
- Join the JOMC graduate course, "Teaching Design in the Secondary School".
- Submit entries to statewide high school media contests.