

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.



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.



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.

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/>



North Carolina Scholastic Media Association
Hussman School of Journalism and Media
Carroll Hall, CB#3365
University of North Carolina at Chapel Hill
Chapel Hill, NC 27599-3365

Contact

ncsma.unc.edu

Phone: (919) 962-4639

Email: ncsma@unc.edu

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- In-person fall workshop invite
- 2024 N.C. High School Journalist of the Year application link
- Statewide contest results
- 2024 Journalism Education Fellowship application link



THE SCOOP

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UPCOMING OPPORTUNITIES:

1 TEACHER FELLOWSHIPS

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

4 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 3.

Students at the 2023 Carolina J-Day listened to a panel discussion on sourcing and interviewing with The News & Observer's Kimberly Cataudella Tutuska, and the Daily Tar Heel's Shelby Swanson and Audrey Kashatus.



STATEWIDE REGIONAL WORKSHOPS

NCSMA will be co-hosting fall workshops with universities and media outlets across the state of North Carolina. Take part in one of the regional workshops near your school to connect and collaborate with college journalists and industry professionals. Participating universities and media include the following:

- NC State Student Media and The News & Observer at Central Carolina J-Day in Raleigh

- East Carolina University's School of Communication at the Northeast and Southeast Regional Workshop
 - UNC Asheville's Mass Communication Department at the Northwest and Southwest Regional Workshop
- Sessions will be offered in column writing, yearbook designing, audio/podcast producing and much more. For more information on the workshops and how to register, visit ncsma.unc.edu/workshops/.

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 2025 course, **Teaching Digital Media in the Secondary School**, will be taught in a hybrid format July 13-19.

The course will consist of instruction and teaching methods in online technologies and tools, designing and hosting a WordPress site, basics of podcasting, social media message, management and measurement, news coverage, storytelling and more. 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.

DATES & DEADLINES

Oct. 15
Central Carolina J-Day
NC State University

Oct. 28
Northeast and Southeast Regional Workshop
East Carolina University

Oct. 31
Northwest and Southwest Regional Workshop
UNC Asheville

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

Embracing change, keeping newsroom traditions

Professional newsrooms are always modernizing and adapting to fit the needs of their readers. High school newsrooms are no different. In my third and final year on the staff of my school newspaper, The Eagle, I think it is important to reflect on and find meaning in the ways our publication has changed over time, and the ways it stays the same.

One big change was the retirement of Bill Allen, The Eagle's long-time adviser. His guidance and care shaped The Eagle into an award-winning and well-respected publication.

With a new adviser came a new perspective. Pete Johnson, who has a background in photography, encouraged us to think differently about how we connect with our audience. We moved The Eagle's newsroom to a new hall in the center of campus. We also transitioned from partial to full color printing, revamped the website, and introduced pages like Fashion and Food.

Despite these changes, the heart of the paper stayed the same. Every story is written with an "East-Meck angle," a phrase coined by Mr. Allen. Every issue is celebrated by passing out candy and giving each staff member a compliment. Though each year's cartoonist draws him in their own style,

"Soar the Eagle" appears in every issue. That is just what has remained over the past few years I have been on staff. Looking through our amazing archive of Eagle issues dating all the way back to the '60s reveals even more similarities to the paper we publish today. I can see the care and effort that went into each story, the focus on amplifying student voices, and the clear pride in each and every issue printed.



CLEO STRAUSS
NCSMA PRESIDENT

THE EAGLE
EAST-MECK HIGH SCHOOL • CHARLOTTE

Even through the rapid growth of the school, revolutionary advancements in technology, and extreme shifts in cultural norms, every iteration of the newsroom staff has maintained those unique elements that make The Eagle special.

As we continue to see changes in the way news is read and experience a rapid transition to a preference for online news sources, I hope journalists will prioritize keeping the distinctive elements and traditions that have shaped their publications into what they are.

NC Press partners

We are excited to welcome NC State to the co-hosting universities who make our fall regional workshops happen. Many thanks to NC State Student Media for creating an action-packed regional to be co-hosted with The News & Observer on Oct. 15.



MONICA HILL
NCSMA DIRECTOR

Kudos

Journalism Education Association will recognize the NC Press Foundation with a Friend of Scholastic Journalism Award at the National High School Journalism Convention in Philadelphia in November. NC Press Foundation has funded our state's High School Journalist of the Year scholarship program, the Rachel Rivers-Coffey scholarships, since 2002. This partnership allows us to distribute \$7,000 each year.

We also celebrate national recognition for Providence High's literary magazine, which won National Scholastic Press Association's Pacemaker earlier this calendar year.

Next summer, I hope you and your students join us here in Chapel Hill for three days of hands-on instruction, mentoring and networking. In addition to all of the scholastic journalism instruction during NC Scholastic Media Institute, we include two presentations that recognize student media outlets across the state. I hope you will join us next year to celebrate that work on June 16-18.

SUMMER INSTITUTE SHOWCASES STUDENT WORK

Each year at the Summer Institute, students produce The Rush, the institute's student news site. These aspiring journalists gain hands-on experience by writing, editing, designing and producing the site, as well as publishing student content online. This year, The Rush featured the 2024 High School Journalist of the Year winner, Elena Paces-Wiles of Riverside High. The story highlighted her accomplishments, her dedication to journalism

throughout high school and how she will use those journalistic skills in college at Tulane University. The Rush also included stories on how to handle AI as journalists and how to promote civic engagement as high school journalists. 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/ to see more of the student work.



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Monica Hill
NCSMA director
Audrey Kashatus
Editor

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North Carolina Scholastic Media Association
Hussman School of Journalism and Media
UNC-CH, Chapel Hill, NC 27599-3365
Phone: (919)962-4639

Email: ncsma@unc.edu • Website: ncsma.unc.edu

2024 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. More than 600 awards were distributed to schools and student journalists 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

NEWS BRIEFS:

SCHOLASTIC MEDIA & JOURNALISM UPDATES

The 2024 Kay Phillips Distinguished Service Award was awarded to Riverside High School's The Pirate's Hook adviser **Bryan Christopher** and Community School of Davidson's Spartan Sentinel adviser and AV Broadcasting teacher **Jen Chaffman**.

Congratulations to the students who received cash scholarships of \$625 at NCSMI. These awards recognize superior work at the summer institute. Don Curtis scholarships for broadcast journalism went to **Heather Wright** of Fred T. Foard High and to **Margaret Greene** of Watauga High. Daily Tar Heel scholarships for newspaper journalism went to **Sofia Ahmad** of West Johnston High and **Lincoln Timberlake** of Enloe High.

High school seniors who have been involved in student media for at least two years and have at least a 3.0 unweighted GPA are encouraged to apply for **NC Student Journalist of the Year**. The winner receives the \$3,000 Rachel Rivers-Coffey Scholarship from the N.C. Press Foundation, with \$1,000 scholarships awarded to three alternatives. Visit ncsma.unc.edu/journalist-of-the-year/ for more details.

NC Scholastic Media Advisers Association membership is 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/.

The **Student Press Law Center** works to support and promote the First Amendment and the freedom of press for student journalists and their advisers. For more information, visit splc.org/.

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/.

Applications for the **2025 Carolina Sports Journalism Camp** will open Nov. 1. This camp provides opportunities to meet sports reporters and sports personalities while improving skills associated with sports media. For more, visit <https://hussman.unc.edu/k-12-outreach>.

The **Chuck Stone Program for Diversity in Education and Media** is looking for applicants who will be seniors in the 2025-26 school year interested in a career in journalism. For more details, visit chuckstone.web.unc.edu.

The **National Association of Hispanic Journalists** has expanded student membership to include high school students, with a free one-year membership to the first 50 students to show interest in joining. NAHJ offers internships, scholarships and networking opportunities to help students start their higher education and career goals. For more information, visit <https://nahj.memberclicks.net/>.

Quill & Scroll, an international high school journalism honor society, has opened its 2024 Yearbook Excellence Contest for entries, with a deadline of Oct. 2. For more information, visit <https://quilland-scroll.org/yec-open-for-entries/>.

2024-2025 NCSMA AND NCSMAA OFFICERS

STUDENT OFFICERS

CLEO STRAUSS
NCSMA PRESIDENT
East Mecklenburg High

JORDAN THOMAS
VP: LITERARY MAGAZINE
West Brunswick High

SADIE IRBY
VP: NEWSPAPER
Riverside High

AVANNI HOLT
VP: YEARBOOK
Kinston High

MIA LLIBRE
VP: VISUAL COMMUNICATION
Watauga High

MILA BLAKENEY
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

ADRIENNE STUMB
VP: LITERARY MAGAZINE
Watauga High

NEAL MORGAN
VP: NEWSPAPER
East Chapel Hill High

BRYAN CHRISTOPHER
VP: BROADCAST/PODCAST
Riverside High

JENNY ZIMMERMAN
VP: YEARBOOK
North Buncombe High

PETER JOHNSON
VP: VISUAL COMMUNICATION
East Mecklenburg High

SHIRLEY KELLY
NE & SE PIEDMONT REPRESENTATIVE
Riverside High

MARK HARRISON
SOUTHWEST REPRESENTATIVE
Asheville Christian School

TOMEIKO CARTER
NE & SE PIEDMONT REPRESENTATIVE
Ravenscroft School

BRANDY CATON
SOUTH-CENTRAL PIEDMONT REPRESENTATIVE
Carmel Christian School

MARY BETH BUMBGARNER
NORTHWEST REPRESENTATIVE
Watauga High

JOY ROBERTS
SOUTHEAST REPRESENTATIVE
Richlands High

JOSHUA FARRIS
EDUCATION TASK FORCE CHAIR
Fred T. Foard High

SAMANTHA LAM
TASK FORCE MEMBER
West Johnston High

EMILY PHILLIPS
TASK FORCE MEMBER
Mooresville High

LAUREN CASTEEN
TASK FORCE MEMBER
Northern 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

KAYLEN MAIER
TASK FORCE MEMBER
D.H. Conley High

MATT BUSCH
TASK FORCE MEMBER
Enloe High

KAREN TERRELL
TASK FORCE MEMBER
Charles B. Aycock High

AMBER BRYANT
TASK FORCE MEMBER
Ronald W. Reagan High

ERIC BROER
TASK FORCE MEMBER
Leesville Road High

PAMELA MANN
TASK FORCE MEMBER
Providence Senior High

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.

Preparing Your Portfolio:

- Students have three options for submitting their portfolio: Email a PDF version to 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.

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

Deadline: Feb. 15. Access information here: ncsma.unc.edu/students