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FALL 2021 / VOL. XXXX, 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.

## JOIN US FOR FALL OPPORTUNITIES



NCSMA's virtual fall workshop event will highlight virtual tours of college campuses and their journalism and communication programs. Join us from 9 a.m. to noon on Wednesday, Oct. 28.

The three-hour event will begin with panels in webinar format. From there, students and advisers will break out into one of five divisions featuring 30-minute sessions in all areas of student media:

- Broadcast/Podcasting
- Art/Photography/Design
- News/Online
- Yearbook
- Editorial Leadership/Issues Forum

The Editorial Leadership/Issues Forum will feature presentations from the 2021-2022 NCSMA student officers.

Registration closes Oct. 25. Workshop registration fees are a flat fee of \$50 per 25 staff members. Visit <https://ncsma.unc.edu/workshops/> to register.



NCSMA is excited to announce journalism field trip day opportunities specifically for high school journalism students and staffs. Take a look at the list of campuses offering field trip dates this fall:

- Appalachian State University
- East Carolina University
- Elon University
- North Carolina A&T State University
- NC Central University
- Queens University
- UNC Asheville
- UNC-Chapel Hill

Advisers should reach out to the faculty/staff contact from each respective university to inquire about participating.

Visit <https://ncsma.unc.edu/journalism-field-trip-days/> for more information.

## DATES & DEADLINES

**Oct. 25**  
Deadline to register for Fall Workshop

**Oct. 28**  
Fall Workshop

**Oct. 20 – Nov. 18**  
Journalism Field Trip Dates

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

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

Priority application deadline for Carolina Sports Journalism Camp

**May 15**  
Deadline for Broadcast, Radio/Podcast and Online News Contest Entries

**June 1**  
Deadline for Yearbook, Newspaper and Literary Magazine Contest Entries

## 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 2022 program will be taught online July 10-16.

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 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/>

## 2021-2022 NCSMA AND NCSMAA OFFICERS

**KAITLYN MEEHAN**  
NCSMA PRESIDENT  
East Mecklenburg High

**ANIKA DANNER**  
VP: VISUAL COMMUNICATIONS  
Fred T. Foard High

**NEAL MORGAN**  
IMMEDIATE PAST PRESIDENT  
East Chapel Hill High

**PAMELA MANN**  
VP: YEARBOOK  
Providence Senior High

**GEOFF BELCHER**  
NORTHEAST PIEDMONT REPRESENTATIVE  
Wake Forest High

**BRENDA JONES**  
NORTHEAST REPRESENTATIVE  
Currituck County High

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

**KATIE MADISON**  
VP: LITERARY MAGAZINE  
West Brunswick High

**MEGAN BROOME**  
VP: ONLINE COMMUNICATIONS  
West Henderson High

**MARVA HUTCHINSON**  
VP: LITERARY MAGAZINE  
Providence Senior High

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Ravenscroft School

**BILL ALLEN**  
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TASK FORCE MEMBER  
Gaston Day School

**EMMY BENTON**  
VP: NEWSPAPER  
First Flight High

**STEVE HANF**  
NCSMAA PRESIDENT  
First Flight High

**JAN REID**  
VP: NEWSPAPER  
Cape Fear Academy

**ANNA BAREFOOT**  
SOUTHEAST REPRESENTATIVE  
West Brunswick High

**PARKER HUNT**  
NORTH-CENTRAL PIEDMONT REPRESENTATIVE  
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**JENNIFER DIXON**  
TASK FORCE MEMBER  
Carmel Christian School

**SHIRLEY KELLY**  
TASK FORCE MEMBER  
West Johnston High

**BETSY PORTER**  
VP: YEARBOOK  
Cape Fear Academy

**JENNIFER CHAFFMAN**  
SECRETARY  
Community School of Davidson

**BRYAN CHRISTOPHER**  
VP: ELECTRONIC COM. AND ONLINE  
Riverside High

**JASON LIVINGSTON**  
SOUTHWEST REPRESENTATIVE  
West Henderson High

**BRAD DEEN**  
SOUTHEAST PIEDMONT REPRESENTATIVE  
West Johnston High

**JOY ROBERTS**  
TASK FORCE MEMBER  
Richlands High

## Interview with confidence in the time of COVID

While your first in-person interview can be jarring, reaching out to a complete stranger or a classmate through a screen can be equally as nerve-wracking, especially as a new writer. Here are some of my best tips for a successful online interview in the time of COVID-19.

For interviewing newbies, there are a few basic questions that need to be asked to every person you interview before getting into the more hard-hitting info: What's your name? How do you spell it? What's your grade level? Reaching out via social media can answer several of these questions for you, all easily accessible in the interviewee's social media profile.

One of the easiest and simplest ways to get a good interview when you can't meet in person is through social media such as Instagram or Twitter. I recommend it over email or Zoom as a platform because of the lack of formality in a direct message (DM), which I find leads to a more authentic interview. Viewing social media profiles can give you a much better understanding of your subject and help you form more in-depth questions. I remember in my junior year writing an article about student's work in civil justice; not only was I able to reach out rather easily on Instagram, but I also was able to quickly contact other people who worked on the project because they were tagged directly in her pictures.

Once you do enough virtual interviews you will experience someone agreeing to be interviewed and then inevitably ghosting you, leaving you with no interview, no quotes and no

perspective for your article. If someone is not willing to respond to you over text, the odds are that chasing that person for an interview won't get you the best results. When I have been in this situation I have chosen to move on from that source and to find a different person to get my information from. If you're ever stuck on where to find the best interview, asking your publication's adviser never fails. You will be shocked to see how many connections across your school your adviser has.

Your next challenge is needing to interview someone with little-to-no social media presence. This is when a well-connected adviser comes in handy. You will need either your interviewee's personal or school email. I don't believe an interview via email, however, will get you genuine or in-depth answers. I would suggest getting in touch through email and obtaining a phone number so you can conquer the interview through a phone call next.

Calling someone for an interview can definitely require more preparation on your part, but it will most likely get you more information.

When you do your first interview over the phone, you need to have anywhere between eight to 10 good questions planned out as well as the understanding that you need to follow the interview where it goes. Ask follow-up questions; ask your interviewee to elaborate. Sometimes you don't know the most interesting thing about someone until you're already writing about something else.



**KAITLYN MEEHAN**  
PRESIDENT

## Lessons we will keep

When you join us on Oct. 28 for our statewide virtual workshop, you will see that one of the sessions will focus on lessons we have learned in the pandemic that we do not want to forget.



**MONICA HILL**  
NCSMA DIRECTOR

In that spirit, we at NCSMA will continue to take advantage of virtual learning opportunities that allow us to reach out across the state. Join us from 9 a.m. to noon on Thursday, Oct. 28. You have until Oct. 25 to register, and the fee is only \$50 for up to 25 students and teachers. The UNC release form can be completed online by your students with their parents/guardians by clicking through and typing in their name. Teachers will not need to collect or submit forms to us.

After an opening panel session, you and your students will attend three, 30-minute instructional sessions and then an optional tour of college journalism programs via video at 11:30 a.m. We will wrap up by noon.

### FELLOWSHIP COURSE FOR THE SUMMER

And as for lessons learned here, our teacher fellowship courses will be offered in a hybrid format, allowing you advisers to attend the graduate-credit course online, along with a two-day residency in Chapel Hill.

**KUDOS:** Congratulations to the 22 staffs that received Tar Heels this summer through our statewide student media contests. What an honor to recognize student voices in these times.



A Publication of the North Carolina Scholastic Media Association

FALL 2021 VOL. XXXX, NO. 1

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Published twice a year by the

**North Carolina Scholastic Media Association**

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## 2021 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.

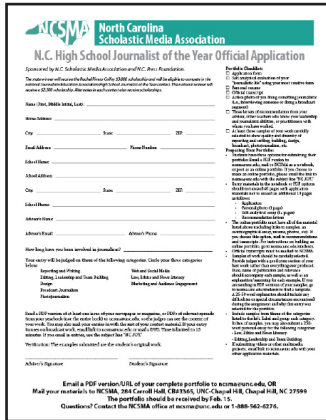
In overall critiques, *The Tar Heel Award* recognizes superior publications that the judges selected from among the All North Carolina winners. Any number of publications may earn the All North Carolina rating and be eligible for the *Tar Heel Award*.

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. 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

NC Scholastic Media Advisers Association membership is now free for all North Carolina high school and middle school journalism teachers and student media advisers who participate in NC Scholastic Media Association events, contests, workshops or fellowships – and free for any who register at <https://ncsma.unc.edu/join-ncsmaa/>.

Congratulations to **Gary Kirk** from UNC-Chapel Hill, **Lynn Owens** from UNC-Chapel Hill and **Neal Morgan**, a journalism adviser at East Chapel Hill High in Chapel Hill. All were awarded the 2021 **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 **Hammond Cole Sherouse** of East

Chapel Hill High and to **Bridgette Nally** of East Chapel Hill High. Daily Tar Heel scholarships for newspaper journalism went to **Adalia Schafrath-Craig** of Broughton High and **Sachi Akmal** of Marvin Ridge 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 2022-23 school year interested in a career in journalism. For more details, visit <http://chuckstone.web.unc.edu>.

The **2022 Carolina Sports Journalism Camp** will begin accepting applications in January. 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>.

**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 to 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; "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 – at no cost. For the membership form and information, visit <https://ncsma.unc.edu/join-ncsmaa/>



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