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# THE SCOOP

A Publication of the North Carolina Scholastic Media Association

## UPCOMING OPPORTUNITIES:

### 1 JOURNALIST OF THE YEAR

The N.C. High School Journalist of the Year and three alternates receive scholarship funding. The winner's portfolio is sent to compete nationally. See page 1.

### 2 CONTESTS

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

### 3 NCSMI

Our Summer Institute brings journalism programs together to immerse themselves in any area of high school media. Visit [ncsma.unc.edu/institute/](https://ncsma.unc.edu/institute/). See Page 2

### 4 TEACHER FELLOWSHIPS

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

Richlands High yearbook students attend 2022 regional workshop at East Carolina University. ECU will be one of four campuses hosting the fall 2023 events.



## WORKSHOPS SPANNING THE STATE

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 meet and work with college journalists and professionals in the field. Participating universities and media include the following:

- The News & Observer at Central Carolina J-Day
- The Charlotte Observer and Queens' Knight School of Communication at the

South-central Piedmont Regional Workshop

- East Carolina University's School of Communication at the Northeast and Southeast Regional Workshop
- Appalachian State's Department of Communication and The Appalachian student news organization at the Northwest and Southwest Regional Workshop

Sessions will be offered in digital sports coverage, podcasting, solutions journalism and more. Visit [ncsma.unc.edu/workshops/](https://ncsma.unc.edu/workshops/) to find out more and to register for a workshop.

## N.C. HIGH SCHOOL JOURNALIST OF THE YEAR

The state winner will receive the \$3,000 Rachel Rivers-Coffey scholarship (sponsored by N.C. Press Foundation) and will be eligible to compete in the national Journalism Education Association High School Journalist of the Year contest. Alternates in the contest receive \$1,000 scholarships. For more information and an online, interactive entry form, visit [ncsma.unc.edu/students](https://ncsma.unc.edu/students).

### Preparing Your Portfolio:

- Students have three options for submitting their portfolio: Email a PDF version to [ncsma@unc.edu](mailto:ncsma@unc.edu), mail a notebook to NCSMA or post as an online portfolio.
- To learn more about specific requirements and instructions, please view the information here: [ncsma.unc.edu/student](https://ncsma.unc.edu/student).

Deadline: Feb. 15. Access information here: [ncsma.unc.edu/students](https://ncsma.unc.edu/students)

Email your URL or PDFs of your portfolio to [ncsma@unc.edu](mailto:ncsma@unc.edu), or mail your materials to the NCSMA office by Feb. 15. Questions? Contact the NCSMA office at [ncsma@unc.edu](mailto:ncsma@unc.edu).

## DATES & DEADLINES

**Oct. 11**  
Northeast and Southeast Regional Workshop  
East Carolina University

**Oct. 19**  
Central Carolina J-Day  
UNC-Chapel Hill

**Oct. 24**  
Northwest and Southwest Regional Workshop  
Appalachian State University

**Oct. 31**  
South-central Piedmont Regional Workshop  
Queens University of Charlotte

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

**March 15**  
NCSMAA Spring Board Meeting

**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

## 'Build connections' through NCSMA service

The first time I really tried getting involved in NCSMA was also my first time taking students anywhere overnight. I accidentally led my staff to a graveyard on UNC's campus in trying to find Carroll Hall and was about an hour late to the keynote speaker.

While the trip started out in the wrong direction, everything went up from there. Suddenly, the sense of isolation I had felt in my classroom the year before when I was trying to learn what journalism is all about, let alone what student journalism is all about, didn't feel so overwhelming.

I was surrounded by new mentors, exposed to strong programs across the state and felt like I could really plan and grow our program the next year. I was inspired by the community that adviser Mark Harrison created with his staff in Asheville, motivated by the community impact and reporting quality Steve Hanf had developed in the Outer Banks and so impressed with the organization and professional yet compassionate way that Monica Hill organizes NCSMA. I knew that NCSMA was something in which I wanted to take part, so I jumped in and accepted when they asked me to join the board in 2017.

At the first board meeting that September, I felt like a tee-ball player in a room full of professional athletes. I was in awe (and

sometimes confused) – I first felt that I had nothing of quality to share, but as the agenda items ticked by, I felt encouraged to speak up.

Despite being a new adviser, maybe even because of it, my voice was welcome in our conversations. My experience as a first-time NCSMI attendee was valued because it gave new insight to the group who knew what to expect, whereas I had no idea what I was stepping into that summer.

Six years later, and I still so enjoy any chance to get together with other advisers, whether through email, at fall workshops, at board meetings, on social media or at the summer institute. We learn the most when we learn from each other.

My first several years as a news journalism adviser, I was the only person in my entire school district still operating a class devoted to news journalism. I could and did connect with yearbook advisers who were so helpful to me, but I needed more, and I found it through actively seeking connections. Luckily, some new programs are popping up around my district, and I'm hoping to be a source of support for those new advisers.

Being a journalism adviser can feel like an island at your school, but by diving into the scholastic media world, you can build connections and make an archipelago of peers with a similar situation.

Dive in.



**ANNA SAUNDERS**  
NCSMAA PRESIDENT

## Starting anew

As teachers work to understand new regulations affecting schools and classrooms, they do so while continuing all of the instruction and care they have always offered. During such times of change, it is especially encouraging to learn of new journalism programs launching in schools that long ago had a storied program or schools that have never before had a journalism class.

The news is heartening because administrators are realizing the opportunity and because teachers are willing to step forward to take on new roles as student media advisers and/or high school journalism teachers. And the news is most exciting because of what it means for students.

Students who merely attend a school that has a high school newspaper are at an advantage. Research shows us that students in schools with student-edited news products will be more likely to vote and to engage with their communities.

The research on educational advantages for students who participate directly in scholastic journalism is even more compelling. These students will experience educational advantages in test scores and classroom performance.

Scholastic journalism and student-edited expression are of lifelong value. North Carolina schools are wise to ensure student access to them.



**MONICA HILL**  
NCSMA DIRECTOR

## STUDENT JOURNALISTS HONE THEIR SKILLS AT SUMMER INSTITUTE

Every year at the Summer Institute, students produce The Rush, the institute's student newspaper. These aspiring journalists gain hands-on experience by writing, editing, designing and producing the paper, as well as publishing student content online. This year, The Rush featured the two college media departments that won the 2023 Kay Phillips Distinguished Service Award. The story highlighted the years of service both depart-

ments have dedicated to scholastic journalism and NCSMA. The paper also included stories on effective interview tips, the increasing collaboration between yearbook and newspaper staffs and how to find inspiring stories. In addition to The Rush, the photojournalism students shot and produced a photo show, and broadcast students created the NCSMI News show. Visit [ncsma.unc.edu/institute/](https://ncsma.unc.edu/institute/) to see more of the student work.



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**Abigail Welch and Audrey Kashatus** Editors

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## 2023 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, all recognized during the NC Scholastic Media Institute this past June.

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

Congrats! See results here: [ncsma.unc.edu/contests](https://ncsma.unc.edu/contests)

# NEWS BRIEFS:

## SCHOLASTIC MEDIA & JOURNALISM UPDATES

The 2023 Kay Phillips Distinguished Service Award was awarded to UNC Asheville's Department of Mass Communication and Appalachian State University's Department of Communication at the North Carolina Scholastic Media Institute 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 **Donna Diaz** of Riverside High and to **Derek Gilliland** of North Buncombe High. Daily Tar Heel scholarships for newspaper journalism went to **Reagan Bell** of East Mecklenburg High and **Ragan Huntsman** 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. Three alternates receive \$1,000 each. For more information, visit our application page here: [ncsma.unc.edu/journalist-of-the-year/](https://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 [ncsma.unc.edu/join-ncsmaa/](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 [ncsma.unc.edu/advisers/](https://ncsma.unc.edu/advisers/).

The **2024 Carolina Sports Journalism Camp** will begin accepting applications in November. The camp will feature visiting sports reporters and sports personalities and instructor Tim Crothers. For more, visit [hussman.unc.edu/csfc/](https://hussman.unc.edu/csfc/).

The **Chuck Stone Program for Diversity in Education and Media** is looking for applicants who will be seniors in the 2024-25 school year interested in a career in journalism. For more details, visit [chuckstone.web.unc.edu](https://chuckstone.web.unc.edu).

The **Student Press Law Center** provides legal support and First Amendment resources for student media programs. Visit [splc.org/](https://splc.org/) for more information.

### 2023-2024 NCSMA AND NCSMAA OFFICERS

#### STUDENT OFFICERS

**COURTNEY WESTON**  
NCSMA PRESIDENT  
West Brunswick High

**KAT GREGG**  
VP: LITERARY MAGAZINE  
First Flight High

**ELENA PACES-WILES**  
VP: NEWSPAPER  
Riverside High

**ALLIE LAIN**  
VP: YEARBOOK  
Richlands High

**CLEO STRAUSS**  
VP: VISUAL COMMUNICATION  
East Mecklenburg High

**ANDY BOWMAN**  
VP: BROADCAST/PODCAST  
North Buncombe High

#### ADVISER OFFICERS

**ANNA SAUNDERS**  
NCSMAA PRESIDENT  
West Brunswick High

**JENNIFER CHAFFMAN**  
SECRETARY  
Community School of Davidson

**STEVE HANF**  
IMMEDIATE PAST PRESIDENT  
NORTHEAST REPRESENTATIVE  
First Flight High

**PAMELA MANN**  
VP: LITERARY MAGAZINE  
Providence Senior High

**NEAL MORGAN**  
VP: NEWSPAPER  
East Chapel Hill High

**BRYAN CHRISTOPHER**  
VP: BROADCAST/PODCAST  
Riverside High

**JENNY ZIMMERMAN**  
VP: YEARBOOK  
North Buncombe High

**JOY ROBERTS**  
VP: VISUAL COMMUNICATION  
Richlands High

**SHIRLEY KELLY**  
SOUTHEAST PIEDMONT REPRESENTATIVE  
West Johnston High

**MARK HARRISON**  
SOUTHWEST REPRESENTATIVE  
Asheville Christian School

**TOMEIKO CARTER**  
NORTHEAST PIEDMONT REPRESENTATIVE  
Ravenscroft School

**BRANDY CATON**  
SOUTH-CENTRAL PIEDMONT REPRESENTATIVE  
Carmel Christian School

**ADRIENNE STUMB**  
NORTHWEST REPRESENTATIVE  
Watauga High

**SABRINA MARTIELLO FOURRE**  
SOUTHEAST REPRESENTATIVE  
EDUCATION TASK FORCE CHAIR  
Kinston High

**LAUREN McDONALD**  
TASK FORCE MEMBER  
Sugar Creek Charter School

**JOSHUA FARRIS**  
TASK FORCE MEMBER  
Fred T. Foard High

**EMILY PHILLIPS**  
TASK FORCE MEMBER  
Mooreville High

**LIZ LUNA**  
TASK FORCE MEMBER  
Athens Drive Magnet High

**ALICIA LYDA**  
TASK FORCE MEMBER  
North Henderson High

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

**ERIN LEKAVICH**  
TASK FORCE MEMBER  
Gaston Day School

**DARIA AMATO**  
TASK FORCE MEMBER  
Cape Fear Academy

**MARY BETH BUMGARNER**  
TASK FORCE MEMBER  
Alexander Early College High

**KAREN TERRELL**  
TASK FORCE MEMBER  
Charles B. Aycock High

**PETER JOHNSON**  
TASK FORCE MEMBER  
East Mecklenburg High

## 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 2024 course, **Teaching Scholastic Journalism**, will be taught in a hybrid format July 7-13.

North Carolina journalism teachers and media advisers can qualify for free in-state tuition, fees and books through this program. The fellowship is 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 [ncsma.unc.edu/advisers](https://ncsma.unc.edu/advisers).

## 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, selected by NCSMA members each year, plan workshops and NCSMI.
- 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

- Some of the 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 broadcast, 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.
- Students may also submit individual work in writing and design for awards.
- Student media are entered into section contests, allowing for more recognition of student work.



### SCHOLARSHIPS

- Each year the N.C. Student Journalist of the Year and three alternates are 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 a national scholarship.

Join NCSMAA today – at no cost. For the membership form and information, visit <https://ncsma.unc.edu/join-ncsmaa/>



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