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.
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.

STAYING IN CONTACT

Plenty of students, publication staff or not, struggled to feel like they were part of their class when learning remotely. It’s hard to feel motivated when the publication lacks a sense of unity or contact between staff members, even when we see each other every day. Plenty of this year’s new traditions for staying in touch are easily applicable to publication staff in future years. For example, keep contact with staff by grouping people up as often as possible, hosting virtual socials outside of class, and providing tutoring and consultation sessions after school for those who are struggling with new software.

MORE THAN SURVIVING

After quarantine overhauled school schedules, many publications fell into a pattern of just surviving: putting the present first and figuring out how to produce a product at all 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.

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

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.

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

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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 journalism. 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 journalism. Each recipient must have contributed at least five years of service to scholastic journalism in North Carolina and/or to NCSMA. The award is named in honor of Kay Phillips, former director of NCSMA. 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.

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 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

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.
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 Endsheet, 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.
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.

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.