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- 2021 statewide contest submission details
- 2021 Journalism Education Fellowship application
- NCSMI 2021 guide with link and information



THE SCOOP

SPRING 2021 / VOL. XXXIX, 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 2021 and 2022 Institutes. See page 4.

4 FELLOWSHIPS

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

Lead. Investigate. Create.

NEW NCSMI BOOT CAMP

REGISTER FOR THE INSTITUTE AT [NCSMA.UNC.EDU](https://ncsma.unc.edu)

The 2021 Summer Institute will welcome students and teachers from across the state to an action-packed three days exploring and celebrating student voices. Join us for this virtual event featuring keynote addresses, instructional sessions, hands-on production and more.

N.C. Scholastic Media Institute will offer, as a bonus to student attendees, three boot camps.

These three boot camps allow students to explore an area of interest in addition to their Institute sequence. Register soon so that your students can take part. Each boot camp is capped at 25 students.

New this year, NCSMA is pleased to welcome the **Ida B. Wells Society for Investigative Reporting Boot Camp**.

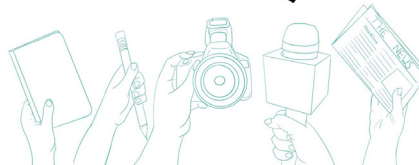
The society offers investigative reporting training workshops throughout the United States on the use of advanced technology, interviewing techniques and the latest data-gathering and fact-checking resources.

Leadership Boot Camp is recommended for student editors who are rising juniors or seniors. Students will be able to interact with other student editors from across the state. Sessions will focus on motivation, morale and management.

In **Creativity Boot Camp**, students will explore advertising, public relations, marketing, branding and more. Previous

session topics have included finding inspiration, strategic communication and idea formation.

JOURNALISM
WILL RISE



DATES & DEADLINES

March 1
NCSMI 2021 registration opens

April 1
Priority Deadline for Carolina Sports Journalism Camp

May 15
Deadline for NCSMA 2021 Media Contest entries in online news, broadcast news and radio/podcast.

May 15
Deadline for NCSMA

Journalism Education Fellowship application

June 1
Deadline for NCSMI 2021 registration

June 1
Deadline for NCSMA

2021 Media Contest entries in newspaper, yearbook and literary magazine.

June 14-16
NCSMI 2021

June 23-25
Carolina Sports Journalism Camp

July 5-7
Chuck Stone Program for Diversity in Education and Media

July 11-17
Journalism Education Fellowship Program (Teaching Multimedia Storytelling in the Secondary School)



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NCSMA director ... editor

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West Henderson High

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East Mecklenburg High

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Richlands High

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VICE PRESIDENT: NEWS
First Flight High

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VICE PRESIDENT: YEARBOOK
Providence Senior High

JENNIFER CHAFFMAN
SECRETARY
Community School of
Davidson

MARVA HUTCHINSON
VICE PRESIDENT:
LITERARY MAGAZINE
Providence Senior High

Creating a newer normal

It's easy to discredit the past two semesters as another obstacle between production and publishing. However, quarantine and online learning have forced every publication to adapt. We've spent a year finding creative solutions to impossible problems, and that work has not gone to waste. Whether we're producing a newspaper, broadcast, yearbook, magazine or any form of student media, we can take advantage of everything we've learned this year and even apply it to future publications. After months of working just to keep the publication alive, staffs can make a stronger foundation out of all the new traditions they've made.



ELLA RASMUSSEN
NCSMA PRESIDENT

rather than planning for next year. Now that the next school year is approaching, staffs are starting to catch up on all the preparation they had to sacrifice to keep their publications afloat. Prepare new staff for more responsibility next semester by giving them a share of editor responsibilities, hosting group sessions to catch them up on basic editor tasks (budgeting, marketing, etc.), and documenting the processes needed to keep the publication running. Leaving behind a detailed record for

next year will minimize confusion and avoid the mess of figuring everything out all over again.

PUBLICITY

In the past, many publications relied on school events, flyers, and other in-person methods of promoting their publication — both sales and recruiting new staff. However, plenty of the new marketing strategies we've been forced to adopt during virtual learning are still useful, even as we transition back to a normal schedule. Frequently posting (and creating interactive posts) on social media, making promoting the publication an expectation or grade for staff members, and collaborating with other publications (like cross-promoting the yearbook and literary magazine) are a few of these strategies that make for solid marketing any year.

Regardless of the struggles your publication has faced this year, there is always a silver lining. Staff and advisers alike were forced to innovate like never before, and you can build on that hard work for editions to come.

Be in community

You are invited. You are encouraged to join us. And you will be welcomed.

First, I invite you to apply for our fully-funded NCSMA **teacher fellowship program** offering three hours of graduate credit for "Teaching Multimedia Storytelling in the Secondary School."

Second, I encourage you to register yourself and your students for our Summer Institute. This year we will gather online June 14-16 for our **N.C. Scholastic Media Institute**. Students will produce a newscast and a news site and explore design, photography, yearbook, magazine, newspaper and more. Your students may register for a new boot camp this year offered by the Ida B. Wells Society and its Pulitzer Prize winning founders. Registration fee for NCSMI is only \$50 per person.

That fee will be waived for one adviser and two students of each media outlet that submits materials to our **statewide contests and critique service**. This year it will be especially important to celebrate the work of all student journalists, designers, photographers, writers and artists.

KUDOS

Steve Hanf, immediate past-president of NCSMAA, has been named Special Recognition Adviser by National High School Journalism Teacher of the Year judges.

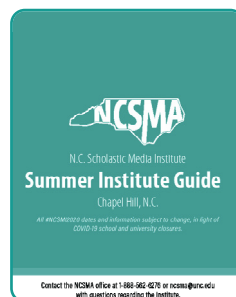
Congratulations to these Crown winners from Columbia University's Columbia Scholastic Press Association: Prowler yearbook from Providence High in Charlotte, Blutoia literary magazine from Gaston Day in Gastonia, Blue Review literary magazine from Charlotte Latin and Roars & Whispers literary magazine from Providence High. And congrats to yearbook Pacemaker finalists from National Scholastic Press Association: The Torch at Athens Drive Magnet in Raleigh and Westwind at West Henderson High in Hendersonville.



MONICA HILL
NCSMA DIRECTOR

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.





CAROLINA SPORTS JOURNALISM CAMP

Encourage rising high school juniors and seniors interested in sports and media to apply to #CSJC2021. The virtual program will be held June 23-25. The priority deadline is April 1. All materials must be received by May 1. Read a student testimonial from #CSJC2020:

"I attended the virtual Carolina Sports Journalism Camp in 2020. Despite being virtual due to COVID-19, I had a great experience. The UNC faculty did a tremendous job putting this together despite the circumstances. The camp featured writing and interviewing workshops. My article was one of a select few that was reviewed by a college writing class at UNC. The feedback given by them was very valuable, and it is something everyone took notes on because it can and will help us all in the future. Several notable guests spoke on Zoom during the class, including Carolina Panthers radio play-by-play announcer Mick Mixon, The Athletic Clemson writer Grace Raynor and UNC men's basketball player Andrew Platek. Each guest had their own unique story and gave great advice. Every minute of this camp was entertaining and worth listening to. I significantly improved as a journalist because of this camp, and I encourage anyone who is interested in sports journalism to apply." *Nolan Wick – Silver Spring, Maryland*

NATIONAL OPPORTUNITIES

1

The *National Scholastic Press Association* offers scholarship and award opportunities for high school journalists. Advisers, take note of NSPA's Honor Roll. Seniors who qualify for the Honor Roll can enter into a competition for one or more \$1,000 scholarships.

2

The *Quill and Scroll International Honorary Society for High School Journalists* is offering scholarships for seniors planning to major in journalism or a related area of communications. Award amounts range from \$500 to \$1,500. The online application is due on May 15, 2021, and winners will be notified of their award before June 1, 2021.

INNOVATE

Take a look at some of the best tips and advice from the 2021 student officers and advising board:



“Communicate with your adviser and other editors as much as possible. Make sure you're always on the same page so you can work together as well as you can.”

Emily Chambliss, VP for Electronic Communications student at West Henderson High



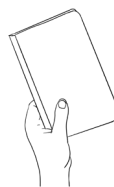
“Come to school or work every day with the attitude of "I get to live through this" instead of "I have to live through this," and see how much better you feel at the end of each day. Each generation has its defining moment, and this is yours. If you embrace your situation, you will be stronger because of it. If you let the situation defeat you, then where will our world be 10, 20, 30 years from now? Take charge of this moment and make your mark on the world!”

Jason Livingston, Southwest Representative adviser at West Henderson High



“Gathering information and material for our yearbook has definitely been challenging. In fact, I have faced my most challenging year yet. However, I have relied heavily on advice and tips from my Facebook groups: Journalism Teachers and NC Journalism Advisers. Those groups have helped me troubleshoot ideas for spreads and ways to gather information.”

Pamela Mann, VP for Yearbook adviser at Providence Senior High



“Make yourself as approachable as possible for your new staff. We did tutoring for the first time this year because teaching new design programs and new skills can be really hard over Zoom.”

Ella Rasmussen, Student Officer President student at Providence Senior High



“Prepare a schedule. Write down what you want done and what date you want it done by. Being organized will always help you get started.”

Lorelei Roberts, VP for Yearbook student at Richlands High

NEWS IN BRIEF

The North Carolina Scholastic Media Association has announced West Henderson High School journalist **Sarah Monoson** as the 2021 Rachel Rivers-Coffey North Carolina High School Journalist of the Year. Monoson is the co-editor-in-chief of the West Henderson (Hendersonville) school newspaper, Wingspan. Judges noted her clarity and expressiveness in writing and design, as well as the quality and variety of sourcing. Alternates for Journalist of the Year are **Cassie Honeycutt** of First Flight High School in Kill Devil Hills, **Ella Sullivan** of Northwood High School in Pittsboro and **Tierney Reardon** of J.H. Rose High School in Greenville. Honeycutt is the co-editor-in-chief of her school's newspaper,

Nighthawk News Magazine; Sullivan is the co-editor-in-chief of her school newspaper, The Northwood Omniscient; and Reardon is the editor-in-chief of her school newspaper, Rampant Lines. 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 Monoson. 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. The full press release can be found at ncsma.unc.edu/north-carolina-journalist-of-the-year.

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 2021 online course will be MEJO 490, "Teaching Multimedia Storytelling in the Secondary School." For more information and to access the application, visit ncsma.unc.edu/advisers.

NCSMA offers six full-tuition **workshop scholarships** for the Institute. Send applications to ncsma@unc.edu by May 30. Read the *Summer Institute Guide* for more information.

STUDENT LEADERSHIP OPPORTUNITY

Students 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 2021 and 2022 summer Institutes. To apply, please visit ncsma.unc.edu/students.

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. If a runoff election is needed, candidates may be asked to address Institute participants in a five-minute speech addressing goals for NCSMA.

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 2021 Summer Institute Guide](https://ncsma.unc.edu/institute) 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

2021 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

MAY 15

Broadcast news, online news and radio/podcasts.

JUNE 1

Newspaper, literary magazine and yearbook.

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

YEARBOOK 2021 INSTRUCTIONS

The 2021 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 2021 contest entry process, join a *May 1 webinar*, consult *this video series*, or 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 2021 fellowships, awarded on a first-come, first-served basis, are valued at \$850.

The summer 2021 online course will be MEJO 490, "Teaching Multimedia Storytelling in the Secondary School." This course will allow hands-on learning as well as exploration of teaching methods.

Teacher and school information

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 2021-2022 school year at _____.

Teacher's signature: _____

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

MEJO 490 Teaching Multimedia Storytelling 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 include 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.

Priority review date is April 1. Deadline is May 15, should space remain available. 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.