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**

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

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

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

- **June 1**
  Deadline for NCSMI 2024 registration

- **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)
'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 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.
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 NCSSMA 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 Riverside-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 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.

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/
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.

**2024 STATEWIDE MEDIA CONTEST INFORMATION**

**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 Endsheet, 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 photography
- theme photograph

**Broadcast News**

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

**Radio/Podcast**

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