



N.C. Scholastic Media Institute

Summer Institute Guide

Chapel Hill, N.C.

Contact the NCSMA office at ncsma@unc.edu
with questions regarding the Institute.

Contents

Questions?
Email us: ncsma@unc.edu

INSTITUTE

Page 1 – Registration, General Schedule

Page 3 – Adviser Checklist

Page 9 – NCSMI Technology

Page 2 – Scholarships, Instagram Contest and Trivia Challenge

Page 4 & 5 – Divisions, Boot Camps

CONTESTS, LEADERSHIP OPPORTUNITIES, AWARDS

Page 6 – Contests

Page 7 – Student Leadership, Adviser Board

Page 8 & 9 – Award Nominations

Registration

- Registration for the 2021 Virtual NCSMI will open March 1 and can be **found here** on NCSMA's website. Advisers and students may register online through June 1, should spaces remain available. Enrollment will be capped at 250, with priority enrollment to North Carolina schools.
- All registered students must also complete a Code of Conduct and their parents/guardians must complete a Release Form. Upload **Forms** to the submission portal.
- Special Officer: Staffs that have participated in the 2021 Statewide Media Contests may waive the \$50 registration fee for one adviser and two students.

General Schedule

MONDAY, JUNE 14:

9 a.m.-Noon: Opening Assembly, Special Guest Speaker, Opening Sessions, Trivia Challenge

Noon-2 p.m.: Break for Lunch, Planning Sessions

2 p.m.-5 p.m.: Instructional Sessions (with breaks)

TUESDAY, JUNE 15:

9 a.m.-Noon: Annual Press Conference, Special Guest Speaker, Boot Camp Sessions (with breaks),

Noon-2 p.m.: Break for Lunch, Planning Sessions

2 p.m.-5 p.m.: Instructional Sessions (with breaks)

WEDNESDAY, JUNE 16:

9 a.m.-Noon: Special Guest Speaker, Scholarship and Distinguished Service Awards Presentations, NCSMA Statewide Awards Presentations

Noon-2 p.m.: Break for Lunch, Planning Sessions

2 p.m.-5 p.m.: Special Guest Speaker, NCSMA Tar Heel Awards Presentations, The Rush Online and NCSMI Newscast Revealed, Closing Assembly

Scholarships

NCSMA offers the following full-tuition scholarships for 2021:

- Three diversity scholarships
- Three financial aid scholarships

HOW TO APPLY

- Applicants may write short letters or emails discussing their career aims and why they want to attend NCSMI.
- Additionally, advisers may write supporting letters or emails stating why their students should receive the award.
- Limited to one per staff.

Applications must be received at ncsma@unc.edu by May 30.

FINANCIAL AID

Three financial-aid scholarships are named in memory or in honor of NCSMA associates:

Elizabeth Anna Windsor Scholarship

In memory of the daughter of Salem adviser Kay Windsor and her husband. Elizabeth died Oct. 11, 1996.

Oran Perry Scholarship

In memory of longtime Kinston High adviser Oran Perry, who died Feb. 3, 1998.

Paula Carole Faircloth Scholarship

In memory of the daughter of Clinton High adviser Mary Lou Faircloth and her husband.

DIVERSITY

Three NCSMI scholarships are available to students of diversity.

Instagram Contest and Trivia Challenge

- An Instagram contest will also take place during the Institute. Entrants are to post their response to a question pertinent to the 2021 theme and revealed during the Institute's opening session. Watch for details.
- Student Officers are planning an interactive Trivia Challenge for our opening day celebration of #NCSMI2021 Online. Details to be shared when you receive your confirmation.

Adviser Checklist

Use the following checklist to keep track of things to complete before the Institute:

- Review statewide contest entry instructions. Note May 15 and June 1 deadlines. All entries must be received by these deadlines. [Click here](#) to submit those entries, or see the Statewide Media Contests section on [page 6](#) for more details.
 - Review online Institute form. Note that the enrollment fee is \$50. (Those who have participated in the 2021 Statewide Media Contests may have registration fees waived for one adviser and two students). See the Registration section on [page 1](#) for more details.
 - Submit all Code of Conduct and Release Forms [found here](#) on NCSMA's website. To submit, upload completed forms to the submission portal on the Institute webpage.
- Please note: Students must have signed release and code of conduct forms in order to attend the Summer Institute. See the Registration section on [page 1](#) for more details.
- Need funding? Note need-based, leadership and diversity workshop scholarships NCSMA offers for Institute attendees. See the Institute Scholarships section on [page 2](#) for more details.
 - Talk to advanced newspaper and yearbook students about joining The Rush staff. See the Divisions section on [pages 4 and 5](#) for more details.
 - Note Leadership and Creativity Boot Camp opportunities for students.

The following opportunities are not mandatory, but encouraged:

- Encourage students seeking leadership opportunities to consider running for NCSMA office. See the Student Leadership section on [page 7](#) for more details.
- Nominate your principal for the Principal of the Year Award. See the Award Nomination Opportunities section on [pages 8 and 9](#) for more details.
- Review NCSMA's Journalism Educator Fellowship application. Consider applying for this free coursework opportunity. More information and the application can be [found here](#) on NCSMA's website.
- Consider serving as a NCSMAA officer or regional representative. Advisers who are willing to serve should contact the current president. See the Adviser Board section on [page 7](#) for more details.
- Begin or renew your NCSMAA membership to receive the Book of Firsts and other benefits. The form can be [found here](#) on NCSMA's website.
- If you wish, you may send a letter to parents regarding the Institute. The letter can be [found here](#) on NCSMA's website.

Divisions

NEWS

Sessions will cover fundamentals of journalism (print and online) and advanced digital storytelling. Students will learn how to use storytelling techniques within digital platforms to enhance their own student media. All students will cover a press conference and use their new skills to tell stories in real time.

LITERARY MAGAZINE

Students will learn about the basics of literary magazine production, focusing on staff organization, content and design.

DESIGN

Enrollment capped at 25. Students will have access Adobe Creative Cloud. Students will explore Adobe InDesign, Photoshop and Illustrator and learn basic design elements.

YEARBOOK

Students will study theme development, copy preparation, editing, design and photography. Students will learn about advertising and business practices and begin to plan the books their staff will produce for the school year.

PHOTOJOURNALISM

Enrollment capped at 25. Students will have access Adobe Creative Cloud. Sessions will focus on the composition, technical quality, ethics and editing of photography, along with Photoshop basics.

BROADCAST NEWS

These sessions are aimed to introduce students to the world of broadcast journalism. Instruction in news and production will be combined with in-class training. Students will learn broadcast news writing, basic production and editing.

THE RUSH

Students will produce The Rush, the Institute's 2021 online news source. Students will get hands-on experience writing, editing and producing while under a deadline.

Boot Camps

In addition to their divisions, NCSMI students may choose to participate in NCSMI boot camps at no extra charge. These boot camps are limited to 50 students, no more than four per staff.

LEADERSHIP BOOT CAMP

Recommended for student editors, upperclassmen. Students will be able to interact with other student editors from across the state. Students will learn about motivation, morale and management. Rising seniors will learn about Journalist of the Year (JOY) portfolio preparation.

CREATIVITY BOOT CAMP

Students will learn about advertising, public relations, marketing, branding and more.

INVESTIGATIVE REPORTING BOOT CAMP

The Ida B. Wells Society for Investigative Reporting 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.

Statewide Media Contests

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. The three tiers of publication contests are:

OVERALL CONTESTS:	SECTION CONTESTS:	INDIVIDUAL CONTESTS:
Overall contests recognize the work of all student media in the state. A flash critique is included with the overall contest results.	Section contests distinguish student media components such as design, advertising, etc. The fee covers all sections for each publication.	Individual contests give students the opportunity to showcase their talents. Students may choose from more than 50 categories.
FEES:	FEES:	FEES:
\$50 per publication.	\$25 per publication.	\$5 per entry.
REQUIRED?	REQUIRED?	REQUIRED?
Yes. In order to enter any of NCSMA's contests, the overall contest materials must be submitted.	No. Section contests are completely optional and not required to enter individual or when entering overall.	No. Individual contests are completely optional and not required to enter section or when entering overall.
AVAILABLE FOR:	AVAILABLE FOR:	AVAILABLE FOR:
Broadcast news, literary magazine, print news, online news, radio/podcasts and yearbook.	Broadcast news, literary magazine, print news, online news and yearbook.	Broadcast news, literary magazine, print news, online news, radio/podcasts and yearbook.
ENTER BY:	ENTER BY:	ENTER BY:
Emailing the "Contest Entry Form" once per publication found here on NCSMA's website.	Checking off the appropriate box on the "Contest Entry Form" on NCSMA's website.	Submitting the online individual contest form once per publication found here on NCSMA's website.

RECEIVED-BY DEADLINES FOR ALL THREE TIERS ARE:

May 15

Online news, broadcast news and radio/podcasts.

June 1

Newspaper, literary magazine and yearbook.

Late entries will not be eligible for Tar Heel awards, section contests or individual contests.

Student Leadership

Interested 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 2021 and 2022 summer Institutes. To apply, have them email the form

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

OFFICERS' DUTIES (PRESIDENT AND VICE PRESIDENTS)

- serve on the Institute Planning Committee;
- attend two policy-making sessions that year;

NCSMA'S PRESIDENT:

- presides at the opening and closing sessions of the Institute;
- works closely with the director during the year;
- leads all student activities;
- contributes a column for NCSMA's The Scoop;
- gives an Institute activities report;

Adviser Board

Advisers who are willing to serve as a NCSMAA officer or regional representative should contact president Neal Morgan by email at ntmorgan@chccs.k12.nc.us.

Morgan will discuss leadership

[found here](#) on NCSMA's website and at least one paragraph stating their journalism experience and/or proposals for improvements to future Institutes. A slate of officers will be announced during the Institute's opening session. Running for a NCSMA office is a serious decision. Please have students consider whether they will be able to fulfill all requirements during the year before deciding to run.

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

- conduct the elections for the next year.

NCSMA'S VICE PRESIDENTS:

- work with the director and the president to carry out Institute activities;
- divide the president's duties among themselves, in the event the president is unable to perform these duties;

opportunities with advisers during NCSMI 2021.

The new slate of officers will be announced during the Virtual NCSMI Closing Celebration on June 16.

Award Nomination Opportunities

NCSMA recognizes the work that goes into creating quality student journalism from those on staff and those that oversee them. Consider nominating individuals for either the Kay Phillips Distinguished Service or Principal of the Year Awards.

KAY PHILLIPS DISTINGUISHED SERVICE AWARDS

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.

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 provides support to more than one publication.
- The principal nurtures scholastic journalism principles, especially the First Amendment rights of advisers and students.
- The principal provides support by giving both time and actual help in providing the physical and technological needs of the journalism program.
- The principal recognizes the time demands placed upon advisers by the production of quality publications and works to make time for journalistic excellence.

Award Nomination Opportunities (cont.)

- The principal supports the professional growth of advisers in every way possible.
- The principal supports the educational growth of students by encouraging them to attend journalism conventions, seminars, conferences and institutes.
- The principal supports the academic standards of the journalism and publications production courses, as well as the enrollment of students in those courses.
- The principal supports the school's publications' joining and receiving critiques from state, regional and national scholastic press organizations.
- 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 foregoing criteria.

Send nomination letters for both the Principal of the Year and Kay Phillips Distinguished Service Awards by June 1 to:

ncsma@unc.edu

NCSMI Technology

- Instructional sessions and guest speaker sessions will be offered online via password-protected Zoom under the guidance of the UNC Office for the Protection of Minors. Students and teachers may attend by phone or laptop. Detailed instructions will be sent to enrolled students and their advisers one week prior to the Institute.
- Advisers may need to ask your schools for laptop use permission for your students during this online academic camp.
- Students in lab classes will have access to Adobe Creative Cloud, provided that they secure an Adobe ID for that purpose.