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- 2023 Statewide Contest submission details
- 2023 Journalism Education Fellowship link
- Student leadership opportunities



THE SCOOP

SPRING 2023 / VOL. XXXI, 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 SPORTS JOURNALISM

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

4 FELLOWSHIPS

Our Journalism Education Fellowship Program funds a 1-week, 3-hour graduate summer course for North Carolina journalism educators. See page 2.

JOIN US FOR N.C. SCHOLASTIC MEDIA INSTITUTE. SEE PAGE 4.

FROM SPORTS CAMP TO SPORTS WRITER

Shelby Swanson, former East Chapel Hill High journalist, attended the 2020 Carolina Sports Journalism Camp (CSJC) and now serves as assistant editor on the Daily Tar Heel's sports desk.

Swanson has covered almost every sport on UNC's campus, from men's basketball to field hockey to wrestling.

This CSJC alum reflects on her sports writing career and reveals how the camp has influenced her current role.

What got you into sports writing?

I got started with sports writing in high school. I wrote for my student newspaper, the ECHO, and they needed someone to become sports editor. I was one of the few people in the newsroom that "knew ball," since I grew up playing sports. So, I felt confident taking over. It was always one of those positions that needed someone. I started writing for the Daily Tar Heel my first semester at UNC on the sports desk. And I've worked my way up to be assistant sports editor.

Why do you love sports writing?

The more that I do it, the more I enjoy it,



Daniel Wei and Shelby Swanson cover the 2023 ACC Women's Basketball Tournament.

which is why I keep getting more and more involved. I love it because it's interesting to tell the stories that go beyond the scoreboard. There's something inherent about sports that brings so many people together, across cultures, language barriers and people with different backgrounds. There's a lot of emotion in sports, and I gravitate towards

it.

What has been the biggest challenge of your career so far?

Sometimes you have to cover sports you know very little about. I remember for my first wrestling match, I spent hours in the library reading up on the rules and similar coverage of wrestling events. It felt like I was

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DATES & DEADLINES

March 15
NCSMI 2023 registration opens

April 1
Priority deadline for Carolina Sports Journalism Camp

May 1
Final deadline for Carolina Sports Journalism Camp

May 15
Deadline for NCSMA Journalism Education Fellowship application

May 15
Deadline for NCSMA 2023 Media Contest entries in online news, broadcast news and radio/podcast

June 1
Deadline for NCSMI 2023 registration

June 1
Deadline for NCSMA 2023 Media Contest entries in newspaper, yearbook and literary magazine

June 20-22
NCSMI 2023

June 25-28
Chuck Stone Program for Diversity in Education and Media

June 28-30
Carolina Sports Journalism Camp

July 9-15
Journalism Education Fellowship Program (Teaching Photojournalism in the Secondary School)



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NCSMA director ... editor

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'Breaking the norm and creating a new normal'

A critical aspect of producing news is deciding what to cover. The stories we choose to cover shape the perspectives and the understanding of the events and things around us. They also highlight what we as journalists deem as newsworthy or important to our audience. Oftentimes during the brainstorming process, we are closed off in our respective newsrooms and only take in the ideas that circulate from within them. This way of formulating and coming up with stories has led to a disconnect between those who produce the news and those who consume it.

As journalists it's important to understand what stories we should cover and that will connect with our audience and community.

Here are two methods you may want to implement the next time you are brainstorming story ideas.

Outreach

Sometimes it's as simple as asking a fellow peer or community member their thoughts on the issues and events going on. But a more calculated approach would be to send out surveys to your student body asking them what they would like to see be covered in the upcoming issue (newspaper). The survey could be broken down to categories such as sports, news, entertainment, etc. In fact, as publications turn to social media as a way of communicating, sending the form to as many people as possible is as easy as posting a link. An example of this was when we as a staff at The Eagle (the school newspaper at East Mecklenburg High School) decided to post a

questionnaire regarding story ideas. This is when a student gave us the idea to cover an entertainment beat regarding Kayne West and Drake releasing albums around a similar time. This story ended up being a favorite amongst the student population, and conversations emerged surrounding the article.

Research

Oftentimes conducting research gives you an opportunity to get a better understanding of what's trending locally and globally. Utilizing research as a tool for your newsroom is a great resource as it provides story ideas that you can expand on in order to have an angle that connects to your school. For example, Google trends gives you some trending topics and analysis by each state and even allows you to search any term or topic to get a more in-depth look into the trends and interest into the topic. This allows you to have the opportunity to understand what is of interest in your community, and how to tell stories that are timely but also captivating.

It's always important to take a step back and analyze how we as journalists can better serve our communities. A fundamental piece of that is looking at how we produce and come up with stories. Breaking the norm and creating a new normal is oftentimes challenging as we are used to the antiquated ways of brainstorming. But with the implementation of simple methods that help add another voice to the table, your audience will be better served, which is the ultimate goal.



MICHAEL MESSELE
STUDENT PRESIDENT

Celebrating student voice

The North Carolina High School Journalist of the Year portfolios for 2023 were especially noteworthy this year. These journalists had made it through a pandemic and produced journalism for their school communities and for student media outlets that had survived or been launched during that pandemic.

Judges noted the quality of the portfolios and the variety of schools represented. Students from rural, urban and suburban schools throughout our state submitted their work. The variety and strength of student expression was evident.

Congratulations to Daneen Khan of Green Level High, a 4-year-old school in Cary. She is working now on preparing her state portfolio for the national scholarship competition. Meanwhile, she and all of the students who entered have a portfolio showcasing their high school journalism careers. That's quite an achievement.

Congratulations to Joshua Kesterson, Khan's adviser. And congratulations to all advisers who encouraged their students to participate.

I hope you will encourage your students to participate next year. Each year we distribute scholarship dollars to four students and some matching funds to those students' four schools.



MONICA HILL
NCSMA DIRECTOR

APPLY TO NCSMA JOURNALISM EDUCATION FELLOWSHIP

NCSMA's Journalism Education Fellowship Program is a one-week, 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 are 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/>

NEWS IN BRIEF

The North Carolina Scholastic Media Association has announced Green Level High School journalist **Daneen Khan** as the 2023 Rachel Rivers-Coffey North Carolina High School Journalist of the Year. Khan is the co-editor-in-chief of the Green Level High School newspaper, *The Gator's Eye*. Judges emphasized the strength of Khan's writing across different platforms and creating an engaged newsroom. Alternates for Journalist of the Year are **Emmy Benton** of First Flight High School in Kill Devil Hills, **Olivia Metelo** of Enloe Magnet High School in Raleigh and **Taylor Newton** of First Flight High School in Kill Devil Hills. Benton is the co-editor-in-chief of her school newspaper, *Nighthawk News Magazine*. Metelo is the news editor of her school newspaper, the

Eagle's Eye. Newton is the co-editor-in-chief of his school's yearbook, *Shorelines*. He is also the photo editor of his school's newspaper, *Nighthawk News Magazine*. 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 Khan. 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 awards will be presented during the N.C. Scholastic Media Institute. The full press release can be found at ncsma.unc.edu/news.

Aspiring high school journalists who will be seniors in the 2023-24 school year are encouraged to apply for the 2023 **Chuck Stone Program for Diversity in Education and Media** taking place June 25-28. The program aims to attract students of varying diversity, including but not limited to religion, ethnicity, socioeconomic status and gender. The workshop will include classroom study, real-world reporting, newsroom practice and professional mentors. Visit chuckstone.web.unc.edu/application to apply.

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 may seek 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 2023 and 2024 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.



ON WATCH

OBSERVE REFLECT RESONATE

N.C. Scholastic Media Institute
June 20-22, 2023

High school journalism students and teachers are invited join us at the Hussman School of Journalism and Media at UNC-Chapel Hill for our annual Summer Institute.

The 2023 Institute theme is "On Watch," designed to encourage scholastic journalists to pay close attention to their communities and the stories they need to tell.

Participants have the opportunity to meet other scholastic journalists and advisers from across North Carolina and learn from excellent faculty and guest speakers.

2023 NCSMI DIVISIONS

- Design
- Literary Magazine
- News (Newspaper and Online News)
- Photojournalism
- The Rush Staff
- Broadcast News
- Yearbook
- Advising Student Media

The Rush staff of up to 12 advanced students will produce the Institute's official news site, The Rush. Students who participate in **broadcast news** will produce the Institute's newscast.

The schedule will include instructional sessions for each division, special guest speakers, award ceremonies and more.

Visit ncsma.unc.edu/institute to register, or contact the NCSMA office for more information. Deadline to register is June 1.

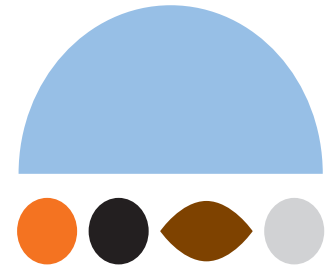
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studying for a test. The biggest challenge is maintaining that confidence. Sometimes it's easy to fall into that imposter syndrome. But you just have to face it and be confident that you know your stuff. Especially in press conferences where I'm surrounded by older and more experienced writers. I struggle with my confidence sometimes. It's not easy, but it's something you have to overcome.

What was your biggest take away from the CSJC in 2020?

My high school newspaper adviser, Neal Morgan, recommended that I attend the camp. Having a lot of professional journalists teach some of the courses made the experience feel very tangible, accessible and realistic. I realized that this could be a real profession. I still have a notes document on my phone with all the notes I took during the camp. I was also struck by how many young professional journalists spoke to us and how they were making a name for themselves. They were so welcoming and generous with their time and willing to follow up with us after. All the speakers were so genuine and invested in helping us succeed. It's something I still see now as I continue to navigate this industry. There's a very genuine culture of people helping each other out, and it's my biggest takeaway from the camp.

- by Pete Villasmil



**Carolina Sports
Journalism Camp**

June 28-30, 2023

Students are encouraged to apply for the 2023 Carolina Sports Journalism Camp held June 28-30. 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.

The Carolina Sports Journalism Camp also includes classroom study and practice in the field and will feature sports reporters and sports personalities. Students take a behind-the-scenes tour of UNC's sports media facilities. They cover a press conference, write a sports feature story and experience what it's like to work on a sports media deadline.

Lead instructor Tim Crothers is a former senior writer for *Sports Illustrated* and author of three books including *The Queen of Katwe*, which has been made into a Disney feature film.

Priority Deadline: April 1
Final Deadline: May 1

Visit hussman.unc.edu/cs jc to apply.

2023 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.

INCLUDED? 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 2023 INSTRUCTIONS

The 2023 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 2023 contest entry process, contact us at ncsma@unc.edu.

2023 INDIVIDUAL CATEGORIES

News (print and online)

- news article
- sports article
- feature article
- personality profile
- breaking news
- news photograph
- sports photograph
- feature photograph
- editorial
- cartoon
- graphic
- sports column
- general/editorial column
- entertainment/feature column
- review
- front page design news magazine
- front page design newspaper
- inside page design
- inside spread design
- video/multimedia

Literary Magazine

- poetry
- fiction
- feature
- personal essay
- drama
- photography/art layout
- graphic

- poetry layout
- fiction layout
- nonfiction layout
- individual art
- individual photograph

Yearbook

- theme copy
- feature copy
- sports copy
- captions (any spread)
- sports captions
- theme spread design
- sports spread design
- feature spread design
- people section design
- feature photograph
- sports photograph
- theme photograph

Broadcast News

- spot news
- hard news
- feature news
- sports
- anchor

Radio/Podcast

- news story
- feature story
- sports story
- longform program

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 2023 fellowships, awarded on a first-come, first-served basis, are valued at \$1,050.

The summer 2023 course will be MEJO 490, "Teaching Photojournalism 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 22 at UNC-Chapel Hill.

Visit ncsma.unc.edu/about-us for more information and to see the 2022-2023 NCSMAA board.



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