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- 2020 statewide contest submission details
- 2020 Journalism Education Fellowship application
- NCSMI 2020 guide with link and information



THE SCOOP

SPRING 2020 / VOL. XXXVII, NO. 2

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.

2 NCSMI

Our Summer Institute immerses journalism programs in any area of high school media. Visit ncsma.unc.edu/institute.

3 LEADERSHIP

Rising juniors and seniors should apply for one of six NCSMI officer positions. Applicants must be able to attend both the 2020 and 2021 Institutes. See page 3.

4 FELLOWSHIPS

Our Journalism Education Fellowship Program funds a 1-week, 3-hour graduate summer course for North Carolina journalism educators. See page 6.

THE KEY TO NCSMI ONLINE

SUMMER INSTITUTE REGISTRATION OPENS MAY 15

- Review statewide contest entry instructions. Note June 1 deadline for online submission of newspaper, newsmagazine, online news, radio/podcasts and broadcast news entries and June 1 deadline for online submission of literary magazine and yearbook. Late entries will not be eligible for Tar Heel awards, section contests or individual contests.
- Review online Institute registration form. Note enrollment fee of \$50 and deadline of June 1. For student media staffs that participate in the 2020 Statewide Media Contests, the enrollment fee for one adviser and up to three students will be waived. Additional students must pay the \$50 registration fee.
- Distribute and collect the "Release Form" on NCSMA's Institute page. To submit, upload signed forms as requested. Please note: Students must have a signed release form in order to attend the virtual Summer Institute.



The 2020 NCSMA officers are excited to announce the theme for the Summer Institute – The Golden Rules of Journalism: Balance. Serve. Inform.

- Need funding? Note some opportunities for workshop funding for your students.
- Note Leadership and Creativity Boot Camp opportunities for students. Space is limited in each.
- Encourage students seeking leadership opportunities to consider running for NCSMA office.
- Nominate your principal for the Principal of the Year Award.
- Review NCSMA's Journalism Educator Fellowship application. 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 Steve Hanf by email at hanfst@daretolearn.org.
- Begin or renew your NCSMAA membership to receive the Book of Firsts and other benefits.
- If you wish, you may send a letter to parents regarding the Institute. The letter can be found on NCSMA's website.

DATES & DEADLINES

May 15
Deadline for NCSMA Journalism Education Fellowship application

June 1
Deadline for NCSMI 2020 registration

radio, broadcast news and online news site

June 15-18
NCSMI 2020

July 6-9
Chuck Stone Program for Diversity in Education and Media

(Teaching Online News in the Secondary School)

May 15
NCSMI 2020 registration opens

June 1
Deadline for NCSMA 2020 Media Contest entries in newspaper,

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

June 24-27
Carolina Sports Journalism Camp

July 5-11
Journalism Education Fellowship Program



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NCSMA director ... editor

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Davidson

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VICE PRESIDENT:
LITERARY MAGAZINE
Providence Senior High

Building a unified atmosphere

Between deadlines, teaching new staff and directing old staff, it is easy to fall into the trap of just getting things done, the way one might check off attendance or grade assignments in a regular class. But publications don't run like regular classes; they run more like large families, requiring collaboration and a group mindset to be successful. It's no shocker that no one can hit deadlines by themselves.

Just like any other family, it can be hard for everyone to see eye-to-eye, be it on layouts, coverage or leadership. But collaboration is only successful if the staff is unified, and in the past three years, I've discovered four major ways staff can work together.

SOCIALIZING

One of the most important ways staff can unify is outside of the publication. Tie dying t-shirts, movie nights or gift exchanges can be great ways for staff to get to know each other and their editors outside of their roles in journalism. As staff step away from the intensity of hitting deadlines, the commonalities of being in high school builds comradery.

LETTING THE STAFF TAKE CHARGE OF THE PUBLICATION

It's also important to allow the students to lead in the production of the publication. Editors and staff are there because they want to be. When they feel like their publication is

their own and they play a key role in crucial decisions, they will be more inclined to work together to collaborate on solutions and take each others' opinions into account. Problem solving increases when editors know they can't default to their advisor's decisions, and this not only brings staff together, but it also strengthens students' abilities to handle responsibility.

FOCUSING ON GROUP GOALS OVER INDIVIDUAL GOALS

Individual goals as a journalist are important, whether the goal is to get better at photography, writing, layout or all of the above. But a fundamental component of working on a publication staff is remembering that there is a goal for the publication. This commonality reduces tension between editors, helps resolve disagreements and encourage staffers because everyone is aware that they are working for the good of the publication.

TRANSITIONS

As a senior getting ready to graduate, it can be hard to say goodbye to a publication that has been dear to me for many years. But as I've watched seniors graduate before me, I've realized that a smooth transition from an editor to a graduate or from a staffer to an editor is important in maintaining unity from year-to-year.



ABIGAIL WELCH
NCSMA PRESIDENT



MONICA HILL
NCSMA DIRECTOR

In these times

The first version of this spring 2020 newsletter was ready to go many, many weeks ago. And then our world changed.

The first version featured the Summer Institute logo and theme planned by the student officers. It heralded the programs and plans for NCSMI, our annual celebration of student journalism and student expression. It invited entries to the statewide contests we organize each year to recognize student media across our state. It promoted our annual teacher fellowship program that provides tuition funding for up to 10 North Carolina teachers. It had a place for a stamp and a mailing label.

This version of the spring newsletter, the true version of the spring newsletter, may not need a mailing label or a stamp. And it may not include a physical invitation to Chapel Hill this summer. But everything else remains. Yes, we will host a virtual NCSMI this summer on June 15-18. Yes, we will have a statewide contest and critique service for student media across the state. Yes, we will fund a teacher fellowship program, providing tuition to up to 10 teachers.

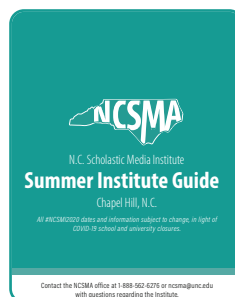
Student media have never been more important. Journalism education has never been more vital. And teachers have never been more valued.

We are honored to work with all of you. We look forward to seeing your statewide contest entries. And we look forward to seeing you at NCSMI. Registration opens May 15 and closes June 1.

Thank you for your important work in news literacy and civic efficacy amid this pandemic.

SUMMER INSTITUTE GUIDE

To assist your online-only registration process, NCSMA has developed this online Summer Institute Guide. The Guide, which replaces the annual "Registration Booklet" edition of *The Scoop*, can be [found here](#).



NEWS IN BRIEF

The North Carolina Scholastic Media Association has announced West Henderson High School journalist **Elise Trexler** as the 2020 Rachel Rivers-Coffey North Carolina High School Journalist of the Year. Trexler is the editor-in-chief of the West Henderson (Hendersonville) school newspaper, Wingspan. Judges noted her editorial leadership, skillful storytelling and community media links. Alternates for Journalist of the Year are **Emily Schmidt** of J.H. Rose High School in Greenville, **Lucy Smithwick** of East Mecklenburg High School in Charlotte and **Emmy Trivette** of First Flight High School in Kill Devil Hills. Schmidt is the co-editor-in-chief of her school's newspaper, Rampant Lines;

Smithwick is the co-editor-in-chief of her school newspaper, The Eagle; and Trivette is the editor-in-chief of her school newspaper, Nighthawk News Magazine. 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 Trexler. 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.

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. The summer 2020 online course will be MEJO 490, "Teaching Online News in the Secondary School." This course will offer 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. For more information and to access the application, visit ncsma.unc.edu/advisers.

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 2020 and 2021 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) by June 1.

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 2020 Summer Institute Guide at 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 June 1** to:*

ncsma@unc.edu

North Carolina Scholastic Media Association



BOOK OF FIRSTS

As you prepare for the Statewide Media Contests and Summer Institute, keep in mind the following opportunity:

- The Book of Firsts is a resource for advisers, students and publications to keep up to date on trends.
- Produced by NCSMA, the Book of Firsts showcases the best in student media across the state in all divisions: news, yearbook, literary magazine and broadcast.
- By joining NCSMAA, advisers receive the password to access a collection of images and first place entries.
- This valuable resource can provide inspiration going into the next academic year or teaching materials for advisers.
- To gain access to the Book of Firsts, advisers must join the North Carolina Scholastic Media Advisers Association (NCSMAA).
- To do this, visit ncsma.unc.edu/join-ncsmaa and complete the membership form. Submit the membership form along with payment to ncsma@unc.edu.
- Once all materials are submitted advisers receive access to the password-protected Book of Firsts, found here: ncsma.unc.edu/book-of-firsts.

TEACHING ONLINE

ONLINE TEACHING RESOURCES

NCSMA has compiled a list of online teaching resources for journalism educators on our site. For descriptions, please visit ncsma.unc.edu/advisers and click on "Resources."

- ***Be Credible: Information Literacy for Journalism, Public Relations, Advertising and Marketing Students***
- ***Freedom Forum***
- ***Google News Initiative***
- ***Investigative Reporters & Editors***
- ***Journalism Education Association***
- ***The Learning Network, The New York Times***
- ***National Scholastic Press Association***
- ***News Literacy Project***
- ***News University, Poynter***
- ***The New York Times***
- ***PBS Learning Media***
- ***Society of Professional Journalists***
- ***Student Press Law Center***
- ***Student Television Network***

2020 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. This year, all items must be submitted online. Please follow directions carefully. 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: Emailing the "Contest Entry Form" once per publication found at 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.



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.

RECEIVED-BY DEADLINES FOR ALL THREE TIERS ARE

JUNE 1

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

JUNE 1

Literary magazine and yearbook.

Ready to enter? Visit ncsma.unc.edu/contests.

YEARBOOK 2020 INSTRUCTIONS

The 2020 Overall yearbook entry will be a collection of PDFs instead of the entire book. Connect and submit the following into one PDF:

1. Cover
2. Front Endsheets, if used
3. Title Page
4. Opening Spread
5. Division Spreads (2)
6. Two Spreads from each of the following: Sports, Clubs, Academics, Student Life (8)
7. People Spreads (2) – one of students and one of staff
8. Sports or Clubs Spread, with group photos (1)
9. Advertising Spread, if applicable (1)
10. Index Spread (1)
11. Colophon section of spread
12. Closing Spread
13. Spreads of Your Choice (up to 3)

For help with the contest entry process, consult *this video series*. If advisers or staffs have additional questions about the updated contest entry process, contact us at ncsma@unc.edu.

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 and books through this program. The 2020 fellowships, awarded on a first-come, first-served basis, are valued at \$850.

The summer 2020 online course will be MEJO 490, "Teaching Online News in the Secondary School." This course will allow hands-on learning as well as exploration of teaching methods.

Teacher and school information

Please scan clearly. For more information and an online, interactive version of this form, please visit 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 2020-2021 school year at _____.

Teacher's signature: _____

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

MEJO 490 Teaching Online News in the Secondary School

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

Principal's name: _____ Principal's email: _____

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.

Deadline is May 15. Send application forms to: ncsma@unc.edu

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 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.
- 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.