

IN THIS ISSUE:

- 2022 Statewide Contest submission details
- 2022 Journalism Education Fellowship link
- Student leadership opportunity



THE SCOOP

SPRING 2022 / VOL. XXXX, 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 FELLOWSHIPS

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

4 SPORTS JOURNALISM

The Carolina Sports Journalism Camp helps rising juniors and seniors explore a future in sports journalism. Visit hussman.unc.edu/csjc.

NCSMI 2022 IS RETURNING IN-PERSON! JOIN US JUNE 13-15 AT UNC-CHAPEL HILL. SEE PAGE 2.

FROM JOY TO LEGO

CELEBRATE THE PATHS OF FIVE FORMER WINNERS

LEGO digital marketing manager Janie Sircey runs the LEGO Youtube channel for the U.S., Canada and Latin America. As a high school journalist, Sircey attended the NC Scholastic Media Institute, served as NCSMA's student president and participated in the Chuck Stone Program before becoming the 2011 North Carolina High School Journalist of the Year (JOY).

"In my career, I have drawn from my time as a student journalist to pinpoint better ways to ask questions, to dig deeper into projects, to take out bias in everyday communication and to look at a situation from all sides," Sircey said.

For 2018 winner Arabella Saunders, scholastic journalism led her to UNC-



Ashleigh Fields, JOY winner, serves as *The Hill-top* editor-in-chief at Howard University.

Chapel Hill's Hussman School of Journalism and Media.

"I've since reported for publications such as VICE News, HuffPost, INDY Week, North Carolina Health News and more," she said.

Other winners saw NCSMA's annual scholastic media Institute as an opportunity to learn more about a future in journalism.

"Being on the campus of Chapel Hill, along with the history and the legacy of journalism that the institution has, that opens just so many doors ... I really was just exposed to what it means to tell a story from different perspectives, whether it's on camera or in print," Ashleigh Fields, the 2019 winner, said.

Applying to Journalist of the Year allows students to reflect on their work throughout high school.

"[It was] interesting to kind of look back on all the work you've done. And it was also an opportunity in building a

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DATES & DEADLINES

April 1
NCSMI 2022 registration opens

Priority deadline for Carolina Sports Journalism Camp

May 1
Final deadline for

Carolina Sports Journalism Camp

May 15
Deadline for NCSMA 2022 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 2022 registration

June 1
Deadline for NCSMA 2022 Media Contest entries in newspaper, yearbook and literary magazine

June 13-15
NCSMI 2022

June 22-24
Carolina Sports Journalism Camp

June 26-29
Chuck Stone Program for Diversity in Education and Media

July 10-16
Journalism Education Fellowship Program (Teaching Journalism in the Secondary School)



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NCSMA director ... editor

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Providence Senior High

Approaching sensitive topics carefully

As publications advisers, many of us are fortunate to keep students around for three or four years. That makes this time of year bittersweet: Thrilled to be helping with scholarship recommendations, but also sad as we watch them inch ever closer to their departure.

Because students spend so much time there, our journalism classrooms also become second homes: Decorations go up in December. Birthdays are celebrated. Work for other classes collects everywhere.

And because they're so comfortable in our rooms, the kids will literally say anything. We may as well have #NoFilter signs plastered over the doorway.

That's how I learned recently that "hitting the slopes" has become a euphemism for a white, powdery substance that has nothing to do with snow skiing. I was heartened that both the student who brought it up and others in that class had no idea about this slang term for drugs – but equally disheartened that someone in this high school senior's orbit had offered the opportunity so cavalierly.

We talk plenty about how much journalism matters, and covering topics like drug abuse, mental health, eating disorders and more for our student-readers is worth the extra work that comes with tackling those issues.

The topic of drug use hit close to home following an accidental overdose in January that claimed the life of a senior. I found out about the death from my newspaper editors before getting the official email from the principal. Two students shot photos of the impromptu memorial at a park near the school. A new sophomore staff writer volunteered to write about the gathering. She had known the boy who died, and as is so often the case, found the writing process to be cathartic in this time of grief.

As our attention shifted to the quarterly print magazine, the editors wondered about a focus on the drug problem that plagues our idyllic Outer Banks community. But they also

worried about hurt feelings. We reached out to the mother about our plans to write about the topic, and she gave her blessing.



STEVE HANF
NCSMAA PRESIDENT

That was important. While we try to model ourselves after professional news organizations, the idea that "just because we CAN cover something doesn't mean we SHOULD" is hugely important in our schools. The fact that the EICs were concerned about how the coverage might be perceived showed just how mature our students can be at times.

Just as important, though, was the reason the boy's mom gave. If the articles might inform and educate another student, she was all for it.

The EICs have been in touch with law enforcement for interviews and photo shoots. They're meeting with the principal, both for quotes and to let him know about this story package and the reasons they're doing it: We still operate under prior review, and while our principal is a fantastic ally, we understand he answers to others as well.

The students also are taking a solutions-based approach to the package. Staff members have contributed a number of anecdotes about their recollections of drug education through the years – and ideas on how best to actually teach kids about this most important topic.

Our fall print cover featured a celebration of our football coach celebrating his 50th year on the sidelines. Our winter print cover welcomed back the arts with a shot from the fall musical after two years of missed performances due to the pandemic.

Feel-good stories will flood the pages of this spring edition as well, and the former journalist in me will take a feel-good feature any day of the week. But when the time comes to cover hard news, it's important that we help our students make the hard decisions that educate and inform an audience that depends on us.



Journalism's New Day: Persisting. Progressing. Empowering.

N.C. SCHOLASTIC MEDIA INSTITUTE,
JUNE 13-15
UNC-CHAPEL HILL

The Institute is returning in person! Make your plans now to join us in Chapel Hill for NCSMI 2022.

WHO

High school journalism students and teachers

WHAT

Yearbook, news (newspaper and online news), broadcast, literary magazine, photojournalism, design and advising student media instruction

WHEN

June 13-15, 2022

WHERE

Hussman School of Journalism and Media
at UNC-Chapel Hill

WHY

Learn from the best of the best. Live on campus. Meet other scholastic journalists and advisers from across the state.

HOW

Visit ncsma.unc.edu/institute to register, or contact the NCSMA office for more information.

NEWS IN BRIEF

The North Carolina Scholastic Media Association has announced East Chapel Hill High School journalist **Caroline Chen** as the 2022 Rachel Rivers-Coffey North Carolina High School Journalist of the Year. Chen is the co-editor-in-chief of the East Chapel Hill (Chapel Hill) school newspaper, the East Chapel Hill Observer (ECHO). Judges noted her journalism portfolio as "strong from top to bottom." Alternates for Journalist of the Year are **Maren Ingram** of First Flight High School in Kill Devil Hills, **Maggie McNinch** of First Flight High School in Kill Devil Hills and **Aida Guo** of Green Level High School in Cary. Ingram is the co-editor-in-chief of her school's newspaper, Nighthawk News Magazine; McNinch is the co-editor-in-chief

of her school newspaper, Nighthawk News Magazine; and Guo is the editor-in-chief of her school newspaper, The Gator's Eye. 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 Chen. 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. Chen will now represent the state in the National High School Journalist of the Year competition. The full press release can be found at ncsma.unc.edu/news.

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 2022 course will be MEJO 602, "Teaching Journalism in the Secondary School." Dates for the 2022 course are July 10-16. For more information and to access the application, visit ncsma.unc.edu/advisers.

NCSMA offers 12 full-tuition **workshop scholarships** for the Institute. Read the Summer Institute Guide at ncsma.unc.edu/institute to learn more.

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 2022 and 2023 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 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

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portfolio to sort of exercise your creativity," Ari Sen, 2016 winner, said.

Lauren Stepp, the 2014 winner, picked up her first freelancing story at 15, with the help of her high school newspaper adviser, Brenda Gorsuch.

"I was in my sophomore year of high school and had spent hours cold-calling a slew of local publications. Finally, a weekly newspaper in Hendersonville agreed to let me cover a wine festival," Stepp said.

Stepp's wine festival story was only the beginning of her freelance career, and she continues to write similar lifestyle and culture stories today for magazines such as *Bold Life*, *Asheville Made*, *Carolina Home + Garden*, *Smoky Mountain Living* and *Blue Ridge Outdoors*.

"As a freelancer, no two days are the same and I love that. I love that I get to write about gnarly mountain biking trails on Tuesday and the benefits of assisted living on Wednesday," Stepp said.

Fields, Saunders and Sen have continued to participate in student journalism in undergraduate and graduate studies.

Fields is editor-in-chief of Howard University's paper, *The Hilltop*, the oldest Black newspaper at a university.

"I've previously served as campus editor and then a staff writer before that, so the buildup has been amazing. We've had a lot of national news this year, which I feel like has taught me a lot," Fields said.

Saunders is a senior in the Hussman School of Journalism and Media at UNC-Chapel Hill, double majoring in journalism and English.

"My favorite part of what I do is all the amazingly unique people I get to meet and the important and interesting stories these people allow me to tell. Last week, I got to go jump in a 40-degree lake for a story I'm working on about scuba diving, so I feel like my life stays pretty interesting because of journalism," Saunders said.

Sen is finishing his master's thesis at the University of California, Berkeley before stepping into a full time role as a computational journalist at *The Dallas Morning News*.

"I've really been digging into the technical parts of the reporting recently, and those are really starting to fascinate me ... [the] ways we can apply technology to tell stories that even 10 years ago, would have been impossible," Sen said.

These former journalists of the year each credit their scholastic journalism ties to their current pursuits.

"I've always leaned more into the creative side of my roles throughout my career," Sircey said. "I'm a nerd at heart and have always been a huge LEGO fan, so having the opportunity to work alongside, and create content with, amazing creative partners like Disney and Lucasfilm is a dream come true."

—by Abigail Welch

To see these five full interviews and learn more about these former Journalists of the Year, visit ncsma.unc.edu/our-blog.

INNOVATE

Take a look at some of the best tips and advice from previous North Carolina High School Journalist of the Year winners:

"I would definitely say, be patient and be purposeful, especially with the stories that you pick. Choose the ones that really, you know, speak to you, and that you feel comfortable and interested in investigating."

Ashleigh Fields, Howard University

"Get involved! Like really involved. I think scholastic journalism is something where you get out as much as you're willing to put in. It can be challenging, but it's also so fun and rewarding."

Arabella Saunders, UNC-Chapel Hill

"Lean into your curiosity, and try to find something that's, you know, you're really, you know, sort of invested in or passionate about, to write about, because that's the thing that will sort of sustain you, in the long run."

Ari Sen, UC Berkeley

"Get involved in some way with scholastic journalism, even if journalism isn't their intended career path. The skills I learned in my time as a student journalist, I use every single day in my marketing/production career."

"I would love the opportunity to work with students more. I am always available for a coffee chat for anyone looking for advice or guidance in the marketing space."

Janie Sircey, LEGO Digital Marketing Manager for the Americas

"Writing is universal. No matter what profession you ultimately choose, being able to write will propel you forward. So, listen to your newspaper adviser and take each assignment seriously. Even if you don't have plans to work for *The New York Times*, there is intrinsic value in knowing how to produce a compelling narrative."

Lauren Stepp, freelance journalist

N.C. High School Journalist of the Year

- Applications due Feb. 15 each year
- Scholarships awarded from N.C. Press Foundation
- Winner receives \$3,000

- Rachel Rivers-Coffey scholarship
- Three alternates receive \$1,000
- Winner represents state in national competition

2022 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, overall entries must be submitted online. Newspaper, literary magazine and yearbook staffs may also ship a copy of their publication for showcase at the summer Institute. All individual entries 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: \$75 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 overall fee covers all sections for each publication.

FEES: Included in overall contest entry fee.

REQUIRED? Yes. Section contests are automatically included when entering overall contests.

AVAILABLE FOR: Broadcast/radio/podcast, literary magazine, print news, online news and yearbook.

ENTER BY: Submitting your publication to the overall contest 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.

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 2022 INSTRUCTIONS

The 2022 overall yearbook entry can 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 2022 contest entry process, contact us at ncsma@unc.edu.



June 22-24, 2022

Students are encouraged to apply for the 2022 Carolina Sports Journalism Camp held June 22-24. This workshop will include instructional sessions on sports play-by-play, sports writing, sports photography and much more. Students will be housed on UNC-Chapel Hill's campus.

Final application deadline is May 1.

Visit hussman.unc.edu/csjs to apply.

OPPORTUNITIES FOR NC JOURNALISM TEACHERS AND MEDIA ADVISERS

FELLOWSHIP



NCSMA's Journalism Education Fellowship Program allows teachers to enroll in a one-week, hybrid-format 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, lodging and books through this program. The 2022 fellowships, awarded on a first-come, first-served basis, are valued at \$1,050.

The summer 2022 course will be MEJO 602, "Teaching Journalism in the Secondary School." This course will allow hands-on learning as well as exploration of teaching methods.

Priority review date is April 1. Deadline to apply is May 15.

Visit ncsma.unc.edu/advisers to apply.

MEMBERSHIP



NCSMAA membership is free for North Carolina high school and middle school journalism teachers and advisers.

As a member of the NCSMA Advisers Association, you will receive:

- Two issues of The Scoop newsletter and access to NCSMA Now e-newsletter.
- Opportunities for your students to enter yearly statewide contests.
- Access to publication and online news critique booklets and the annual Book of Firsts as a contest participant.

Visit ncsma.unc.edu/join-ncsmaa to register.

LEADERSHIP



NCSMA promotes professional growth of journalism advisers and speaks for scholastic media in matters of curriculum and instruction that affect journalism education.

Advisers who wish to serve as a North Carolina Scholastic Media Advisers Association (NCSMAA) officer or regional representative should contact current president Steve Hanf by email at hanfst@daretolearn.org.

Hanf will discuss leadership opportunities with advisers during NCSMI. The new slate of officers will be announced on June 15 at UNC-Chapel Hill.

Visit ncsma.unc.edu/about-us for more information and to see the 2021-2022 NCSMAA board.



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