

## IN THIS ISSUE:

- Virtual fall workshop recap
- 2021 N.C. High School Journalist of the Year application link
- Statewide contest results
- 2021 Journalism Education Fellowship application link



FALL 2020 / VOL. XXIX, NO. 1

# THE SCOOP

A Publication of the North Carolina Scholastic Media Association

## UPCOMING OPPORTUNITIES:

### JOURNALIST OF THE YEAR

The N.C. High School Journalist of the Year and three alternates receive college funding. The winner's portfolio is sent to compete nationally. See page 3.

### CONTESTS

Our annual statewide media contests recognize and showcase the work of students across the state of North Carolina. See page 2.

### NCSMI

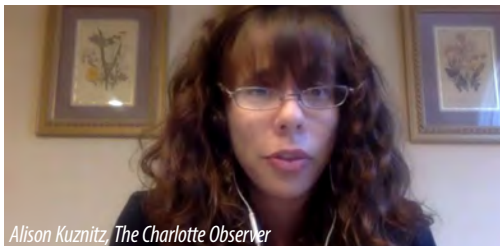
Our Summer Institute brings journalism programs together to immerse themselves in any area of high school media. Visit <https://ncsma.unc.edu/institute/>.

### TEACHER FELLOWSHIPS

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

## 2020 FALL VIRTUAL WORKSHOP RECAP: COVERING THE STATE

For more information on the annual fall workshops, visit <https://ncsma.unc.edu/workshops/>



Alison Kuznitz, The Charlotte Observer



Dr. Timothy Brown, Queens University of Charlotte



Lauren Mitchell, N.C. A&T



Dr. Ginette Archinal, Elon University

NCSMA's fall workshop event featured a virtual tour of six college campuses and their journalism and communication programs. That closing session of the fall workshop event allowed students to see some of the campuses that open their doors to support scholastic journalism in our state.

The three-hour event began with two panels in webinar format. The first discussed Reporting in the Age of COVID and featured a college editor, two Charlotte Observer reporters and a university medical director. The second explored elections coverage and included a Wash-

ington correspondent and university editor, both of whom were former high school editors.

Students and teachers then virtually dispersed to seven divisions of back-to-back, 30-minute sessions in all areas of student media. A sample:

- Free Tools to Start Your Own Podcast
- Creative Sound for Visual Media
- Using Social Media to Report the News
- Yearbook Special Coverage Spreads
- Making Diversity and Inclusion Hallmarks of Your Program
- Striking the Right Tone: Theme Copy

## DATES & DEADLINES

Jan. 23  
Adviser Round table

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

Feb. 20  
NCSMAA Board Meeting

April 1  
Priority application deadline for NCSMA's Journalism Education Fellowship Program for Teachers

Priority application deadline for Carolina Sports Journalism Camp

April 15  
Early bird registration for NCSMI 2021

June 1  
Deadline for NCSMA 2021 Media Contest entries

June 14-17  
NCSMI 2021

June 23-25  
Carolina Sports Journalism Camp

July 11-17  
NCSMA Teacher Fellowship Course

## NCSMA JOURNALISM EDUCATION FELLOWSHIP APPLICATIONS OPEN



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. The summer 2021 program will be taught online July 11-17.

North Carolina journalism teachers and media advisers can qualify for free in-state tuition, fees and books through this program. The fellowships, awarded on a first-come, first-served basis.

The summer 2021 course will be **MEJO 490, "Teaching Multimedia Storytelling in the Secondary School."**

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 <https://ncsma.unc.edu/advisers/>

## 2020-2021 NCSMA AND NCSMAA OFFICERS

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West Johnston High

**LIA SMITH**  
TASK FORCE MEMBER  
Highland School of Technology

## 'No rulebook' inspires digital initiatives

Several years ago I felt like my program was in a bit of a rut, and I was trying to figure out a way to reenergize the classroom. It seemed like every month we settled into the same routines, and while we were producing a product we could be proud of, it didn't seem like we were growing as a program anymore.

I thought about spending more time with digital storytelling, something that might spark interest in my students and our readers. But we couldn't generate much momentum, and I thought a lot of the blame could be placed on those monthly print deadlines, those semi-arbitrary dates that held all our attention.

So one day I gathered my class around and asked, "What happens if we got rid of our print paper?" In that moment, the only thing they wanted to get rid of was me.

The students hated the idea, so we continued as normal, but that question has nagged me off and on for several years now. Then, this fall, as schools across the state remained closed due to COVID-19, I learned the answer.

Some of what I thought might happen, did happen. A handful of seniors started working on our first-ever broadcast, we've produced a few short videos, and our music review column has become a podcast. We published two stories within days of the final presidential debate, moving at a speed that usually doesn't happen when our focus is the print paper. No longer feeling like I'm hindering a production schedule, we've taken class time to hold seminars about ethical dilemmas and we've met with guest speakers. We've tried new things, and while

some have been flops, we're definitely learning.

This is a difficult time for teachers and students, but it's also a time to try just about anything. There is no rulebook for how to do this, so if there's ever been some wild idea in the back of your mind, now's the time.



**NEAL MORGAN**  
PRESIDENT

It goes without saying that I miss the students. Most of us love teaching journalism and yearbook classes because we get to work with some amazing kids over the span of several years. I miss seeing them huddled together frantically editing at deadline, and I miss their joking around four days before

that, when they could have easily been preventing that frantic edit.

But I also miss the paper. I miss seeing a diverse group of kids come together, work toward a common goal, and make something they can be proud of. I miss the excitement they feel when they come into the classroom and see that the paper is here, and I miss walking down the hallway and seeing students reading the paper.

That tangible product, that thing you hold in your hand, is something real. Every year when I make my sales pitch to prospective students, I talk about the thrill of making something you hold in your hand, the thrill of seeing your classmates read and respond to your work.

Eventually we will return to the classroom and dust off the really old computers with the really old copies of InDesign. I hope at least some of the students will remember how to crop and place photos. I hope some of our new initiatives remain. And I hope I remember that I like the paper, and that all of this is worth it.

Stay safe, everyone.

## Saturday morning wisdom

My eternal gratitude goes to the boards that lead your state press association. The student officers who helped structure the summer's Scholastic Media Institute embodied leadership. And the advisers of officers who guided me along



**MONICA HILL**  
NCSMA DIRECTOR

every step went above and beyond. Journalism teachers and student media advisers always do. What began as a called Saturday morning meeting led to quite a few more Saturday morning meetings as we navigated the summer outreach programs. Then a proposal for Saturday morning fall roundtables was made. The new 2021 boards responded, and we organized a series of adviser and student editor roundtables. We plan to continue this service, seizing the opportunity to learn from these times.

Please encourage your students to apply for a Journalist of the Year scholarship by Feb. 15. Our state JOY scholarship program selects four winners. Note changes this year to the process. And, teachers, please take advantage of the free online course we will offer in summer 2021.

**KUDOS:** The statewide student media contest results announced at NC Scholastic Media Institute are linked below. The contests are open to all student media in our state, including middle school and high school yearbooks, newspapers, online news sites, broadcasts and literary magazines. NCSMA membership is not required.



A Publication of the North Carolina Scholastic Media Association

FALL 2020 VOL. XXIX, NO. 1

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NCSMA director

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Published four times a year by the

**North Carolina Scholastic Media Association**

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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: <https://ncsma.unc.edu/contests/>.

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

The state winner will receive the Rachel Rivers-Coffey scholarship and will be eligible to compete in the national Journalism Education Association High School Journalist of the Year contest. Alternates in each contest also receive scholarships. Changes have been made to the categories and requirements for the 2021 application. For more information and an online, interactive version of this form, please visit [ncsma.unc.edu/students](https://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](mailto: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](mailto: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](https://ncsma.unc.edu/students)

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

Email a PDF version/URL of your complete portfolio to [ncsma@unc.edu](mailto: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](mailto:ncsma@unc.edu).

## NEWS BRIEFS: SCHOLASTIC MEDIA & JOURNALISM UPDATES

Congratulations to **Erica Perel** from The Daily Tar Heel in Chapel Hill, and **Steve Hanf**, a journalism adviser at First Flight High in Kill Devil Hills. Both were awarded the 2020 **Kay Phillips Distinguished Service Award** at NCSMI in June.

Congratulations to the four students who each received cash scholarships of \$625 at NCSMI. These awards recognize superior work at the summer institute. Don Curtis scholarships for broadcast journalism: went to **Abigail Hayes** of Wake Early College of Health and Sciences and to **Shelby Swanson** East Chapel Hill High. Daily Tar Heel scholarships for newspaper journalism went to **Ella Sullivan** of Northwood High and **Caroline Chen** of East Chapel Hill High.

Encourage students to prepare portfolios for the **N.C. High School Journalist of the Year** competition. Four scholarships will be awarded, along with funds for each winner's

high school journalism program. The top state winner will receive \$3,000 from the NC Press Foundation. For more information, visit our application page here: [ncsma.unc.edu/journalist-of-the-year/](https://ncsma.unc.edu/journalist-of-the-year/).

**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 <https://ncsma.unc.edu/advisers/>.

The **Chuck Stone Program for Diversity in Education and Media** is looking for applicants who will be seniors in the 2021-22 school year interested in a career in journalism. The 2021 program will be held July 5-8. For more details, visit <http://chuckstone.web.unc.edu>.

The **2021 Carolina Sports Journalism Camp** will begin accepting applications on Dec. 1. The 3-day workshop will be held June 23-25. The camp will feature visiting sports reporters and sports personalities and is led by instructor **Tim Crothers**. For more, visit <http://hussman.unc.edu/csjc>.

**Journalism Education Association and National Scholastic Press Association's** fall convention will be offered virtually Nov. 19-21.

**Southern Interscholastic Press Association's** 2021 convention will be offered March 5-7.

**Columbia Scholastic Press Association's** spring 2021 convention is slated for March 17-19.

**Ida B. Wells Society for Investigative Journalism** offers students the opportunity to sign up for free membership.

## 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 <https://ncsma.unc.edu/join-ncsmaa/>



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