

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 in North Carolina. NCSMA serves scholastic journalism and works for its advancement. It is based in the Hussman School of Journalism and Media 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. Student officers may schedule retreats and planning sessions to increase student participation in the statewide organizations.
- 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," basic training for advisers tasks with newspapers, yearbooks, literary magazines and design; "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 and yearbook production judge publications.
- All publications that receive an All-North Carolina rating in the evaluation compete for Tar Heel Awards. Judges review the top publications in the categories to determine the best.
- 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.

Join NCSMAA today. For the membership form and information, visit ncsma.unc.edu/join-ncsmaa/



North Carolina Scholastic Media Association
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- 2019 fall regional workshops
- 2020 N.C. High School Journalist of the Year application link
- Statewide contest results
- 2020 Journalism Education Fellowship application link



THE SCOOP

FALL 2019 / VOL. XXVIII, NO. 1

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UPCOMING OPPORTUNITIES:

FALL WORKSHOPS

Our four Mountains to Coast regional workshops open up the opportunity for students and teachers to learn from professors and professionals. See below.

CONTESTS

Our annual statewide media contests recognize and showcase the work of students across the state of North Carolina. Visit ncsma.unc.edu/contests.

NCSMI

Our 4-day Summer Institute brings journalism programs together to immerse themselves in any area of high school media. Visit ncsma.unc.edu/institute.

FELLOWSHIPS

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

NCSMA 2019 FALL REGIONAL WORKSHOPS

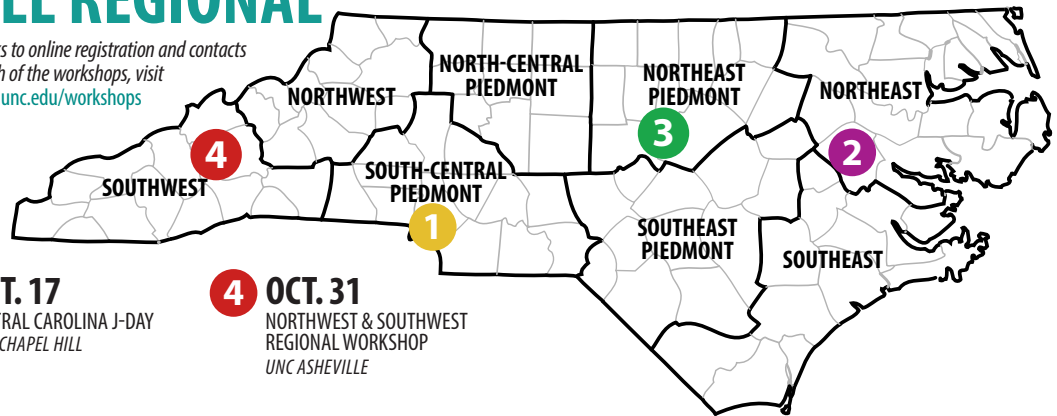
For links to online registration and contacts for each of the workshops, visit ncsma.unc.edu/workshops

1 **OCT. 4**
SOUTH-CENTRAL PIEDMONT REGIONAL WORKSHOP
QUEENS UNIVERSITY OF CHARLOTTE

2 **OCT. 9**
NORTHEAST & SOUTHEAST REGIONAL WORKSHOP
EAST CAROLINA UNIVERSITY

3 **OCT. 17**
CENTRAL CAROLINA J-DAY
UNC-CHAPEL HILL

4 **OCT. 31**
NORTHWEST & SOUTHWEST REGIONAL WORKSHOP
UNC ASHEVILLE



NCSMA JOURNALISM EDUCATION FELLOWSHIPS



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 2020 course will be MEJO 490, "Teaching Online News in the Secondary School." This course will offer advisers instruction and teaching methods in online technologies and tools; designing and hosting a Wordpress site; basics of podcasting; social media message, management and measurement; news coverage; storytelling and more.

The application found on our website requires the following information: **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.

For priority selection, your application should be received by April 1. For links to online registration, visit ncsma.unc.edu/advisers/

DATES & DEADLINES

Oct. 4
South-central Piedmont Regional Workshop
Queens University of Charlotte

Oct. 9
Northeast and Southeast Regional Workshop
East Carolina University

Oct. 17
Central Carolina J-Day
UNC-Chapel Hill

Oct. 31
Northwest and Southwest Regional Workshop
UNC Asheville

Nov. 21-24
JEA/NSPA National High School Journalism Convention
Washington, D.C.

Feb. 15
Deadline for N.C. Journalist of the Year submissions

Feb. 22
NCSMAA Board Meeting
UNC-Chapel Hill

March 18-20
CSPA Spring Convention
Columbia University

April 15
Early bird registration deadline for NCSMI 2020

May 1
Deadline for NCSMA 2020 Media Contest entries in newspaper, radio, broadcast news and online news site categories

June 1
Deadline for NCSMA 2020 Media Contest entries in yearbook and literary magazine categories

June 15-18
NCSMI 2020

2020 NCSMA AND NCSMAA OFFICERS

ABIGAIL WELCH
PRESIDENT
Providence Senior High

HALEY DUNNIGAN
VP: VISUAL COMMUNICATIONS
West Henderson High

JENNIFER CHAFFMAN
SECRETARY
Community School of Davidson

BRYAN CHRISTOPHER
VP: ELECTRONIC COM. AND ONLINE
Riverside High

BRENDA JONES
NORTHEAST REPRESENTATIVE
Currituck County High

BRAD DEEN
SOUTHEAST REPRESENTATIVE
West Johnston High

LUCY SMITHWICK
VP: LITERARY MAGAZINE
East Mecklenburg

ALEXA FIED
VP: ONLINE COMMUNICATIONS
T.C. Roberson High

GEOFF BELCHER
IMMEDIATE PAST PRESIDENT
NORTHEAST PIEDMONT REPRESENTATIVE
Wake Forest High

MARK HARRISON
VP: VISUAL COMMUNICATION
T.C. Roberson High

BILL ALLEN
SOUTH-CENTRAL PIEDMONT REPRESENTATIVE
East Mecklenburg High

SABRINA MARTIELLO FOURRE
EDUCATION TASK FORCE CHAIR
Carmel Christian School

SIMONE MIDGETT
VP: NEWSPAPER
First Flight High

STEVE HANF
PRESIDENT
First Flight High

MARVA HUTCHINSON
VP: LITERARY MAGAZINE
Providence Senior High

PAMELA MANN
VP: YEARBOOK
Providence Senior High

PARKER HUNT
NORTH-CENTRAL PIEDMONT REPRESENTATIVE
R.J. Reynolds High

JENNIFER DIXON
TASK FORCE MEMBER
Kinston High

ANNA ITZKOWITZ
VP: YEARBOOK
Cape Fear Academy

NEAL MORGAN
PRESIDENT-ELECT
East Chapel Hill High

JAN REID
VP: NEWSPAPER
Cape Fear Academy

ANNA BAREFOOT
SOUTHEAST REPRESENTATIVE
West Brunswick High

JASON LIVINGSTON
NORTHWEST AND SOUTHWEST REPRESENTATIVE
West Henderson High

JOY ROBERTS
TASK FORCE MEMBER
Richlands High

Work together to tell better stories

As the photographer and I scrolled through the hundreds of football photos she captured at Friday's game, we froze as the most perfect photo hit the screen. Launched in a full dive, the defensive player was inches away from the ground about to pounce on a fumble, the image so sharp and crisp that every letter around the football laces could be read.

Just one problem. He wasn't our player.

That's how the best photo captured in the 2016-17 school year never saw the light of day.

I've thought about that photo a lot in recent weeks as journalism organizations I'm involved with chat about how to provide a better service to our membership. And the more I've thought about it, the more I'm convinced that photo – and the thousands like it on servers across our state – should be part of the conversation.

I wish I had reached out to the adviser at that neighboring school and offered to share that great photo for her students' yearbook spread, newspaper or website. It could have been a win for that school and a win for our photographer, who could have had great work appreciated beyond her own community. Best of all, though, it could have sparked conversation and collaboration among folks who need it the most.

As journalism advisers, we know we're lonely islands at our school. That's why organizations such as NCSMA are so crucial in bringing us all together. We get each other. We understand the deadline struggles, the financial burdens, the paperwork trail for trips we take.



STEVE HANF
PRESIDENT

So I encourage all of you reading this to reach out to your neighbors. Share a photo, ask a question, offer advice. When we learn from each other, journalism programs in North Carolina get stronger and stronger. Let's work together throughout the year. Let's visit with each other at the regional workshops this fall. Let's wrangle our kids for all the fun and fundamentals J Camp offers in Chapel Hill each June.

Let's be stronger together as we help our students tell the important stories in our schools.

As a former sportswriter, I'm embarrassed to think back on how much game coverage my publications offered our readers.

For most of us, sports are a huge part of school culture. The challenge, though, is to capture the emotions lurking in the background. Don't tell us the cross country squad came in second at the big invitational. Tell the story of the No. 4 runner who wouldn't let a cancer diagnosis stop him. Don't write about the star running back who rushed for another 150 yards. Share the story of those lesser-known offensive linemen doing the dirty work.

For most of my 13-year journalism career, I covered high school sports and had the help of coaches and ADs to identify those stories and plenty of others. For our high school publications, most of our students already KNOW these backstories. They just need to be reminded of how compelling it is to share them.

Steve Hanf, hanfst@daretolearn.org, is the journalism adviser at First Flight High on the Outer Banks.

Celebrating student media

This fall issue of The Scoop invites you and your students to engage with your state's high school press association.

Take advantage of the free course with graduate credits that we offer teachers each summer.

Encourage your students to apply for a Journalist of the Year scholarship. Our state JOY scholarship program distributes \$6,000 among four student winners, with additional funds for each student's respective school.

KUDOS: Please take a moment to review the statewide student media contest results announced at NC Scholastic Media Institute and posted online this summer. We are honored at NCSMA to host the state's high school media contests and to offer a critique service for middle school and high school yearbooks, newspapers, online news sites, broadcasts and literary magazines. No membership fee is required. The contests are open to all student media in our state.

Go to ncsma.unc.edu/contests to see the 2019 results and to celebrate these students and their work.

Congratulations to Lucy Smithwick, editor at East Mecklenburg High in Charlotte. She has been named to Quill and Scroll's national Student Advisory Board. She is one of 13 students serving the journalism honor society.



MONICA HILL
NCSMA DIRECTOR



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Monica Hill
NCSMA director

Meredith Ammons & Emma Davis
Editors

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2020 STATEWIDE MEDIA AWARDS PRESENTED TO STAFFS

ABOUT THE AWARDS: For 10 months, publications staffs worked to produce their best journalism and literary arts. They then submitted their entries to NCSMA judges. Hundreds of people and publication sections received awards in this year's critiques and competitions.

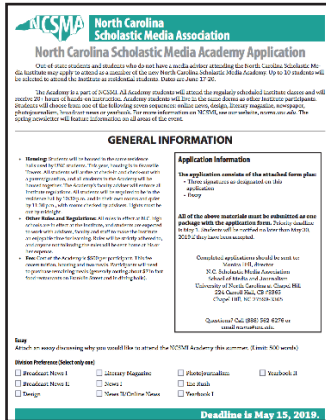
In overall critiques, The Tar Heel Award recognizes superior publications that the judges selected from among the All North Carolina winners. NCSMA, like many other critique services, long ago eliminated the artificial "first, second, third" denotations. Any number of publications may earn the All North Carolina rating and be eligible for the Tar Heel Award.

Interested? Access them here: ncsma.unc.edu/contests.

N.C. HIGH SCHOOL JOURNALIST OF THE YEAR OFFICIAL APPLICATION

The state winner will receive the Rachel Rivers-Coffey \$3,000 scholarship and will be eligible to compete in the national Journalism Education Association High School Journalist of the Year contest. The national winner will receive a \$3,000 scholarship. Alternates in each contest also receive scholarships. For more information and an online, interactive version of this form, please visit ncsma.unc.edu/students

Sponsored by N.C. Scholastic Media Association and N.C. Press Foundation.



Preparing Your Portfolio:

- Students have three options for submitting their portfolio: Email a PDF version to ncsma@unc.edu, mail to NCSMA as a notebook, or post as an online portfolio. If you choose to make an online portfolio, please email the link to ncsma@unc.edu with the subject line "NC JOY."
- Entry materials in the notebook or PDF options should not exceed 40 pages with application materials not to exceed an additional 10 pages as follows:
 - Application
 - Personal photo (1 page)
 - Self-analytical essay (1+ pages)
 - Recommendation letters
- The online portfolio must have all of the material listed above (including links to samples, an autobiographical essay, resume, photos, etc). To learn more about specific requirements and instructions on building an online portfolio, please view the information here: ncsma.unc.edu/students

Interested? Access it here: ncsma.unc.edu/students

Email a PDF version/URL of your complete portfolio to ncsma@unc.edu, OR
 Mail your materials to NCSMA, 284 Carroll Hall, CB#3365, UNC-Chapel Hill, Chapel Hill, NC 27599
 The portfolio should be received by Feb. 15. Questions? Contact the NCSMA office at ncsma@unc.edu or 1-888-562-6276.

SPOONFULS: A BRIEF RUNDOWN OF WHAT'S HAPPENING IN JOURNALISM

Congratulations to **Linda Drake** from Chase County Jr.-Sr. High in Cottonwood Falls, Kansas, and **Cooper Elias**, a digital marketing manager in Raleigh. Both were awarded the 2019 Kay Phillips Distinguished Service Award at NSCMI.

Congratulations to the four students who each received cash scholarships of \$625 at NSCMI. These awards recognize superior work at the summer institute. Don Curtis scholarships for broadcast journalism: **Kyla McGhee**, Leesville Road High School; **Allyson Rabon**, Wakefield High. Daily Tar Heel scholarships for newspaper journalism: **Elise Trexler**, West Henderson High; **Aidan Shelton**, West Henderson High.

NCSMA's Journalism Education Fellowship Program allows teachers to enroll in a one-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/.

Encourage students to prepare portfolios for the N.C. High School Journalist of the Year competition. For more information, visit ncsma.unc.edu/journalist-of-the-year/.

The **Chuck Stone Program for Diversity in Education and Media** is looking for applicants who will be seniors in the 2020-21 school year interested in a career in journalism. The 2020 program will be held on UNC-CH's campus July 6-9. For more details, visit <http://chuckstone.web.unc.edu/>.

The 2020 Carolina Sports Journalism Camp is now accepting applications. The 4-day residential workshop, hosted on UNC-CH's campus, will be held June 24-27. The camp will feature visiting sports reporters and sports personalities and is led by

instructor **Tim Crothers**. For more, visit hussman.unc.edu/csjc.

Student Press Law Center now offers a virtual speakers bureau. Schedule a video-conference for your school. Go to splc.org for information.

High school seniors are invited to apply to the **AI Neuharth Free Spirit and Journalism Conference** in Washington, D.C. June 19-24. To apply, go to freedomforuminstitute.org.

Journalism Education Association and National Scholastic Press Association's fall convention will be held Nov. 21-24 in Washington, D.C. **Southern Interscholastic Press Association's** 2020 convention will be held March 6-8 at the **University of South Carolina**. **Columbia Scholastic Press Association's** spring 2020 convention will be held at Columbia University in **New York City**, March 18-20.