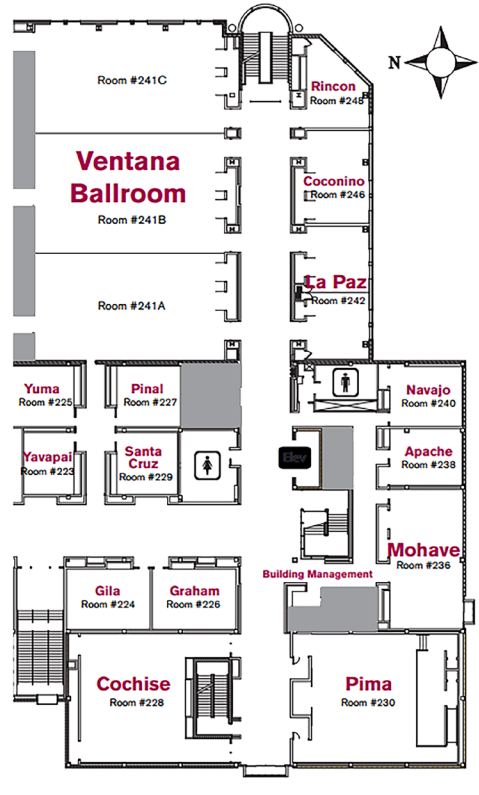


Map



Memorial Union Second Floor Room Features

rev. July 2010



Thank you to our Sponsors!

- Thank you to Arizona Newspaper Association and Paula Casey for hours of work and support.
- Thank you to Grads Photography for sponsoring the printing of the programs.
- Thank you to Herff Jones Yearbooks for sponsoring the Hospitality Room.
- Thank you to Balfour Yearbooks for helping to sponsor the Adviser Lunch.
- Thank you to ASU Walter Cronkite for sponsoring the use of the facilities.

Visit our Vendors!

Please take some time to visit these vendors in the Turquoise Room (220).

- ASU Walter Cronkite School of Journalism
- Balfour Yearbooks
- Grads Photography
- Grand Canyon University
- Herff Jones Yearbooks
- Lifetouch
- Walsworth Yearbooks

AIPA Fall Convention
Arizona State University
Memorial Union, Second Floor
Thursday, October 24th, 2017
8:15 a.m. – 2:15 p.m.



LEVEL UP

RELENTLESSLY STEPPING UP YOUR JOURNALISM GAME

Arizona Interscholastic Press Association  Fall Convention



Keynote Speaker

Donna Rossi
Reporter
CBS News

Convention Schedule:

8:00 – 9:00 a.m.	Registration / Turquoise Room
9:00 – 9:30 a.m.	Welcome by Senator Kimberly Yee
9:45 – 10:30 a.m.	First Session / various rooms, 2nd floor
10:40 – 11:25 a.m.	Second Session / various rooms, 2nd floor
11:30 – 12:30 p.m.	Lunch / Memorial Union First Floor
12:45 – 1:30 p.m.	Keynote address by Donni Rossi / Arizona Room
1:30 – 2:15 p.m.	Contest awards / Arizona Room

Adviser Luncheon:

All advisers are invited to the adviser lunch, complimentary with your registration. Take advantage of this time to visit with other advisers. The luncheon starts at 11:30 in the Ventana C (241C). This is your chance to meet the AIPA Board and voice your opinion about AIPA events.

Adviser Hospitality Room:

Advisers are welcome to relax in the hospitality room. Have a cup of coffee and refreshments while you meet advisers from across the state. The Hospitality Room is located in Graham (226) from 8 a.m. – 11:30 a.m.

Fall Convention Speakers



Donna Rossi

Emmy Award-winning reporter Donna Rossi joined CBS 5 News in September 1994. In that time, Donna has covered some of the most high-profile stories in the Valley and across the state.

Donna's experience as a four-year veteran of the Phoenix Police Department gives her a keen sense of crime and court stories.

She offered gavel to gavel coverage of the 1999 sleepwalking murder trial of Scott Falater, and the trial and conviction of retired Catholic Bishop Thomas O'Brien for a fatal hit and run accident. She also spent 2 straight weeks in northeastern Arizona in the summer of 2011 covering the Wallow Fire, the largest wildfire in Arizona history.

Donna's reputation as a fair and accurate journalist has earned her the respect of her colleagues and community. Her talent as a reporter has earned her more than a dozen Arizona Associated Press Awards and five Emmy statues.

Donna previously worked as an anchor and reporter in Tucson and got her start in broadcast journalism in Flagstaff. Donna is a past president of the Rocky Mountain Southwest Chapter of the National Academy of Arts and Sciences and currently serves on the NATAS board. She is a member of IFP/Phoenix, a non-profit organization of local film and documentary makers.

Donna was born in New York and moved to the Valley with her family when she was 9 years old. She is a graduate of Maryvale High School and attended Arizona State University. She graduated cum laude from Northern Arizona University.

In her free time, Donna enjoys boating on Bartlett Lake, all forms of music and theatre. Donna frequently donates her time to speak to community organizations and emcee their events. She is a past board member of DUET, a non-profit which helps promote health and well-being for older adults. Donna also loves donating her time to youth organizations and groups who work to secure and safeguard human rights.

On Oct. 17, 2015, Donna was honored for her amazing work over the years. The Rocky Mountain Chapter of the National Academy of Televisions Arts and Sciences inducted her into its Silver Circle. It's one of the organization's most prestigious honors for which only a few candidates are selected each year.



Sen. Kimberly Yee

Arizona Senate Majority Leader Kimberly Yee represents Arizona's 20th Legislative District covering Northwest Phoenix and parts of Glendale. She is the first Asian American woman elected to serve in the Arizona Legislature. She is the second woman elected to serve as Senate Majority Leader in Arizona's history, following U.S. Justice Sandra Day O'Connor when she served the position in 1973.

Born and raised in Arizona, Majority Leader Yee is a graduate of Greenway High School and Pepperdine University where she earned Bachelor's Degrees in English and Political Science. She served as art director and editorial cartoonist and as a reporter for both her high school and university newspapers. She holds a Master's Degree in Public Administration from Arizona State University.

Majority Leader Yee is the Chairman of the Senate Ethics Committee, Vice Chairman of the Rules Committee and serves as a member of the Committees on Education and Health and Human Services.

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South Mountain HS

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Carmen Wendt

Partnerships
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Anita Luera, ASU

Did you know? AIPA is a 501c3. As we head toward the end of the year, if you plan to make any charitable donations, please consider supporting AIPA. Also, AIPA has partnered with Amazon. Log into your Amazon account through smile.amazon.com and designate AIPA as your charity! More information can be found at azaipa.org.

Breakout Sessions Schedule

<i>Room</i>	<i>Session 9:45 - 10:30</i>	<i>Session 10:40 - 11:25</i>
202 – Alumni (84)	Basic Principles of Journalism and Practicing the Code of Ethics Senator Kimberly Yee	Oh Snap...So long Facebook because I'm gonna be Insta Famous with just one Tweet! Heather Eaton & Stephen Truog
207 – Gold Room (70)	Photography 101: The Simple Truth Heather Eaton	Yearbook Theme Development: Designing for a Theme Kristy Roschke
224 – Gila (32)	Behind the Scenes of TV News Ameema Ahmed	Interviewing & Story Writing Deanne Hutchison
225 – Yuma (25)	Time for a MOD Makeover! Jen Wilson	Time for a MOD Makeover! Jen Wilson
226- Graham (30)	Adviser's Hospitality Room	
227 – Pinal (24)	Feature That! Melanie Allen	Manners for Success Susan von Hellens
228 – Cochise (72)	Getting the Perfect Shot Ashley Friederich	Getting the Perfect Shot Ashley Friederich
229 – Santa Cruz (25)	No Money, No Problem Heather Jancoski	No Money, No Problem Heather Jancoski
230 – Pima (80)	Introduction to Digital Photography Allysa Evans	Introduction to Digital Photography Allysa Evans
236 – Mohave (60)	Editorial Leadership Melissa Reagan	From Head to Hand: Finding Stories and Telling Them Jan Carteaux
238 - Apache (24)	Information Design: Making Truth Visible Sheila Schumacher	Information Design: Making Truth Visible Sheila Schumacher
240 – Navajo (30)	Designing for More Coverage Mary Titus & Megan Sebold	Designing for More Coverage Mary Titus & Megan Sebold
241A – Ventana A (60)	Making Your Announcements Must See TV Erik Johnson	Editors Must Be Leaders! Peggy Gregory
241B – Ventana B (60)	Everyone Has a Story Holly Bonessi	Everyone Has a Story Holly Bonessi
242 – Lapaz (48)	Sprinting to the Finish Laura Hardy	Sprinting to the Finish Laura Hardy
246 – Coconino (42)	All Bases Covered: Covering Sports Theresa Smith	All Bases Covered: Covering Sports Theresa Smith
248 – Rincon (20)	Adviser Round Table Faith Harris	What can AIPA do for you? Adviser Roundtable Carmen Wendt

Presentation Descriptions (listed alphabetically)

Advisers' Roundtable: Open Discussions

Advisers are invited to visit this discussion in order to share ideas and swap tips.

Advisers' Roundtable: What can AIPA do for you?

Advisers with 5 or fewer years of advising, please attend this session. We will be discussing what kind of support, training or networking AIPA should provide for you. Come ready to help shape the organization's next steps.

All Bases Covered: Covering Sports

Students will learn about and discuss the challenges and joys of covering sports, both in large settings where dozens of media members are hustling for similar information, and in smaller settings, such as high school and small college sports

Basic Principles of Journalism and Practicing the Code of Ethics

There are very basic principles to practicing good journalism. One of the most important qualities in a journalist is maintaining a high ethical standard and practicing responsible, reliable reporting. This session will highlight what a former student reporter has learned now that she is on the other side of the interview.

Behind the Scenes of TV News

Get an in-depth look at what it takes behind the scenes to put together daily newscasts and special projects

Designing for More Coverage

More faces. More voices. More awareness. More sales. Join us to learn how using the Swiss Grid design technique to enhance your yearbook coverage and make page production easier.

Editorial Leadership

Come join a discussion on how to be/become an amazing leader that builds and encourages your staff while producing an awe inspiring publication



Editors Must Be Leaders!

Editor-leaders must know what their job really is and display courage in executing that job. This session will allow leaders to take a look at how they are doing so far and perhaps accept some new challenges.

Everyone Has a Story

With newspaper publications, it can sometimes be hard to move away from the yearly Homecoming article or covering the blood drive. Do you want people to read your articles? Write and people, not events. Come learn how to uncover a person's story. Everyone has one, and it's your job to find it! We will also look at some possible, creative approaches for publishing.

Feature That!

Strong features need a unique angle and strong writing. Whether you're a beginning or advanced journalist, this session will inspire you to write more creative features.

From Head to Hand: Finding Stories & Telling Them

You asked. We answered. Repeated requests in last year's convention feedback were for sessions on brainstorming and writing. Where do I find story ideas? How do I write concisely? This session will answer both questions. For maximum benefit, having a smartphone is recommended for this session.

Getting the perfect shot

A session about capturing the perfect shot for sports in the yearbook or newspaper. The session will focus on angles, rules (written and unwritten) and how to capture the perfect picture for publication
Introduction to Digital Photography
Basic instruction on camera modes, aperture, ISO, shutter speed, and camera angles.

Making Your Announcements Must See TV

We will learn about and share ideas for presenting an effective and entertaining school news broadcast.

Manners for Success

Good manners are used and are useful for life; it is important that they be taught correctly so that a person will be at ease and self-confident at any time anywhere.

Presentation Descriptions (continued)

No Money, No Problem

Are you tired of trying to find funds to support basic necessities for your club? Support My Club is the solution. Find out how to create an account and go full circle with giving back to your community after you get your items. It is easy and free!

Oh Snap...So long Facebook because I'm gonna be Insta Famous with just one Tweet!

This session will up your social media game! Not to mention take your publications social media game to a whole new level. You will get tips on how to brand your social media product, using principles of design in social media, how to convince your advisor and administration that this is good for your school, and a time for sharing tips and ideas. What are you waiting for? Come be social!

Photography 101: The Simple Truth

This session will refine necessary skills to execute and create compelling images that tell a story. Any level of photographer is welcome. There is something for everyone-beginning to advanced! Students will learn ways to maximize their shots using great photo composition techniques. This session will give tips and tricks to staffs using anything from a Point and Shoot to a DSLR...heck this session will even teach you how to shoot correctly from your cell phone!

Sprinting to the Finish

Manage staff organization and deadlines better with a system in place. Make communication easy with visuals and have your program running like a pro.

Time for a MOD Makeover!

Are you trying to take your yearbook to the next level and increase your coverage? Well it's time for a MOD Makeover! Learn how to upgrade your modules, combine design, graphics and words to present information in a visually interesting way.

Yearbook Theme Development: Designing for a Theme

This session is designed to help yearbook staff members make the most of their theme by incorporating related design elements throughout their book.



Enter to win a prize in
our afternoon drawing!

Fill out the evaluation form



Did you take a photo or
two today?

Tweet them and use the hashtag
#AIPA17

Wondering what else we
have to offer?

Visit the AIPA website
www.azipa.org

Presenter Biographies

Ameema Ahmed is a former broadcast news producer in the Phoenix market and has transitioned into a content planning role after 5 years as a producer. She has experience with producing newscasts, shooting and writing stories, editing and various other areas of broadcast news.

Melanie Allen teaches English Language Arts and advises the school newspaper, The Rocket Reporter, at Moon Valley High School in Phoenix. Melanie truly believes that every student can learn, and is continually seeking opportunities that will allow for each student to learn and flourish. Throughout her years of teaching and advising she has continually sought out conferences or workshops that provide meaningful strategies to increase student learning. In 2006, she earned a journalism educator fellowship at UC Berkeley where she networked with 29 other journalism teachers from across the nation. She continually incorporates and implements these experiences throughout her teaching, working with other teachers and researching.

Melanie serves on the AIPA board as president, and she previously held the positions of vice-president and fall convention coordinator. Melanie graduated with her B.A. in Communications in 2001 and her M.Ed. in Secondary Education in 2005 both from Grand Canyon University.

Holly Bonessi has advised yearbook and journalism for over 17 years, guiding my students to numerous AIPA and JEA awards. Currently, she serves as an assistant principal in the Agua Fria Union High School District and assists in mentoring new publication advisers. She received her degree in Journalism and Mass Communications before becoming a teacher/adviser.

Jan Carteaux has more than 30 years of experience writing and editing in the private and non-profit sector, including extensive newspaper experience, in Texas, where she was managing editor for a daily news operation, and in Indiana, where she held positions ranging from reporter to copy editor to features editor, with the features section named best in the state under her leadership. She has a B.A. in journalism from Indiana University, a post-baccalaureate degree in secondary education from Ottawa University, and a master's degree in curriculum, instruction, and assessment from the University of Mary. Her additional experience before changing careers and becoming a teacher includes being public relations coordinator for a Texas hospital and editor of a non-profit women's magazine in London, England. She is in her 15th year of teaching high school English and journalism at Notre Dame Prep. The staff has received more than 125 AIPA awards in the past 10 years, with The Seraphim Online garnering First Place for General Excellence in the Online Media category. This is her first year as AIPA Contest Coordinator. She got her start as editor of her high school newspaper.

Heather Eaton is in her 19th year of teaching and has a Master's degree in Education Media Design and Technology. She is a freelance photographer/designer, all while being a mom to a tween and 4-year-old twins. She is in her 19th year of teaching. Early in her career, she was a special education teacher before moving to fine arts to teach her niche, digital photography and journalism. She has had the pleasure of building several programs at La Joya Community High School from the ground up. She currently advises the Montage, the yearbook, the Eye of the Lobo, the school's online newspaper and La Joya Link, the digital media program at La Joya Community High School in Avondale, Arizona. She is also the Department Chair for Career and Technical Education (CTE) at her school site. Her passion for art, design and digital media has allowed her to build these programs into what they are today.

Ashley Friederich was a reporter for sports at Tucson Citizen, Arizona Daily Star and Arizona Republic for 15 years. Multiple images published along with stories in the newspaper. Finished with magnet endorsement in photography from Tucson High Magnet School. Majored in Journalism and Creative Writing at University of Arizona.

Peggy Gregory, CJE, advised the award-winning Greenway H.S. Demon Dispatch for 35 years and held two specialist positions for 8 years in the Dysart USD. Gregory served as president of Arizona Interscholastic Press Association for seven years and is presently on the board as a Member at Large. She has served on the JEA Mentoring committee since its inception and was local co-chair for two JEA/NSPA Phoenix conventions. Honors include NSPA Pioneer Award, JEA Medal of Merit, CSPA Gold Key and James F. Paschal Award as well as the Dow Jones Special Recognition Adviser and Distinguished Adviser awards.

Laura Hardy is in her 4th year advising yearbook and second year at Highland High School.

Faith Harris is a retired Journalism/ English teacher who also served as a teacher librarian.

Deanne Hutchison is an English and Journalism teacher at Sunnyslope High School in Phoenix where she also serves as a technology mentor. For over 20 years, she has advised Viking Views, the school newspaper, as well as the Valhalla yearbook. Both publications have won many local and national awards. Hutchison is a long-time JEA member and she is a member of the AIPA board.

Heather Jancoski has been a teacher for 12 years during that time she has advised newspaper, yearbook, and broadcast

Presenter Biographies (continued)

journalism. She currently works with the Emmy Award winning students at South Mountain High School in Jaguar News and advises the Southerner Yearbook.

Erik Johnson is a 10 year adviser for broadcasting. He currently teaches at Greenway High School.

Melissa Reagan is the Deer Valley High School Yearbook Adviser and lover of all things yearbook.

Kristy Roschke is the executive director of KJZZ 91.5's SPOT 127 Youth Media Center. She previously advised the yearbook and newspaper at Sunrise Mountain High School for nine years.

Sheila Schumacher has a background split between Creative Direction and Classroom Instruction. Currently she oversees the Design Department at Grand Canyon University, where she has watched that program grow to 450 students. In past lives she has been the Creative Director in the Marketing Department for The Arizona Republic, running the department that serviced all the internal and external marketing needs of the multiple business units. Her group was involved in the design of many new products, the (twice) redesign of the main news product, and the launch of azcentral. She has worked in advertising and multi-media agencies in Los Angeles, spent a good stint at the young New Times newspaper, and taught for the Maricopa Community Colleges. Her MFA in new media focusing on design as a change agent for social issues, is from Donau University in Krems, Austria and the Transart Institute.

Theresa Smith is a former sportswriter for The Orange County Register, The News Tribune (Tacoma), The Denver Post, The Los Angeles Times; occasional freelancer and Professional Photographer with Grads Photography with a BFA in Photography. Specializing in studio portraiture, landscape, and fine art photography. Currently attending Arizona State University. With a varied background in publications, screenprinting, Photoshop, and photography.

Mary Titus and Megan Sebold are representatives with Herff Jones yearbooks. With over forty years of combined yearbook experience and knowledge, they regularly work with schools that are awarded the top yearbook prizes in the country.

Stephen Truog and Heather Eaton are the dynamic digital media duo of the Tolleson Union High School District. Stephen is the advisor at Copper Canyon High School and Heather Eaton is the advisor for La Joya Community High

School. They both both bring many years of experience both in and out of the classroom. Their sense of humor and passion for their crafts create a dynamic environment. Stephen Truog graduated from Northwestern University's Medill School of Journalism in Chicago and spent his first decade after college working in newsrooms across the Midwest as a copy editor, page designer, movie critic and entertainment editor. After that, he entered the education profession as a history and journalism teacher. Mr. T has advised yearbooks for more than a decade. Go Cats!

Susan von Hellens is the founder and director of The Protocol School of Phoenix™. Before becoming established as an instructor and leader of The Protocol School of Phoenix™, Ms. von Hellens had considerable experience in the community arena. Growing up in metropolitan Washington D.C., Ms. von Hellens has served on the boards of and held office in various community organizations, including: President, The University of Virginia medical wives; Board member, The Aesculapian, The University of Rochester; President, Yale University medical wives staff; Area Chairman, The Junior League of Boston; The Vincent Club; Documentary on dyslexia, shown on The Disney Channel; The Children's Museum of Boston; Order of the Frog presented by Muppets creator Jim Henson; The League of Women Voters; President and Docent at The Scottsdale Center for the Arts; President of Friends of European Art, Phoenix Art Museum; President of Phoenix Art Museum League, Phoenix Art Museum; Founder, First Chairman of Arts & Flowers™, Phoenix Art Museum League; Board member and Master Docent at Phoenix Art Museum; Scholarship Committee Board, Women Soaring Pilots Association; member of Phoenix Rotary 100; and member of Grand Canyon Chapter National Society of the Daughter's of the American Revolution; The Protocol School of Phoenix has been featured in: The Arizona Republic, The Scottsdale Tribune, Paradise Valley Independent, Scottsdale Airpark News, KTVK 3TV, Good Morning Arizona, KSAZ FOX10, Arizona Morning, KPHO 5 News, and most recently on KPNX-TV 12, Arizona MIDDAY. Ms. von Hellens, a certified International Etiquette Consultant from the Protocol School of Washington®, teaches etiquette and protocol in an unpretentious atmosphere.

Carmen Wendt is a JEA Mentor, State Director and a retired adviser with over 30 years experience.

Jen Wilson found her passion form story-telling in her own High School Yearbook experience where she began her ten-year long love for all things yearbook! During her time studying Elementary Education, Graphic Design, and Marketing at NAU, she decided to turn her interests into her career. She now works for Walsworth Yearbooks where she gets to work with amazing student yearbook programs across Arizona.