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FALL 2022 / VOL. XXXI, 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.

NCSMI

Our Summer Institute brings journalism programs together to immerse themselves in any area of high school media. Visit <https://ncsma.unc.edu/institute/>.

CONTESTS

Our annual statewide media contests recognize and showcase the work of students across the state of North Carolina. See page 2.

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 REGIONAL WORKSHOPS!

Oct. 13 – Northwest and Southwest Regional Workshop

UNC Asheville

Oct. 20 – Central Carolina J-Day

UNC-Chapel Hill

Oct. 6 – South-central Piedmont Regional Workshop

Queens University of Charlotte

Oct. 26 – Northeast and Southeast Regional Workshop

East Carolina University

NCSMA's in-person fall workshops will be co-hosted with universities and media outlets across the state of North Carolina.

Attend one of these workshops in a region near your school to hone journalism skills, plan for the year's publications and grow as a staff!

Sessions include topics relating to:

- Podcasting
- News Writing
- Yearbook Trends
- Photography/Videography
- Broadcast

- Sports Writing
- Literary Magazine/Yearbook Design
- Fiction Writing
- Editor's Roundtables
- Adviser's Roundtables

and many more. Visit ncsma.unc.edu/workshops/ to find out which topics are offered at each workshop and to see specific session titles relating to each topic.

Workshop registration fees are \$20 per person. Advisers can register themselves and their students at ncsma.unc.edu/workshops/.

DATES & DEADLINES

Oct. 6

South-central Piedmont Regional Workshop
Queens University of Charlotte

Oct. 13

Northwest and Southwest Regional Workshop
UNC Asheville

Oct. 20

Central Carolina J-Day
UNC-Chapel Hill

Oct. 26

Northeast and Southeast Regional Workshop
East Carolina University

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 COURSE ANNOUNCED



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 2023 course, Teaching Photojournalism, will be taught in a hybrid format July 9-15.

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/>

2022-2023 NCSMA AND NCSMAA OFFICERS

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NCSMA PRESIDENT
East Mecklenburg High

RAEGAN ALLOMONG
VP: VISUAL COMMUNICATION
Richlands High

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IMMEDIATE PAST PRESIDENT
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VP: YEARBOOK
Providence Senior High

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West Brunswick High

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VP: BROADCAST/PODCAST
Riverside High

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MICHELLE SHUE
TASK FORCE MEMBER
Davie County High

From celebrity cutouts to copyright

In one of my biggest claims to fame from my 13 years of teaching, I tweeted at Carl Azuz – and he responded with a like.

On a trip to Atlanta in 2019 that included a visit to the CNN building, I took a moment to pose next to the Carl cutout in the gift shop. “Any trip to Atlanta is a flat-out fail if you don’t stop at CNN to see if you’re cut out for the news biz with @CarlAzuzCNN,” I wrote.

Love his trademark puns or hate them, Azuz was a fixture in journalism classrooms around the world for as long as most of our students have been alive. So when CNN10 wasn’t online the first day of school, folks were worried. When the show debuted in mid-September without him, they lost their minds.

Twitter exploded with angry rants about the new host, Coy Wire. Rumors swirled about Azuz’s health. Students started petitions demanding that CNN bring back Carl. Finally, Azuz put out a video on social media thanking everyone for their support and well wishes while simply saying that he was heading in another direction.

Wire, the new host, earned the respect of some viewers in his second show when he mentioned his nine-year NFL career before doing a great human interest story on a kicker for the Atlanta Falcons. The show continues to be an invaluable way to keep students in tune with the world around them. From important news stories like Hurricane Ian and Queen Elizabeth’s death, to moving features about people

recycling technology for children in Africa and combatting food insecurity across America, CNN10 still offers coverage of current events that so many of our students don’t get on their social media feeds. It’s just being delivered in a different style, from someone with a very different hairline.



STEVE HANF
NCSMAA PRESIDENT

Speaking of online resources, an interesting post came across a Facebook group for journalism teachers earlier this fall. A teacher from another state asked if the letters she was receiving about her student newspaper website

violating copyright were legit even though her students had “attributed” the photos.

Turns out her students had used images from a wire service and a company that specializes in finding copyright violations found them.

The Student Press Law Center chimed in on the post with a link to an article explaining how digital photos today have markers in them that can be found by bots, and that there are “copyright trolls” lurking on the web who are eager to catch violations and send out scary letters demanding payment.

If you’ve got the time for some extra social media browsing, consider joining some of the Facebook groups out there geared toward scholastic media advisers: Journalism Teachers has more than 3,000 members; The Yearbook Network has nearly 1,500.

We all need to collaborate with other advisers from time to time on things other people in our school buildings know nothing about!

Joy and journalism

One of our best NC Scholastic Media Advisers Association traditions is that we start the twice-annual board meetings with a round of good news. Each adviser and student officer shares their latest good news.



MONICA HILL
NCSMA DIRECTOR

In these challenging times, as everyone confronts the aftermath of these past two years, and as we face the current weight of this transition year, we all need to find some joy or recapture, remember and return to some.

Student media and scholastic journalism can help. Some of the teachers who serve as your adviser officers shared the joy they have found in the numbers of students interested in journalism this year. Some shared the level of initiative their students had already shown. I hope your fall semester will be one of joy and inspiration. Join us at a fall regional workshop and reconnect with our in-person events.

KUDOS: Huge congratulations are in order for Jenny Zimmerman, journalism teacher and yearbook adviser at North Buncombe High in Weaverville. She has been named a Rising Star by Journalism Education Association, recognizing teachers who have “shown great dedication to scholastic journalism.”

Zimmerman is a new board member for NC Scholastic Media Advisers Association. She and her students attended NC Scholastic Media Institute, and she participated in the NCSMA Journalism Teacher Fellowship course in July.



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2022 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

Sponsored by N.C. Scholastic Media Association and N.C. Press Foundation.

The image shows a thumbnail of the application form. It includes the NCSMA logo, the title 'N.C. High School Journalist of the Year Official Application', and various sections for student information, contact details, and a list of submission requirements. The form is titled 'N.C. High School Journalist of the Year Official Application' and is sponsored by the N.C. Scholastic Media Association and the N.C. Press Foundation. It includes fields for student name, address, school, and advisor information. There is also a section for 'Your entry will be judged in one of the following categories' with checkboxes for 'Reporting and Writing', 'Editing, Production and Multimedia', and 'Photo, Video and Audio Reporting/Commentary'. A 'Frequently Asked Questions' section is also visible on the right side of the form.

Preparing Your Portfolio:

- Students have three options for submitting their portfolio: Email a PDF version to 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 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

Interested? Access it here: <https://ncsma.unc.edu/students/>

Email a PDF version/URL of your complete portfolio to 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.

NEWS BRIEFS: SCHOLASTIC MEDIA & JOURNALISM UPDATES

The 2022 Kay Phillips Distinguished Service Award was awarded to Emma Davis, an NCSMA Assistant, and Howard Spanogle at the North Carolina Scholastic Media Institute in June. Spanogle was honored posthumously as a high school journalism teacher and avid supporter of scholastic endeavors.

Congratulations to the four students who each received cash scholarships of \$625 at NSCMI. These awards recognize superior work at the summer institute. Don Curtis scholarships for broadcast journalism went to Aiden McKinney of West Brunswick High and to Andy Bowman of North Buncombe High. Daily Tar Heel scholarships for newspaper journalism went to Olivia Sugg of First Flight High and Amelie Fawson of Watauga 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/.

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/>.

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 2023 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>.

The Chuck Stone Program for Diversity

in Education and Media is looking for applicants who will be seniors in the 2023-24 school year interested in a career in journalism. For more details, visit <http://chuckstone.web.unc.edu>.

Ida B. Wells Society for Investigative

Journalism offers students the opportunity to sign up for free membership. To learn more, visit <https://idabwellsociety.org/membership-services/>.

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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