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- 2024 Statewide Contest submission details
- 2024 Journalism Education Fellowship link
- Details about NCSMI and CSJC summer programs



THE SCOOP

SPRING 2024 / VOL. XXXII, 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/csjs.

4 FELLOWSHIPS

Our Journalism Education Fellowship Program funds a 1-week, 3-hour graduate summer course for North Carolina journalism educators. See page 4.

JOIN US FOR N.C. SCHOLASTIC MEDIA INSTITUTE.

N.C. Scholastic Media Institute June 20-22, 2024



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 2024 Institute theme is “The Bigger Picture,” designed to encourage scholastic journalists to consider how their stories connect to history and their communities.

2024 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.

Advisers receive national Lifetime Achievement Award

Two recently retired scholastic media advisers from North Carolina were recognized this year by the Journalism Education Association for their lifelong service to scholastic media and journalism.

Marva Hutchison served as the adviser for Providence Senior High’s Pacemaker and Crown literary magazine, Roars and Whispers.

Bill Allen advised East Mecklenburg High’s award-winning newspaper, The Eagle.

Hutchinson and Allen both served as former presidents of the North Carolina Scholastic Media Association Adviser board, supporting other advisers, journalism programs and statewide opportunities for students in North Carolina.

Hutchinson and Allen will be recognized by the Journalism Education Association at the spring JEA/NSPA National High School Journalism Convention in Kansas City on April 4-6.

DATES & DEADLINES

March 15
NCSMI 2024 registration opens

March 23
NCSMAA Board Meeting

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

Deadline for NCSMA 2024 Media Contest entries in online news, broadcast news and radio/podcast

June 1
Deadline for NCSMI 2024 registration

Deadline for NCSMA 2024 Media Contest entries in newspaper, yearbook and literary magazine

June 20-22
NCSMI 2024

June 26-28
Carolina Sports Journalism Camp

July 7-13
Journalism Education Fellowship Program (Teaching Journalism in the Secondary School)



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NCSMA director ... editor

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PAMELA MANN
VP: LITERARY MAGAZINE
Providence Senior High

JOY ROBERTS
VP: VISUAL COMMUNICATION
Richlands High

'Leadership is not static'

During my final semester as a high school journalist, I have reflected on my journey in leadership and as a writer over the past few years. Personally, I am big on full circle moments – I love seeing them. There is something so powerful and encouraging about mentoring a younger student and later getting to see them pass it on to others. This semester, I have realized I am having a full circle moment.

Over the years, I have seen many leadership styles in sports, school and extracurriculars. Even in my journalism class, there have been many different leadership styles; some which I have learned from and others that I strive to emulate.

In a high school journalism class, the students are given the ability to mentor and show new staff writers how a publication works. I started in journalism during my sophomore year of high school, and it was not what I expected. I began to adjust to journalistic writing and in my second semester on staff I became a copy editor. My job was to ensure everyone's articles were written and structured correctly. This opportunity gave me a chance to develop my own leadership style.

As I got older, my role as a mentor in the class only grew. I learned that leading is difficult; it is not always straightforward; and it requires you to go the extra mile for others. One leadership approach I adopted was sitting next to the writer and talking about their story with them while making suggestions. This way, instead of an editor simply changing



COURTNEY WESTON
STUDENT PRESIDENT

their work, I was able to explain why I made certain changes and better prepare them for the next assignment. Throughout the year I kept working harder, writing amazing articles and even sought out other leadership positions such as editor-in-chief and NCSMA student president.

Finally, my senior year rolled around. This year, it has been amazing to see the people I mentored do the same for others and become their own leaders. Honestly, I couldn't be prouder. Despite these triumphs, I know there is still work to be done as a leader. Leadership is not static – it is always changing, and with that, I am continuing to evolve with it. I know that I will encounter challenges no matter where my path leads. However, the key to leadership is being consistent and not letting difficulties discourage you.

Register anyway

I am honored to have been included in a scholastic journalism research group exploring trends, needs, concerns, resources and experiences related to scholastic journalism and student media. We have been interviewing teachers and asking lots of questions. One question I have not asked is this:



MONICA HILL
NCSMA DIRECTOR

What does it take to register a group of students for a summer journalism institute at UNC-Chapel Hill? I can just imagine the responses.

Experienced advisers who have joined us year after year would have one answer. New advisers thinking about their summer might have another.

Here's one response I overheard at a fall regional workshop in October: "Just go one time, and you'll be back."

Chaperoning a group of students to a three-day residential journalism camp can seem overwhelming. I hope you'll do it anyway – and then find the educational value and the warm welcome overwhelming.

I'm excited to announce that NCSMI 2024 will return to an opening day exhibitor event at the Kenan Stadium's Blue Zone, and the Institute schedule will feature innovative sessions on AI and podcasting.

We hope to see you and your students in Chapel Hill June 20-22.

BE A LEADER

See **page 3** for information on becoming an NCSMA student officer!

DONATE HERE: HONOR OTHERS/ GIVE MEMORIAL GIFTS THROUGH NCSMA

N.C. Scholastic Media Association celebrated 75 years of service to high school journalism in 2016.

To commemorate the milestone that year, we established a donation portal for unrestricted gifts to NCSMA. Your donations to

NCSMA can be used to assist high school journalists and their teachers, as well as student media staffs and their advisers, through workshop travel stipends, for example.

To learn more about donating, go here: ncsma.unc.edu/donate/.

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 2024 and 2025 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.

NEWS IN BRIEF

The North Carolina Scholastic Media Association has announced Riverside High School journalist **Elena Paces-Wiles** as the 2024 Rachel Rivers-Coffey North Carolina High School Journalist of the Year. Paces-Wiles is the co-editor-in-chief of the Riverside High school newspaper, *The Pirates' Hook*. Alternates for Journalist of the Year are **Courtney Weston** of West Brunswick High in Shallotte, **Charlize Andrews** of Green Level High in Cary and **Reagan Bell** of East Mecklenburg High in Charlotte. Weston is editor-in-chief of her school's newspaper, *West Wind*. Andrews is editor-in-chief of her school's newspaper, *The Gator's Eye*. Bell is editor-in-chief of her school's newspaper, *The Eagle*. The N.C. Press Foundation will award a \$3,000 scholarship to Paces-Wiles. 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 Rivers-Coffey state scholarships and awards will be presented June 20-22 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 2024-25 school year are encouraged to apply for the 2024 **Chuck Stone Program for Diversity in Education and Media** taking

place June 23-26. 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 Summer Institute. Read the Summer Institute Guide at ncsma.unc.edu/institute to learn more.

Kudos to **Roars and Whispers** literary magazine at Providence Senior High, **Blue Review** literary magazine at Charlotte Latin School, **Blutopia** literary magazine at Gaston Day School and **The Torch** yearbook at Athens Drive High for being selected as Columbia University's Columbia Scholastic Press Association Crown Finalists. **Roars and Whispers** and **The Torch** are also National Scholastic Press Association Pacemaker Finalists.

Kudos also to **Julia Farris** and **Hannah Shook** of Fred T. Foard High and **Margot Pegram**, **Audrey Henderson** and **Liv Knight** of Providence Senior High who were recognized in the fall by NSPA for their individual work. Farris and Shook received awards for Photo of the Year. Pegram and Henderson received awards for Design of the Year. Knight received an award for Portfolio of the Year.

FROM CLEMMONS TO CBS NEWS

Q&A with Former Student Journalist Pete Villasmil



Pete Villasmil is a Broadcast Associate with CBS News' Face the Nation in Washington, D.C. He previously served as the co-editor-in-chief of West Forsyth High School's newspaper, the Zephyr, advised by Lynn Peterson. Villasmil also participated in several of NCSMA's fall regional workshops.

This year, for Scholastic Journalism Week, we celebrated the impact of high school journalism and asked former high school journalists to tell us how their scholastic media experiences informed what they do today. Here is Pete Villasmil's account of its impact on his journalism career:

What impact did scholastic journalism and high school media have?

I would not be where I am today without the experiences I had during my time at the Zephyr. Mrs. Peterson was one of those advisers that really cared about teaching us about journalistic values. I valued the lessons she taught us about engaging in ethical, inquisitive and honest journalism. Being able to put these values into practice in my high school instilled in me a passion for this profession.

How does your scholastic journalism experience inform what you do today?

Scholastic journalism really taught me the high-speed nature of this industry. The news moves quickly, and having to work on multiple articles at once with different deadlines taught me the value of being organized and detailed oriented. I also say that having to working on multiple story assignments on top of my academic and extracurricular commitments really teaches you about effective time management. These are lessons I learned then that I still employ to this day.

What advice would you give to student journalists?

Be open to criticism. Some of the most important lessons I learned in high school came from tough editorial conversations with my peers. Good journalism is a process, and having your ideas challenged is part of it. To that effect, I'd also encourage students to seek second opinions from their peers and have an honest conversation about story ideas/pitches. Constructive criticism is still very important to me as I continue to grow as a journalist.

Why do you think it's important to participate in scholastic media?

I view being involved in scholastic media as a public service. Because of this, I believe it's important to be involved in scholastic media to help better inform a student body or community. You never know what impact a story you're covering could have on your community.



June 26-28, 2024

Students are encouraged to apply for the 2024 Carolina Sports Journalism Camp held June 26-28. This workshop will include instructional sessions on sports play-by-play, sports writing, sports videography 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.

Priority Deadline: April 1
Final Deadline: May 1

Visit hussman.unc.edu/csjc to apply

APPLY TO NCSMA JOURNALISM EDUCATION FELLOWSHIP

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

2024 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 should 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: Submitting 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 2024 INSTRUCTIONS

The 2024 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 2024 contest entry process, contact us at ncsma@unc.edu.

2024 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 2024 fellowships, awarded on a first-come, first-served basis, are valued at \$1,050.

The summer 2024 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 Anna Saunders by email at absaunders@bcswan.net.

Saunders 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 2023-2024 NCSMAA board.



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