



N.C. Scholastic Media Institute

# Summer Institute Guide

Chapel Hill, N.C.

Contact the NCSMA office at [ncsma@unc.edu](mailto:ncsma@unc.edu)  
with questions regarding the Institute.

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Questions?

Email us: [ncsma@unc.edu](mailto:ncsma@unc.edu)

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# Registration

- Registration for the NCSMI 2024 can be [found here](#) on NCSMA's website. Advisers and students may register online through June 1.
- NCSMA will follow up with more information about release, conduct and medical form requirements.
- As a school group (required): The Institute is comprised of school groups chaperoned by their student media advisers. Schools, regardless of whether they are located in North Carolina, may register to attend the Institute as a group. Attending as a school group is a great way to encourage team building among staff members. It also allows a way to recognize student work while providing networking opportunities for students and teachers with others involved with student media across the state.
- NCSMI 2024 will include a one-day day camp for up to 25 individual students in the Chapel Hill area. Participants are invited to join NCSMI programs on June 21 from 9 a.m. to 5 p.m. and will be given an opportunity to experience pre-set sessions from each of the sequences. Parents/Guardians must accompany students to registration and check out. Students may not drive their own cars; parking will not be provided. Students are required to provide their own meals. Day camp fee is \$150 per person.

## Fees

- Each workshop participant will pay the following fees when registering by the following deadlines. These fees cover registration costs, instruction, lodging for two nights in the residence hall, one dinner and the Awards Luncheon.
- If a participant has to cancel before June 1, a 50 percent refund will be made. No refund can be made after June 1 due to budgetary obligations.
- Advisers who register four or more students will receive a private room. Any other single room accommodations will incur a \$100 additional fee – if space is available.

Attending as a school group (fee is per person)

**By May 1 - \$200**

**By June 1 - \$300**

# General Schedule

## THURSDAY, JUNE 20:

**9 a.m.-11 a.m.:** Check-In

**11 a.m.-1 p.m.:** Bonus Instructional Sessions and Campus Tour, Lunch on your own

**1 p.m.-2 p.m.:** Opening Assembly, Special Guest Speaker

**2 p.m.-5 p.m.:** Instructional Sessions

**5 p.m.-7 p.m.:** Dinner in Kenan Stadium Blue Zone, Swap Shop, Exhibits

**7 p.m.-9 p.m.:** Instructional Sessions

## FRIDAY, JUNE 21:

**8 a.m.-9 a.m.:** Adviser Coffee/ NCSMAA Annual Meeting

**9 a.m.-Noon:** Instructional Sessions

**Noon-2 p.m.:** Lunch on your own, Adviser Luncheon

**2 p.m.-5 p.m.:** Annual Press Conference, Instructional Sessions

**5 p.m.-7 p.m.:** Dinner on your own

**7 p.m.-9 p.m.:** Instructional Sessions, LocoPops Celebration

## SATURDAY, JUNE 22:

**9 a.m.-10 a.m.:** NCSMA Statewide Awards Presentations, Scholarship and Distinguished Service Awards Presentations

**10 a.m.-12 p.m.:** Instructional Sessions, Boot Camp Sessions

**12 p.m.-2 p.m.:** Awards Luncheon, Special Guest Speaker, NCSMA Tar Heel Awards Presentations, The Rush Online and NCSMI Newscast Revealed, Closing Assembly

**2 p.m.-3 p.m.:** Check-Out

# Workshop Scholarships

NCSMA offers five full-tuition diversity, five full-tuition financial aid, one full-tuition leadership and one full-tuition press rights scholarships. The workshop registration fee will be waived for each of these recipients. Workshop scholarship money cannot be applied to a private room.

## HOW TO APPLY

Applicants may write short letters or emails discussing their career aims and why they want to attend NCSMI. Or advisers may write supporting letters or emails stating why their students should receive the award. Limited to two per staff.

**Early bird application deadline is May 1. Final round application deadline, if workshop scholarships remain available, is May 15.**

**Applications must be received at [ncsma@unc.edu](mailto:ncsma@unc.edu).**

### FINANCIAL AID

*Five financial-aid workshop scholarships are named in memory or in honor of NCSMA associates:*

#### **Elizabeth Anna Windsor Scholarship**

In memory of the daughter of Salem adviser Kay Windsor and her husband. Elizabeth died Oct. 11, 1996.

#### **Oran Perry Scholarship**

In memory of longtime Kinston High adviser Oran Perry, who died Feb. 3, 1998.

#### **Paula Carole Faircloth Scholarship**

In memory of the daughter of Clinton High adviser Mary Lou Faircloth and her husband.

#### **John Bittner Scholarship**

In memory of the former UNC-CH professor of electronic communication.

### DIVERSITY

*Five NCSMI workshop scholarships are available to all students, ensuring NCSMI is open to students from all geographic areas of the state.*

### LEADERSHIP/PRESS RIGHTS

*These Institute scholarships were established in February 2005.*

#### **The Chuck Stone Institute Scholarship for Courage of the Press**

Named in honor of former UNC-CH professor who was an champion for student press rights; given to a student who has an interest in media law and student voice.

#### **The Richard Cole Institute Scholarship for Editorial Leadership**

Recognizes a student who has exhibited exemplary leadership. Cole is a former director of NCSMA. During his 26 years as dean he hailed the association as one of the most important outreach efforts of the School.

# Things to Bring

Specific information about check-in, check-out and how to get to the residence halls will be provided in an email before the start date of the Institute.

## EVERYONE

- Pillow, sheets, lamp (if desired), light blanket; alarm clock
- Suitable clothing for air-conditioned classrooms, as well as hot weather; one dressy outfit for the Awards Luncheon
- Shoes for the shower; towels and toiletries
- Backpack and comfortable shoes
- Breakfast for Tuesday and Wednesday mornings and money for meals
- Sunscreen, water bottle
- Notebook, pen and pencil
- Copies of your staff's stylebook
- Samples of your publication for workshops and for trading with others
- Flash drive

## NEWS

- Laptop (if available)

## YEARBOOK

- Magazines to cut up
- Color and font guides (if available)
- Last year's ladder
- Laptop (if available)

## LITERARY MAGAZINE

- Magazines to cut up
- Laptop (if available)

## PHOTOJOURNALISM

- Digital camera; DSLR recommended
- Flash drive

## BROADCAST NEWS

- Links to your broadcast programs (if available)

## THE RUSH

- Laptop (if available)

# Adviser Checklist

Use the following checklist to keep track of things to complete before the Institute:

- Review statewide contest entry instructions. Note May 15 and June 1 deadlines. All entries must be received by these deadlines. [Click here](#) to submit those entries, or see the Statewide Media Contests section on [page 10](#) for more details.
- Review online Institute form. Note that the enrollment fee is \$200 if received by May 1. After that date, the rate increases to \$300 until June 1 registration deadline. See the Registration section on [page 1](#) for more details.
- Make sure students submit all Code of Conduct and Release Forms through CampDoc, which will be provided to you. Students and parents may digitally sign forms online. Please note: Students must have digitally signed release and code of conduct forms in order to attend the Summer Institute. See the Registration section on [page 1](#) for more details.
- Need funding? Note need-based, leadership and diversity workshop scholarships NCSMA offers for Institute attendees. See the Institute Scholarships section on [page 3](#) for more details.
- Talk to advanced newspaper and yearbook students about joining The Rush staff. See the Divisions section on [pages 6 and 7](#) for more details.
- Note Leadership and Creativity Boot Camp opportunities for students.

The following opportunities are not mandatory, but encouraged:

- Encourage students seeking leadership opportunities to consider running for NCSMA office. See the Student Leadership section on [page 11](#) for more details.
- Nominate your principal for the Principal of the Year Award. See the Award Nomination Opportunities section on [pages 12 and 13](#) for more details.
- Review NCSMA's Journalism Educator Fellowship application. Consider applying for this free coursework opportunity. More information and the application can be [found here](#) on NCSMA's website.
- Consider serving as a NCSMAA officer or regional representative. Advisers who are willing to serve should contact the current president. See the Adviser Board section on [page 11](#) for more details.
- Join the free NCSMAA membership to receive the Book of Firsts and other benefits. The form can be [found here](#) on NCSMA's website.
- If you wish, you may send a letter to parents regarding the Institute. The letter can be [found here](#) on NCSMA's website.

# Divisions

## NEWS

Sessions will cover fundamentals of journalism (print and online) and advanced digital storytelling. Students will learn how to use storytelling techniques within digital platforms to enhance their own student media. All students will cover a press conference and use their new skills to tell stories in real time.

## LITERARY MAGAZINE

Students will learn about the basics of literary magazine production, focusing on staff organization, content and design.

## DESIGN

Enrollment capped at 20. Students will have access Adobe Creative Cloud. Students will explore Adobe InDesign, Photoshop and Illustrator and learn basic design elements.

## YEARBOOK

Students will study theme development, copy preparation, editing, design and photography. Students will learn about advertising and business practices and begin to plan the books their staff will produce for the school year.

## PHOTOJOURNALISM

Enrollment capped at 20. Students will have access Adobe Creative Cloud. Sessions will focus on the composition, technical quality, ethics and editing of photography, along with Photoshop basics.

## BROADCAST NEWS

Enrollment capped at 20. These sessions are aimed to introduce students to the world of broadcast journalism through a newscast production. Instruction in news and production will be combined with in-class training. Students will learn broadcast news writing, basic



production and editing.

## **THE RUSH**

Enrollment capped at 10.

Students will produce The Rush,

the Institute's 2024 online news source. Students will get hands-on experience writing, editing and producing while under a deadline.

# **Boot Camps**

In addition to their divisions, NCSMI students may choose to participate in NCSMI boot camps at no extra charge. These boot camps are limited to 50 students, no more than four per staff.

## **LEADERSHIP BOOT CAMP**

Recommended for student editors, upperclassmen. Students will be able to interact with other student editors from across the state. Students will learn about motivation, morale and management. Rising seniors will learn about Journalist of the Year (JOY) portfolio preparation.

## **CREATIVITY BOOT CAMP**

Students will learn about advertising, public relations, marketing, branding and more.

## During the Week

Meal breaks will be two hours long, in which most advisers have used the opportunity to explore Franklin Street and UNC with their staffs.

There will be an early dinner provided on the first day and an Awards Luncheon to close out the Institute, so students will not have to worry about these meals. Otherwise, students should plan to spend at least \$12 per meal and extra if they want to buy other things,

such as UNC gear.

Advisers are encouraged to create a group chat with all attendees from a staff to make keeping in touch much easier. Apps like GroupMe, Slack or Facebook Messenger are great resources for this.

Students will be responsible for attending their sessions on time. UNC Protection of Minors will recommend a buddy system to encourage safety while on campus.

## Laptop Use

- While a laptop is not required for the Institute, it is highly recommended as it allows students to work on their projects from their rooms. If students decide to bring their laptop, they should keep it in their possession at all times. NCSMA is not responsible for lost or stolen items.

## Campus Map

- A searchable campus map can be [found here](#).

## Parking

- Parking passes will be distributed at the registration desk. Passes will be distributed according to the number indicated on the registration form and in allowance with NCSMA's allotment of one per every increment of four people traveling by car. Students may not operate motor vehicles during NCSMI.

## Instagram Contest

- An Instagram contest will take place during the Institute. Entrants are to post their response to a question that will be pertinent to the theme and revealed at check-in.

## Swap Shop

- Students and teachers may bring up to **but no more than** five extra copies of their publications for the Monday evening Swap Shop. (Please arrange to have your items delivered to the Swap Shop site, and be certain to collect any of your remaining publications when the Swap Shop ends). You will have an opportunity to see publications from across the state – and to exchange addresses and/or newspapers, magazines and yearbooks.

## Awards Luncheon

- Students will create products that will be shown at the Awards Luncheon at the conclusion of the Institute Wednesday morning. Awards and scholarships will be given out for work done. Students should wear dressy attire (a nice dress, slacks, etc). Check-out will take place after the luncheon.

# Statewide Media Contests

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. The three tiers of publication contests are:

<b>OVERALL CONTESTS:</b>	<b>SECTION CONTESTS:</b>	<b>INDIVIDUAL CONTESTS:</b>
Overall contests recognize the work of all student media in the state. A flash critique is included with the overall contest results.	Section contests distinguish student media components such as design, advertising, etc. The fee covers all sections for each publication.	Individual contests give students the opportunity to showcase their talents. Students may choose from more than 50 categories.
<b>FEES:</b> \$75 per publication.	<b>FEES:</b> Included in overall entry fee.	<b>FEES:</b> \$5 per entry.
<b>REQUIRED?</b> Yes. In order to enter any of NCSMA's contests, the overall contest materials must be submitted.	<b>REQUIRED?</b> Yes. Section contests are automatically included when entering overall contests.	<b>REQUIRED?</b> No. Individual contests are completely optional and not required to enter section or when entering overall.
<b>AVAILABLE FOR:</b> Broadcast news, literary magazine, print news, online news, radio/podcasts and yearbook.	<b>AVAILABLE FOR:</b> Broadcast news/radio/podcast, literary magazine, print news, online news and yearbook.	<b>AVAILABLE FOR:</b> Broadcast news, literary magazine, print news, online news, radio/podcasts and yearbook.
<b>ENTER BY:</b> Completing the contest overall entry form once per publication <a href="#">found here</a> on NCSMA's website.	<b>ENTER BY:</b> Submitting your publication to the overall contest <a href="#">found here</a> on NCSMA's website.	<b>ENTER BY:</b> Submitting the online individual contest form once per publication <a href="#">found here</a> on NCSMA's website.

## RECEIVED-BY DEADLINES FOR ALL THREE TIERS ARE:

**May 15**

Online news, broadcast news and radio/podcasts.

**June 1**

Newspaper, literary magazine and yearbook.

*Late entries will not be eligible for Tar Heel awards, section contests or individual contests.*

# Student Leadership

Interested student candidates will run for six NCSMA offices during the 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 2024 and 2025 summer Institutes.

To apply, have them email the form [found here](#) on NCSMA's website and

## INSTITUTE CAMPAIGN RULES

- Only one person from each school may run for an NCSMA office.
- There will be no nominations taken from the floor at the Institute. If a runoff election is

at least one paragraph stating their journalism experience and/or proposals for improvements to future Institutes. A slate of officers will be announced during the Institute's opening session. Running for a NCSMA office is a serious decision. Please have students consider whether they will be able to fulfill all requirements during the year before deciding to run.

needed, candidates may be asked to address Institute participants in a five-minute speech addressing goals for NCSMA.

## OFFICERS' DUTIES (PRESIDENT AND VICE PRESIDENTS)

### NCSMA'S PRESIDENT:

- serve on the Institute Planning Committee;
- attend two policy-making sessions that year;
- conduct elections for the next year;
- presides at the opening and closing sessions of the Institute;
- works closely with the director during the year;
- leads all student activities;

- contributes a column for NCSMA's The Scoop;
- gives an Institute activities report;

### NCSMA'S VICE PRESIDENTS:

- work with the director and the president to carry out Institute activities;
- divide the president's duties among themselves, in the event the president is unable to perform these duties;

# Adviser Board

Advisers who are willing to serve as a NCSMAA officer or regional representative should contact president Anna Saunders

by email at [absaunders@bcswan.net](mailto:absaunders@bcswan.net).

Saunders will discuss leadership opportunities with advisers during NCSMI.

# Award Nomination Opportunities

NCSMA recognizes the work that goes into creating quality student journalism from those on staff and those that oversee them. Consider nominating individuals for either the Kay Phillips Distinguished Service or Principal of the Year Awards.

## **KAY PHILLIPS DISTINGUISHED SERVICE AWARDS**

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.

## **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 provides support to more than one publication.
- The principal nurtures scholastic journalism principles, especially the First Amendment rights of advisers and students.
- The principal provides support by giving both time and actual help in providing the physical and technological needs of the journalism program.

# Award Nomination Opportunities (cont.)

- The principal recognizes the time demands placed upon advisers by the production of quality publications and works to make time for journalistic excellence.
- The principal supports the professional growth of advisers in every way possible.
- The principal supports the educational growth of students by encouraging them to attend journalism conventions, seminars, conferences and institutes.
- The principal supports the academic standards of the journalism and publications production courses, as well as the enrollment of students in those courses.
- The principal supports the school's publications joining and receiving critiques from state, regional and national scholastic press organizations.
- 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 foregoing criteria.

Send nomination letters for both the Principal of the Year and Kay Phillips Distinguished Service Awards by June 1 to:

*ncsma@unc.edu*