

## IN THIS ISSUE:

- 2019 statewide contest submission details
- 2019 Journalism Education Fellowship application
- New NCSMI 2019 guide with link and information



SPRING 2019 / VOL. XXXVII, NO. 2

# THE SCOOP

A Publication of the North Carolina Scholastic Media Association

## UPCOMING OPPORTUNITIES:

### 1 CONTESTS

Our annual statewide media contests recognize and showcase the work of students across the state. Visit [ncsma.unc.edu/contests](http://ncsma.unc.edu/contests).

### 2 NCSMI

Our 4-day Summer Institute immerses journalism programs in any area of high school media. Visit [ncsma.unc.edu/institute](http://ncsma.unc.edu/institute).

### 3 SPORTS JOURNALISM

The 4-day Carolina Sports Journalism Camp helps rising juniors and seniors explore a future in sports journalism. Apply by April 1. Visit [mj.unc.edu/cs/jc](http://mj.unc.edu/cs/jc).

### 4 FELLOWSHIPS

Our Journalism Education Fellowship Program funds a 1-week, 3-hour graduate summer course for North Carolina journalism educators. See page 5.

# WE THE REGISTRANTS

## SUMMER INSTITUTE ONLINE REGISTRATION OPENS

The North Carolina Scholastic Media Institute 2019 theme has been revealed, and registration forms are now live. The Summer Institute will take place June 17-20 at UNC-Chapel Hill's School of Media and Journalism. Need help getting started? Whether you're new to the process or a long-time attendee, NCSMA has you covered. Use this step-by-step guide to check off and simplify this year's registration process.

1. Read up on this year's Institute by visiting the Institute page on NCSMA's website, [ncsma.unc.edu/institute](http://ncsma.unc.edu/institute).
2. Determine whether you will attend as a school group or as commuters.
3. Fill out the appropriate online registration form before one of the three deadlines (May 1, May 15 and June 1). Determine which sequences you and your students will pursue: literary magazine, yearbook, broadcast news, design, photography or our newly updated news/online news courses.



The 2019 NCSMI theme, chosen by this year's student officers, is "We the Students. We the Storytellers. We the People." Join us in Chapel Hill to learn how we can all work to promote inclusivity in the newsroom and in school communities.

4. Submit payment and the required code of conduct and release form for each participant to NCSMA.
5. Look out for a confirmation email the week before the event for specific instructions on attending NCSMI.

Still have questions or want more details? We've got everything you need to know online. Find the link to our new online Institute guide inside this edition of *The Scoop*.



## DATES & DEADLINES

**April 1**  
Priority deadline for NCSMA Journalism Education Fellowship application

**April 1**  
Deadline for Carolina Sports Journalism Camp application

**May 1**  
Deadline for NCSMA 2019 Media Contest entries in newspaper, radio, broadcast news and online news site

**May 1**  
Deadline for NCSMI 2019 early-bird registration

**May 15**  
Deadline for NCSMI 2019 regular registration

**May 15**  
Final deadline for NCSMA Journalism Education Fellowship application

**June 1**  
Deadline for NCSMA 2019 Media Contest entries in yearbook and literary magazine

**June 1**  
Late registration deadline for NCSMI 2019

**June 17-20**  
NCSMI 2019

**June 26-29**  
Carolina Sports Journalism Camp

**July 7-11**  
Chuck Stone Program for Diversity in Education and Media

**July 7-13**  
Journalism Education Fellowship Program

# NCSMA THE SCOOP

A Publication of the North Carolina Scholastic Media Association

SPRING 2019 VOL. XXVII, NO. 2

**Monica Hill** ... **José Valle**  
NCSMA director ... editor

Published four times a year by the

**North Carolina Scholastic Media Association**

School of Media and Journalism

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## NCSMA OFFICERS

### CASEY MEDLIN

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Cape Fear Academy

### MACI CLARK

VICE PRESIDENT:  
ONLINE COMMUNICATIONS  
West Henderson High

### GAYATRI CHOPRA

VICE PRESIDENT:  
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Providence High

### KATHERINE PAULEY

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### KAYLA JYSTAD

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T.C. Roberson High

### EMMY TRIVETTE

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## NCSMAA OFFICERS

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Providence Senior High

### LISA STROUD

SECRETARY  
Christ Covenant

### MARVA HUTCHINSON

VICE PRESIDENT:  
LITERARY MAGAZINE  
Providence Senior High

## Practicing courage, maintaining truth in reporting

Fifty-three journalists were killed worldwide in 2018. That's 53 murders for the reporting of facts. In today's world, between oppressive governments, blatant biases and "fake news," our First Amendment right of free press is more important than ever. How do we make sure we use this freedom, this privilege, for good? How do we ensure that when we exercise our rights, we accurately get the story?

Genuine reporting starts in high school. As student journalists, we have the opportunity to use our power for good, to bring about awareness and change. We've all been there: We're planning our next issue with our staff, and somebody brings up a hot topic that's at the forefront of our minds and in the daily news, but it's a touchy subject: gun control, racism, the #MeToo Movement. Should we go there, or should we dance around, telling people what they want to hear?

We need to be brave. Journalists aren't always loved. They're often viewed as being against the people. We need to get to the heart of issues and tell the stories that need telling. It takes courage to go up against our peers, or even worse, our school administrators. But reporting the facts, reporting the real story, starts with us.

We must be inclusive. Provide a wide variety of voices when reporting. Avoid only quoting your friend; instead, talk to people on all different sides of the issue. Seek out anyone

who might know about the topic. An easy way to give a voice to each perspective would be making a list of anyone involved in your topic or who might have a reliable opinion or information on it. Speak with everyone on your list. Formulate your approach after you've heard each possible angle.

It isn't our job to write what people want to hear, but instead what they need to hear. As American citizens, we have the opportunity and responsibility to do this. This begins with us right here and now. Your school won a soccer championship? Investigate and interview. Tell that story about the coach getting ejected from the game for being unsportsmanlike. Don't be afraid to dig deeper. Let them call you "fake news" and complain that you wrote a real story instead of fluff about another win. Report what people need to know.

Follow your heart and always write the truth. A future of objective journalism begins with us. Write with meaning and purpose. We are the future of journalism in our nation. We are the reporters who will be putting our lives on the line as we tell our stories. Beginning with us right now, in our respective schools and publications, we should exercise our right of free press and get to the heart of issues that really matter. Be brave, be inclusive, and dig deeper. Be the expert on your topic, ready to defend it at all costs. The future of reporting is in our hands. It's up to us what we choose to do with it.



**CASEY MEDLIN**  
NCSMA PRESIDENT



**MONICA HILL**  
NCSMA DIRECTOR

## Sweet tea cheers to teachers

My favorite part of the Summer Institute – and there are many – is the Adviser Luncheon.

Each year we invite advisers to a two-hour celebration of everything they contribute to scholastic journalism in North Carolina. For a brief moment in time these journalism teachers, literary magazine advisers and yearbook mentors mix and mingle and enjoy a plated lunch in a beautiful setting. For a brief moment in time we have the opportunity to acknowledge these teachers for all that they mean to our state and to our students.

Join us June 17-20 and let us raise a glass of sweet tea to you.

**KUDOS:** Congratulations to the following Crown winners from Columbia Scholastic Press Association, with final results to be announced in New York City on March 22: *Westwind* yearbook and *Wingspan* newspaper at West Henderson High in Hendersonville; *Golden Fleece* newsmagazine at T.C. Roberson High in Asheville.

Alumni Emma Carter of Providence Senior High in Charlotte and Arabella Saunders of First Flight High in Kill Devil Hills both placed in National Scholastic Press Association's national individual awards, announced in November.

## SPoonFULS: A BRIEF RUNDOWN OF WHAT'S HAPPENING IN JOURNALISM

Congratulations to East Mecklenburg High's **Ashleigh Fields** on being named the 2019 Rachel Rivers-Coffey North Carolina High School Journalist of the Year. Alternates were **Hannah Ellington** of First Flight High School in Kill Devil Hills,

**Leighann Vinesett** of Hickory Grove Christian School in Charlotte and **Kate Carroll** of East Mecklenburg High School in Charlotte. Fields will now go on to represent North Carolina in the national JEA Journalist of the Year competition.

Columbia Scholastic Press Association's spring 2019 convention will be held at Columbia University in **New York City**, March 20-22.

NCSMA's **Journalism Education Fellowship Program** allows teachers to enroll in a 1-week,

graduate-level summer course worth three credits. N.C. journalism teachers and media advisers can qualify for funding and fellowships that are awarded on a first-come, first-served basis. For more information and to access the application, visit [ncsma.unc.edu/advisers](http://ncsma.unc.edu/advisers).

The **2019 Carolina Sports Journalism Camp** is accepting applications through April 1. The 4-day residential workshop, hosted on UNC-CH's campus, will be held June 26-29. The camp will feature visiting sports reporters and sports personalities. For

more information, visit [jomc.unc.edu/csjc](http://jomc.unc.edu/csjc).

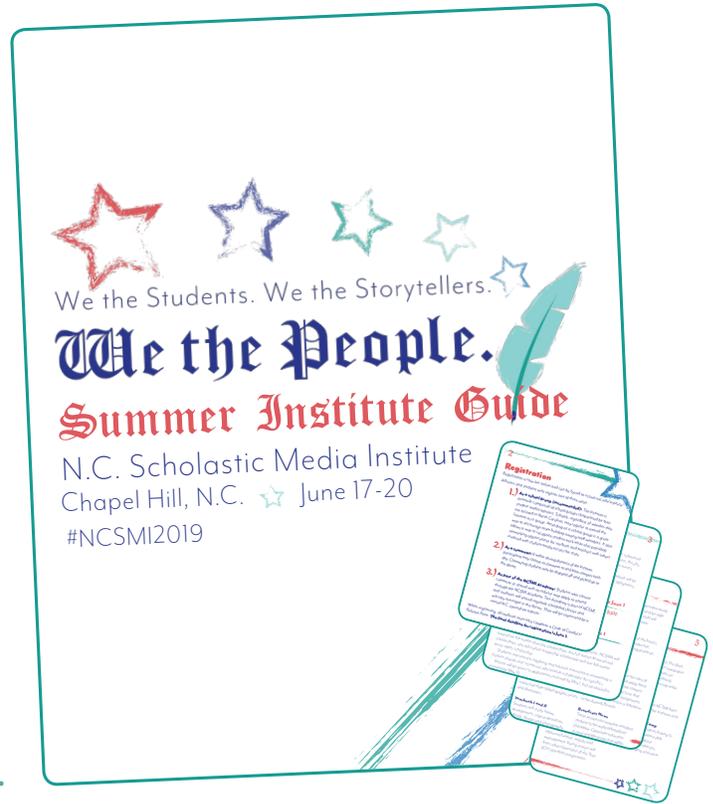
**Journalism Education Association and National Scholastic Press Association's spring National High School Journalism Convention** will be held April 25-27 in **Anaheim**.

## NEW THIS YEAR

To help with a bigger shift toward an online-only registration process, NCSMA has put together an online Summer Institute Guide. The Guide, which replaces the annual “Registration Booklet” edition of *The Scoop*, includes:

- A registration process breakdown.
- An NCSMI 2019 general schedule.
- Sequence/course descriptions.
- A things-to-bring checklist.
- Swap shop, Instagram/costume contests and awards brunch details.

Interested? Visit [ncsma.unc.edu/institute](http://ncsma.unc.edu/institute).



## 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 2019 and 2020 summer Institutes. To apply, please email 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. **Please note:** 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.

### OFFICERS' DUTIES

NCSMA's president:

- presides at the opening and closing sessions of the Institute;
- works closely with the director during the year;
- serves on the Institute Planning Committee;
- attends two policy-making sessions during the year;
- leads all student activities;
- contributes a column for NCSMA's *The Scoop*;
- gives an Institute activities report;
- conducts the elections for the next year.

NCSMA's vice presidents:

- serve on the Institute Planning Committee;
- work with the director and the president to carry out Institute activities;
- attend two policy-making sessions during the year;
- divide the president's duties among themselves, in the event the president is unable to perform these duties;
- conduct the elections for the next year.

### INSTITUTE CAMPAIGN RULES

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?

- |   |  |
|---|--|
| <input type="checkbox"/> President                            | <input type="checkbox"/> Vice President for Yearbook                 |
| <input type="checkbox"/> Vice President for Literary Magazine | <input type="checkbox"/> Vice President for Electronic Communication |
| <input type="checkbox"/> Vice President for Newspaper         | <input type="checkbox"/> 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 (to [ncsma@unc.edu](mailto:ncsma@unc.edu)) or mail in (to the address below) by May 15 for priority consideration. Final deadline is June 1.**

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

## SEEKING NOMINATIONS

### Principal of the Year

NCSMA and NCSMAA officers recognize how important a principal's role is with the annual Principal of the Year Award.

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 following criteria:

- The principal has served in that position at the school for a minimum of three years.
- The principal nurtures scholastic journalism principles, especially the First Amendment rights of advisers and students.

For a full list of criteria, view the

NCSMI 2019 Summer Institute Guide at [ncsma.unc.edu/institute](http://ncsma.unc.edu/institute).

### 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 nomination letters for both the Principal of the Year and Kay Phillips Distinguished Service Awards **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](mailto:ncsma@unc.edu)

Selection will be made by the director and a panel of adviser officers. Winners for both awards will be recognized at the Institute's Adviser Luncheon on June 18.



## June 26-29, 2019

Students are encouraged to apply for the 2019 Carolina Sports Journalism Camp held June 26-29. This 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.

Applications and materials  
must be received by  
**April 1.**

Visit [mj.unc.edu/cs jc](http://mj.unc.edu/cs jc) to apply.

## ADVISER CHECKLIST

Please note the following checklist as you prepare for the statewide contests and Summer Institute:

Review statewide contest entry instructions on [page 5](#). Note May 1 deadline for newspaper, newsmagazine, online news, radio/podcasts and broadcast news entries and June 1 deadline for literary magazine and yearbook. All entries must be received by these deadlines. Late entries will not be eligible for Tar Heel awards, section contests or individual contests. But schools submitting late entries can request a late critique to be returned by January of 2019. Go to [ncsma.unc.edu/contests](http://ncsma.unc.edu/contests) to submit those entries.

Review online Institute form at [ncsma.unc.edu/institute](http://ncsma.unc.edu/institute). 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 \$250 until May 15. Late registration is from May 15 to June 1. The late registration fee is \$300.

Distribute and collect the "Release Form" found on NCSMA's website at [ncsma.unc.edu/institute](http://ncsma.unc.edu/institute). To submit, either mail in the form to NCSMA or bring them with you to the registration desk.

**Please note:** Students must have a signed release form in order to attend the Summer Institute.

Need funding? Note 12 opportunities for workshop funding for your students found in the NCSMI 2019 Summer Institute Guide. NCSMA offers need-based, leadership and diversity workshop scholarships for Institute attendees.

Talk to advanced newspaper and yearbook students about joining The Rush staff.

Note Leadership and Creativity Bootcamp opportunities for students. Space is limited in each.

### ADDITIONAL OPPORTUNITIES

Encourage students seeking leadership opportunities to consider running for NCSMA office. That form is on [page 3](#).

Nominate your principal for the Principal of the Year Award described to the left of this checklist.

Review NCSMA's Journalism Educator Fellowship application on [page 5](#). Consider applying for this free coursework opportunity.

Consider serving as a NCSMAA officer or regional representative. Advisers who are willing to serve should contact current president Geoff Belcher by email at [gbelcher@wcpss.net](mailto:gbelcher@wcpss.net).

For another copy of this checklist and everything else you need to know about preparing for the North Carolina Scholastic Media Institute, view our 2019 Summer Institute Guide at [ncsma.unc.edu/institute](http://ncsma.unc.edu/institute).

# 2019 STATEWIDE MEDIA CONTEST INFORMATION

Every year, NCSMA offers critique services and a statewide media contest. The critique services give students and staffs the opportunity to distinguish themselves while getting feedback for improvement. NCSMA offers three tiers of publication contests:



## OVERALL

Overall contests recognize the work of all student media in the state. A flash critique is included with the overall contests.

**FEES:** \$50 per publication.

**REQUIRED?** Yes. In order to enter any of NCSMA's contests, the overall contest materials must be submitted.

**AVAILABLE FOR:** Broadcast news, literary magazine, print news, online news, radio/podcasts and yearbook.

**ENTER BY:** Printing and mailing the "Contest Entry Form" once per publication found at [ncsma.unc.edu/contests](http://ncsma.unc.edu/contests).



## SECTION

Section contests distinguish student media components such as design, advertising, etc. The fee covers all sections for each publication.

**FEES:** \$25 per publication.

**REQUIRED?** No. Section contests are completely optional and not required to enter individual or when entering overall.

**AVAILABLE FOR:** Broadcast news, literary magazine, print news, online news and yearbook.

**ENTER BY:** Checking off the appropriate box on the "Contest Entry Form" found at [ncsma.unc.edu/contests](http://ncsma.unc.edu/contests).



## INDIVIDUAL

Individual contests give students the opportunity to showcase their individual talents. Students may choose from more than 50 categories.

**FEES:** \$5 per entry.

**REQUIRED?** No. Individual contests are completely optional and not required to enter section or when entering overall.

**AVAILABLE FOR:** Broadcast news, literary magazine, print news, online news, radio/podcasts and yearbook.

**ENTER BY:** Submitting the online individual contest form once per publication found at [ncsma.unc.edu/contests](http://ncsma.unc.edu/contests).

### RECEIVED-BY DEADLINES FOR ALL THREE TIERS ARE:

**MAY 1**

Broadcast news, print news, online news and radio/podcasts.

**JUNE 1**

Literary magazine and yearbook.

Ready to enter? Visit [ncsma.unc.edu/contests](http://ncsma.unc.edu/contests).

## NCSMA JOURNALISM EDUCATION FELLOWSHIP APPLICATION



NCSMA's Journalism Education Fellowship Program allows teachers to enroll

in a one-week, short-term summer course with tuition funding provided by the association. The course is a three-credit, graduate-level course.

North Carolina 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 summer 2019 course will be MEJO 490, "Teaching Broadcast Journalism in the Secondary School." This course will focus on the basics of broadcast journalism and will allow hands-on learning as well as exploration of teaching methods.

### Teacher and school information

Please print clearly. For more information and an online, interactive version of this form, please visit [ncsma.unc.edu/advisers](http://ncsma.unc.edu/advisers)

Teacher Name \_\_\_\_\_ School Name \_\_\_\_\_

School Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

School Phone \_\_\_\_\_ School E-mail \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Cell Phone \_\_\_\_\_ E-mail Address \_\_\_\_\_

I will be teaching journalism and/or advising one or more media during the 2019-2020 school year at \_\_\_\_\_.

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

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

**MEJO 490 Teaching Broadcast Journalism 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 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

## WELCOME TO THE NORTH CAROLINA SCHOLASTIC MEDIA ASSOCIATION

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



### WORKSHOPS

- The N.C. Scholastic Media Institute is a journalism workshop in mid-June. It offers practical experience in advising, online news, broadcast news, design, literary magazine, newspaper, photojournalism and yearbook.
- State student and adviser officers, elected by NCSMA members each year, plan workshops and NCSMI.
- The Association has divided North Carolina into eight geographic regions where workshops are held annually. Advisers and students are welcome to attend any regional workshop.



### ADVISER TRAINING

- Courses that may be taken include "Journalism Education in the Secondary School;" "Mass Communication Law in the Secondary School;" "Writing and Editing for Secondary School Media;" "Design for Secondary School Publications;" "Teaching Online News in the Secondary School;" "Teaching Photojournalism in the High School;" and "Teaching Interactive Media in the Secondary School." NCSMA offers fellowships to advisers to help them take these graduate-level courses. Designed to cover full tuition and lodging for each adviser, the fellowships are competitive and are based on application information.



### AWARDS

- Critique services offer annual opportunities for students and staffs to distinguish themselves. Experts in literary magazine, newspaper, broadcast and yearbook production judge publications.
- All publications that receive an All-North Carolina rating in the evaluation compete for Tar Heel Awards.
- Students may also submit individual work in writing and design for awards.



### SCHOLARSHIPS

- Each year the N.C. Student Journalist of the Year is selected from among the top graduating seniors in scholastic journalism programs across the state. Entrants are evaluated by journalism professionals and faculty. The winner receives the Rachel Rivers-Coffey Scholarship from the N.C. Press Foundation and is eligible to compete for scholarships in the national Journalism Education Association contests. Three alternates also receive scholarships.

Join NCSMAA today. For the membership form and information, visit [ncsma.unc.edu/join-ncsmaa](http://ncsma.unc.edu/join-ncsmaa).



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](http://ncsma.unc.edu)  
Phone: (919) 962-4639  
or 1-888-562-6276  
Email: [ncsma@unc.edu](mailto:ncsma@unc.edu)