

TRUTH TO POWER

*Arizona State University
Memorial Union, Second Floor*
Tuesday, November 6th, 2018
9:30 a.m. – 1:30 p.m.

Arizona Interscholastic Press Association  Fall Convention



Keynote Speaker

Steve Irvin

Journalist ~ Anchor

ABC 15 News

Convention Schedule:

8:30 – 9:25 a.m.

Registration / Turquoise Room

9:30 – 10:00 a.m.

Welcome by Mark Lodato / Arizona Room

10:05 – 10:35 a.m.

First Session / various rooms, 2nd floor

10:40 – 11:10 a.m.

Second Session / various rooms, 2nd floor

11:15 – 12:00 p.m.

Lunch / Students: Memorial Union First Floor

Adviser Luncheon / Ventana C

12:05 – 1:00 p.m.

Closing / Keynote Address: Steve Irvin / Arizona Room

1:00 – 1:30 p.m.

Contest Awards / Arizona Room

Adviser Luncheon:

All advisers are invited to the adviser lunch, complimentary with your registration. The luncheon starts at 11:15 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 8:30 a.m. – 10:30 a.m.

Fall Convention Speakers



Steve Irvin

Steve Irvin is an Emmy award-winning journalist and anchor of ABC15 News at 6 and 10pm.

Steve brings almost 30 years of experience to the news desk.

Steve joined ABC15 News in 2002 as morning anchor/reporter.

He grew up in Madison, Wisconsin, but his work in television news has taken him all over the world. From political conventions in Los Angeles, to a terrorist attack at the Pentagon,

Steve even followed our troops as they kept the peace in Bosnia.

Despite those travels, Steve says, the best stories are always right in his own backyard.

"I'm constantly amazed at the strength and courage of everyday people," Steve says. "It's one of the great joys of this job -- the privilege of telling stories."

Steve's work has earned him numerous accolades. He has earned four Rocky Mountain

Emmy Awards. He received the Best Anchor award in 2004 and 2006.

In his spare time, Steve enjoys working out, reading, and playing golf.

Steve is also available to speak to school groups and community organizations.

You can reach Steve on Facebook, Twitter or via email at sirvin@abc15.com.



Mark Lodato

Mark Lodato is associate dean of the Cronkite School and associate general manager of Arizona PBS at ASU. As associate dean, Lodato leads undergraduate recruitment and retention efforts and supervises the Cronkite School's broadcast and sports curriculum.

Duties also include leadership

of academic services and student success, establishing new media partnerships and development. He is the 2014 recipient of the ASU Faculty Achievement Award for Excellence in Curricular Innovation and a member of the Scripps Howard Academic Leadership Academy class of 2013.

Since joining the Cronkite School in 2006, Lodato has established new partnerships with leading media corporations including NBC News, ABC News, Univision, Meredith Corporation, Scripps Corporation, Fox Sports Arizona, the Pac-12 Networks and Cox Communications. Lodato supervises Cronkite School and Arizona PBS broadcast news operations, including the national award-winning television newscast, Cronkite News. The program reaches 1.9 million homes each weeknight on KAET-TV, Arizona PBS.

Under his leadership, Cronkite School broadcast students have consistently ranked among the nation's best in premier journalism competitions, including the Hearst College Journalism Awards, the Society of Professional Journalists Mark of Excellence Awards, the Murrow Awards and the Broadcast Education Association Festival of Media Arts awards.

Lodato joined the Cronkite School in August 2006 after working 16 years as television reporter and anchor for television stations in Washington, D.C., San Francisco, Phoenix and Ft. Myers, Florida.

A native of Menlo Park, California, Lodato holds a Bachelor of Journalism from the University of Missouri and a master's degree in higher education administration from ASU.

Enter to win a prize in our afternoon drawing!

Fill out the evaluation by scanning the QR code or access the form at this web address:

<https://goo.gl/forms/Z3rGFuXUFT8FRz02>



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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.

Convention Schedule

| Room | 1st session –10:05-10:35 | 2nd session 10:40–11:10 |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| 202 Alumni (84 seats) | Yearbook Theme Development: Designing for a Theme Kristy Roschke | Yearbook Trends Jen Wilson |
| 206 Copper (15 seats) | Leadership Skills for Editors Peggy Gregory | Editorial Leadership Melissa Reagan |
| 207 Gold Room (70 seats) | When Photography Is Your Passion: Life After Yearbook Mathew McGraw | When Photography Is Your Passion: Life After Yearbook Mathew McGraw |
| 210 Plata (14 seats) | Attending College: The Best Version of You Alexis Trujillo | Navigating Sports Media as a Female, From High School to the Pros Alexa Tieu |
| 224 Gila (32 seats) | 5 Steps To Go From High School Journalist To Real World Journalist Jen Fifield | 5 Steps To Go From High School Journalist To Real World Journalist Jen Fifield |
| 225 Yuma (25 seats) | Feature That! Melanie Allen | Literary Magazine 101 Maureen Treadway |
| 226 Graham (30 seats) | Advisers' Hospitality Room Session One Includes an Advisers' Roundtable led by Christine Brandell | |
| 227 Pinal (24 seats) | The Role of Social Media in a Modern Enterprise Tim Gierba | Turning Your Classroom into a Newsroom Mark Lodato |
| 229 Santa Cruz (25 seats) | Discovering Your Creative Abilities Catherine Moore | Discovering Your Creative Abilities Catherine Moore |
| 230 Pima (80 seats) | News Writing Basics Deanne Hutchison | Making Your School's News Broadcast Must See TV Erik Johnson |
| 236 Mohave (60 seats) | All Bases Covered: Covering Sports Theresa Smith | All Bases Covered: Covering Sports Theresa Smith |
| 240 Navajo (30 seats) | Journalism vs. Life Keith Jenkins | Journalism vs. Life Keith Jenkins |
| 241A Ventana A (60 seats) | Social Media Superheroes! How to Promote Good Journalism in the Digital Age Stephen Truog and Heather Eaton | The Role of Social Media in a Modern Enterprise Tim Gierba |
| 241B Ventana B (60 seats) | Head to Hand: Finding Stories and Telling Them Jan Carteaux | Backpack Journalism-- How to Do It All! Karen Crane and Becca Smouse |
| 242 La Paz (48 seats) | A Future of Fact Finding: Journalism=Jobs Anita Luera | The Good, the Gad and the Gossip: College Edition Sam Smith |
| 246 Coconino (42 seats) | How to Produce Captivating Video Content to Tell Your School's Story Jayce Henderson | How to Produce Captivating Video Content to Tell Your School's Story Jayce Henderson |
| 248 Rincon (20 seats) | Turning Your Passion into Community Support and Funding Christina Hawbaker | Youth Radio Rocks My World Stan Bindell |

Presentation Descriptions

Key to Codes:

| | |
|-------------------------|------------------------------|
| G – General | L – Literary Magazine |
| N – Newspaper | R – Radio |
| Y – Yearbook | A – Advisers |
| B – Broadcasting | |

5 Steps to Go from High School Journalist to Real World Journalist - G **Jen Fifield**

Journalism is a tough industry to break into. Here's five steps you can take to go from high school journalist to real world journalist, with helpful tips such as how to know what path to take, how to find a mentor, and how to establish a brand. At the end, you'll learn small steps you can take to get started now.

Jen Fifield is a city watchdog reporter for The Arizona Republic. She was born and reared in Phoenix and got her first experience as a journalist working for the yearbook staff at Horizon High School (Go, Huskies!). After graduating from Arizona State University with a degree in journalism, she moved to the Washington, D.C., area. During her eight years there, she was a reporter for The Gazette, a weekly newspaper in Maryland; The Frederick News-Post, a daily newspaper in Maryland; and Stateline, an online news service. She has won several regional journalism awards for investigative, political, education and feature reporting. She just moved back to Phoenix a few months ago to take the job at The Republic.

Discovering Your Creative Abilities - G **Catherine Moore**

As students take an inspiring journey through the creative process, they will learn that creativity is not an elusive ability possessed by a few. We are all born with it, and we can learn to exercise our creative muscle to meet our needs. We will examine the interplay between left-brain and right-brain thinking through exercises in drawing, visualization, analogy and brainstorming. Every job requires some type of creativity. This presentation lays important groundwork for school as well as future careers.

Catherine Moore has more than 10 years of experience in public relations, public speaking and marketing at FIDM college, which educates students for professional careers in fashion, entertainment, and digital media.

A Future of Fact Finding: Journalism = Jobs - G **Anita Luera**

What type of jobs does the future hold when you major in journalism? This session will give a look at the future job market for journalists. It also will explain how to maximize your high school journalism experience, providing an overview of programs offered for high school students and advisers during the school year and summer at ASU's Cronkite School of Journalism and Mass Communication: Summer Journalism Institute, HS Digital Media Innovation, Sports Broadcast Boot Camp, ALMA High School Journalism Workshop and AIPA Summer Workshop. It will feature alumni who attended and excelled.

Anita Luera is the director of the Cronkite Institute for High School Journalism, a consortium of national and local programs designed to support and train high school journalism teachers and students. Luera was the first woman news director

at a Phoenix television station, running the news department for the Spanish-language Univision affiliate KTVW. She worked at KPXX, the NBC affiliate in Phoenix, and KOOL-TV, now Fox 10. She is the current president of ASU's Chicano/Latino Faculty Staff Association, treasurer of the Arizona Latino Media Association and was inducted into the Cronkite Alumni Hall of Fame in 2018.

Backpack Journalism--How to Do It All! - G **Karen Crane and Becca Smouse**

What does it take to make it in the journalism industry? No longer can you just write, OR edit OR take pictures. Now you need to be able to do it all. And sometimes, with just your phone. Hear from an adviser and former student who now work together to help students navigate the transition of journalism from the classroom into the professional world.

Becca Smouse is a digital journalist with a passion for telling stories. She graduated from ASU's Walter Cronkite School of Journalism and Mass Communication with a bachelor's in journalism, focusing on digital storytelling. Smouse worked for azcentral and The Arizona Republic as a breaking news reporter, homepage editor and social media producer. She now works as a webmaster for the Tempe Union High School District. Karen Crane has taught at McClintock High School for 23 years and was Smouse's teacher for four years. Crane has taught both print journalism and broadcast. Her students produce a weekly news broadcast, as well as managing an online newspaper.

Attending College: The Best Version of You - G **Alexis Trujillo**

One of the best reasons to attend college is to expand your opportunities and to increase your skill set. There is no doubt you deserve this experience. Come and learn a few tips on staying true to your authentic self while achieving a college education.

Alexis Trujillo leads student recruitment efforts for the Cronkite School. Trujillo, a Cronkite School graduate and Phoenix native, strives to provide a positive and personalized experience for prospective students and their families. As the head of recruitment, she works to develop and execute initiatives to better help students through the entire application process. Prior to joining the Cronkite team, Trujillo worked for CBS Radio, the Phoenix Suns and the American Red Cross.

Turning Your Passion into Community Support and Funding - G **Christina Hawbaker**

Attend this session to embrace the new wave of fundraising: storytelling! You'll learn about a resource that allows your club to create a "shopping list" for the community to support you. Share your passion with donors in the community, have the items delivered directly to your school and forget worrying about mountains of paperwork for your district.

Christina Hawbaker is the programs manager for Support My Club, an Arizona-based non-profit that aids high school clubs and teams in gaining community support for their equipment and experience needs. She has been volunteering with SMC since its inception in 2012 and loves that her job is to help students achieve their dreams and find a passion the way high school activities did for her. Christina was born in Baton Rouge, Louisiana, and moved to Phoenix as a child, where she eventually attended Arizona State University to receive a bachelor's in management entrepreneurship, digital marketing and business sustainability. Her volunteerism with Support My Club, Social Venture Partners and other local agencies led to her career experience with non-profit program management.

Presentation Descriptions

The Good, the Gad and the Gossip: College Edition - G Sam Smith

Students will take part in an interactive discussion about the importance of higher education. The discussion will lead students to insight, resources and narratives about university life.

Sam Smith is a two-time ASU alum. In his professional role at ASU, he supports K-12 students through special events on campus, summer programs and by connecting ASU students to the surrounding community.

Social Media Superheroes! How to Promote Good Journalism in the Digital Age - G Stephen Truog and Heather Eaton

The Tolleson Union district “dream team” of Heather Eaton and Stephen Truog are back for another year to offer an interactive seminar of tips and tricks for the new media age. Come prepared to share ideas and social media handles and get connected to other high school journalism programs from across Arizona.

Heather Eaton has been teaching journalism at La Joya Community High School for 12 years and is an adjunct professor at the Walter Cronkite School of Journalism and Mass Communications at Arizona State University. Stephen Truog has been teaching journalism for 14 years, currently at Copper Canyon High School, and is a graduate of the Medill School of Journalism at Northwestern University. He worked as a copy editor, page designer and movie critic at newspapers in the Midwest for seven years before teaching. Together they are the “digital media dream team” at the Tolleson Union High School district.

How to Produce Captivating Video Content to Tell Your School’s Story - B Jayce Henderson

Learn major tips on how to write, shoot, edit and market digital content for your school. From student-produced video announcements to live-streaming school events, hear about different multimedia platforms to reach the largest community possible on and off campus. A main talking point will center around the importance of the student’s voice and how to best package that voice--visually and technically--to tell your school’s stories. Students who are interested in either producing, directing or being on-camera are all welcome to this session. I promise you will leave with powerful advice that will up your broadcast game now and beyond.

Jayce Henderson is a digital expert when it comes to producing national and local television. He’s appeared on-camera across the nation and has more than 10 years of experience writing, shooting and editing news stories. He graduated from Fordham University at Lincoln Center with a B.A. in communications and media studies/television broadcast. His career started in 2008 at ABC News Network in New York where he worked as a producer for Good Morning America, World News Tonight, World News Now and Nightline. In 2014, he started working for ABC15 KNXV in Phoenix as a national producer for The Now and has worked with major broadcast personalities, including Charles Gibson, Diane Sawyer, Terry Moran, Sunny Hostin, Dan Harris, Paula Farris, Martin Bashir and Robin Roberts. Today, Henderson enjoys his time back home in Arizona where he also is a digital media specialist at Notre Dame Prep. His mission is to prepare students to become competitive digital journalists in today’s broadcast industry.

Making Your School’s News Broadcast Must See TV - B Erik Johnson

This session will highlight the many things you can do to involve the school with your news show: techniques to make your broadcast efficient and popular, including video examples of PSAs, commercials and intros. Students may share with the group what makes their broadcast special.

Erik Johnson is an 11-year adviser for broadcasting. He currently teaches at Greenway High School.

Navigating Sports Media as a Female, From High School to the Pros – N, Y, B Alexa Tieu

Working in sports is already a high intensity environment, and with the competitive nature of the sports we cover, we seem to try to compete with each other. Additionally, as a woman, it seems that we’re often alone in the locker room or feel left out when we see other women around. This session is meant to navigate how as high schoolers you can ask for help and to encourage your growth in this industry.

Alexa Tieu is a sports producer for FOX Sports Arizona and has been working for the company since August 2013. Prior to Arizona, Tieu worked in sports broadcasting in Idaho, Texas and Oregon. She is originally from Hillsboro, Oregon, and attended the University of Oregon specifically for its prestigious School of Journalism and Communication. While there, she was involved in several student leadership and sports journalism programs while earning her bachelor’s of science in journalism: electronic media, with minors in business and communication studies in 2010. Along with sports television producing, Tieu has held positions as a local news and sports reporter and anchor, local news producer, sports multimedia journalist, copy editor, columnist and has held several positions in live sports production.

Contest Awards Info

Want to see the comments judges made about your entries?

Email Laura Hardy at AIPAcontest@gmail.com to request access.

Social Media

Update your friends and share your experiences today using #AIP AFC18. Follow us @AZAIPA. Check us out on Facebook too.



Presentation Descriptions

All Bases Covered: Covering Sports - N, B

Theresa Smith

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. Anecdotes from experiences with Kobe Bryant, Shaquille O'Neal, Michael Jordan, the former owner of the Oakland Raiders, and the former coach of Brigham Young football are included in the presentation.

Theresa Smith is a multi-platform journalist who has covered sports full-time at The Denver Post, The Los Angeles Times, The News Tribune (Wash.) and The Orange County Register, where she won two Top of the Times awards for investigative journalism. She has covered preps, Triple-A and college baseball, major college football and basketball, NFL sidebars and features, and provided beat writer coverage of the Seattle SuperSonics and the Los Angeles Lakers of the NBA. In broadcasting, she was a radio color analyst for University of Denver women's basketball from 2002-2006 and most recently was an announcer for football and basketball at two Colorado high schools before moving to Arizona, where she taught high school English and journalism before starting as the senior writer at Grand Canyon University's Office of Communications and Public Relations in May. As a freelancer, she has written for The Boston Globe, Lacrosse Magazine, Avid Golfer Magazine, USA Today, The Denver Post, among others. Ms. Smith's holds a bachelor's in English from the University of Colorado and a master's degree in education from Western State Colorado University.

Journalism vs. Life – N, Y, B

Keith Jenkins

In the high-speed, competitive, sometimes dizzying world of journalism, it's critical to never lose sight of the ethics, morals and standards that make a great journalist and an even better person. This session also will cover media bias and bias against the media, delving into how to answer the charges of "fake news" as an up and coming journalist.

Keith Jenkins has nearly 15 years of experience as an award-winning multimedia journalist, working primarily in sports at newspapers and television stations, including stints at ESPN and The Associated Press. Currently, Keith works for the AP's West Region, which covers news in 13 western states and Guam. A graduate of the University of Cincinnati, Keith has won several awards for his writing and reporting, including multiple honors from the Kentucky Press Association and the Society of Professional Journalists. Keith was the 2007 SPJ Region 4 Sports Writer of the Year.

Leadership Skills for Editors - N, Y, B

Peggy Gregory

This is an interactive session to help editors look at the qualities and skills they need to be effective leaders.

Peggy Gregory, CJE, advised the award-winning Greenway High School Demon Dispatch for 35 years and held two specialist positions for eight 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. Her honors include the AIPA Hall of Fame, 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.

Literary Magazine 101 - L

Maureen Treadway

This student-led presentation will provide answers as to how to start a literary magazine at your school and how to raise the profile of your lit mag on campus. It will address big picture questions: What is the purpose of a literary magazine? How to get more submissions and how to collect submissions from the student body, including contests and social media? How to get staff members and people involved when it is a club not a class--and they're not getting a grade for it? How to get people interested in the actual magazine/finished product? What are the benefits of being on a literary magazine staff?

Maureen Treadway has an M.F.A. from Arizona State University, where she served as poetry editor for Hayden's Ferry Review, and a B.A. in English from Tulane University, where she participated in the creative writing program. An English teacher at Notre Dame Prep, she has been the moderator of its award-winning literary magazine, Perspective, since 2005. Joining her for this session will be Perspective editor McKenna Timm, who studied creative writing at Oxford University last spring, and associate editor Erin Alpaugh.

Feature That! – N, Y

Melanie Allen

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.

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 she 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.

News Writing and Editing – N, Y

Deanne Hutchison

Learn the basics of journalistic writing style for news stories in particular. Learn to clean up your writing to improve clarity.

Deanne Hutchison has worked for more than 20 years with two publications at Sunnyslope High School in Phoenix where she also served as a technology mentor for several years. She advises Viking Views, the school newspaper, and the school yearbook, Valhalla. Both the yearbook and the newspaper have won numerous local and national awards during these years.

The Role of Social Media in a Modern Enterprise

Tim Gierba

This session will give a brief overview on the importance of social media in the modern world, from a deeper perspective than keeping in touch. We will focus on social media as a driving force of business, growing a business via social media and even how social media defines the news (from a non polarized perspective of course). This session will culminate with tips on how to use social media to drive engagement to your publication.

Tim Gierba is a marketing and public relations specialist who has earned his degree in Journalism with a specialization in Public Relations from the renowned Walter Cronkite School of Journalism and Mass Communication at

Presentation Descriptions

Arizona State University in Phoenix, Az.

He is a creative thinker with the innate ability to bring to light out of the box, innovative and dynamic marketing ideas and collateral. He has used his unique skillset to do everything from helping RA Sushi Bar Restaurant grow its market share in Arizona, to rebranding, redesigning and relaunching an app/social media platform with Jostens. He is the Digital and Social Media Specialist at PVSchools.

Head to Hand: Finding Stories and Telling Them – N, B Jan Cardeaux

You asked. AIPA answered. Repeated requests in past convention feedback were for sessions on brainstorming and writing. Where do I find ideas? How do I write concisely? This session will answer both.

Jan Cardeaux has more than 30 years of experience writing and editing in the private and non-profit sector. She has 15 years experience working for daily newspapers, including in Texas, where she was managing editor, and in Indiana, where she got her start as editor of her high school newspaper and 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 and a master's degree in education 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 teaches English and journalism at Notre Dame Preparatory.

When Photography Is Your Passion: Life After Yearbook - Y, G Mathew McGraw

In this session, a self-proclaimed yearbook nerd/photo geek will discuss what happens after high school. He will talk about where his yearbook/photo journey took him and how it gave him the tools to follow his passion. He will discuss the ups and downs of choosing which area (writing, design or photography) to go into, as well as how to pick the best college for that choice. He will also dispel rumors and myths about the real world industry.

Mathew McGraw is a former yearbook editor who has continued on in his creative endeavors to become a portrait and published fashion photographer. His design background and a degree in photography have given him the opportunities to work with local magazines as a photographer and layout designer. Currently working full time as a photographer, his passion still comes from his love of design and influences his work daily.

Editorial Leadership – Y Melissa Reagan

A ship cannot sail without a captain, and this session will help you learn skills to avoid a mutiny.

Melissa Reagan is the adviser for the Deer Valley Soaring Yearbook. Great publications need training and pizza to achieve their full potential.

Yearbook Theme Development: Designing for a Theme - Y Kristy Roschke

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

Kristy Roschke is a media scholar and educator. She previously served as executive director of KJZZ – SPOT 127 Youth Media Center, a community initiative of the Phoenix NPR member station that mentors and empowers the next-generation of

digital storytellers. During her tenure, she launched a successful second location and grew a startup into an award-winning program serving more than 300 teens annually. Roschke has taught journalism, digital media production and media literacy courses at the high school and university level for 15 years. She co-taught a digital media literacy massive open online course (MOOC) with Dan Gillmor, which served as the basis for her doctoral dissertation at the Cronkite School. She earned her Ph.D. in May 2018.

Yearbook Trends - Y Jen Wilson

Do you want to know what's trending in the yearbook world? Learn about yearbook design trends that will take your book to the next level!

Jen Wilson found her passion with yearbook design in her own high School yearbook experience where she began her 10-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.

Youth Radio Rocks My World - R Stan Bidwell

This session will have two parts for all those interested in radio broadcasting. One will be about the Hopi High teen show, the only live remote Native American teen talk show in the nation. The second part is about Radio Phoenix and Native Talk Arizona. Students will learn about opportunities in radio, how to create partnerships in media and interviewing skills, which will help with other media, college entrance interviews and job interviews.

Stan Bindell, media advisor at Hopi High School, teaches print, radio and video journalism. He was a working journalist for more than 20 years before becoming a teacher, including an eight-year stint with the Newark Star Ledger. He continues to write for the Gallup Independent and Navajo Hopi Observer. Joining him for this session will be Lauryn Honwynewa from the Hopi High advanced radio station and Lanasha Puati from the Native Talk Arizona show on Radio Phoenix.

Turning Your Classroom into a Newsroom - A Mark Lodato

We know that hands-on learning is essential when students have to create and edit content. The key is figuring out what steps to take to ensure our students combine creativity and efficiency. This session will help you facilitate a productive classroom that resembles a newsroom.

Mark Lodato leads undergraduate recruitment and retention efforts and supervises the Cronkite School's broadcast and sports curriculum. His duties also include leadership of academic services and student success, establishing new media partnerships and development. Since joining the Cronkite School in 2006, Lodato has established new partnerships with leading media corporations, including NBC News, ABC News, Univision, Meredith Corporation, Scripps Corporation, Fox Sports Arizona, the Pac-12 Networks and Cox Communications. He is the 2014 recipient of the ASU Faculty Achievement Award for Excellence in Curricular Innovation and a member of the Scripps Howard Academic Leadership Academy class of 2013.

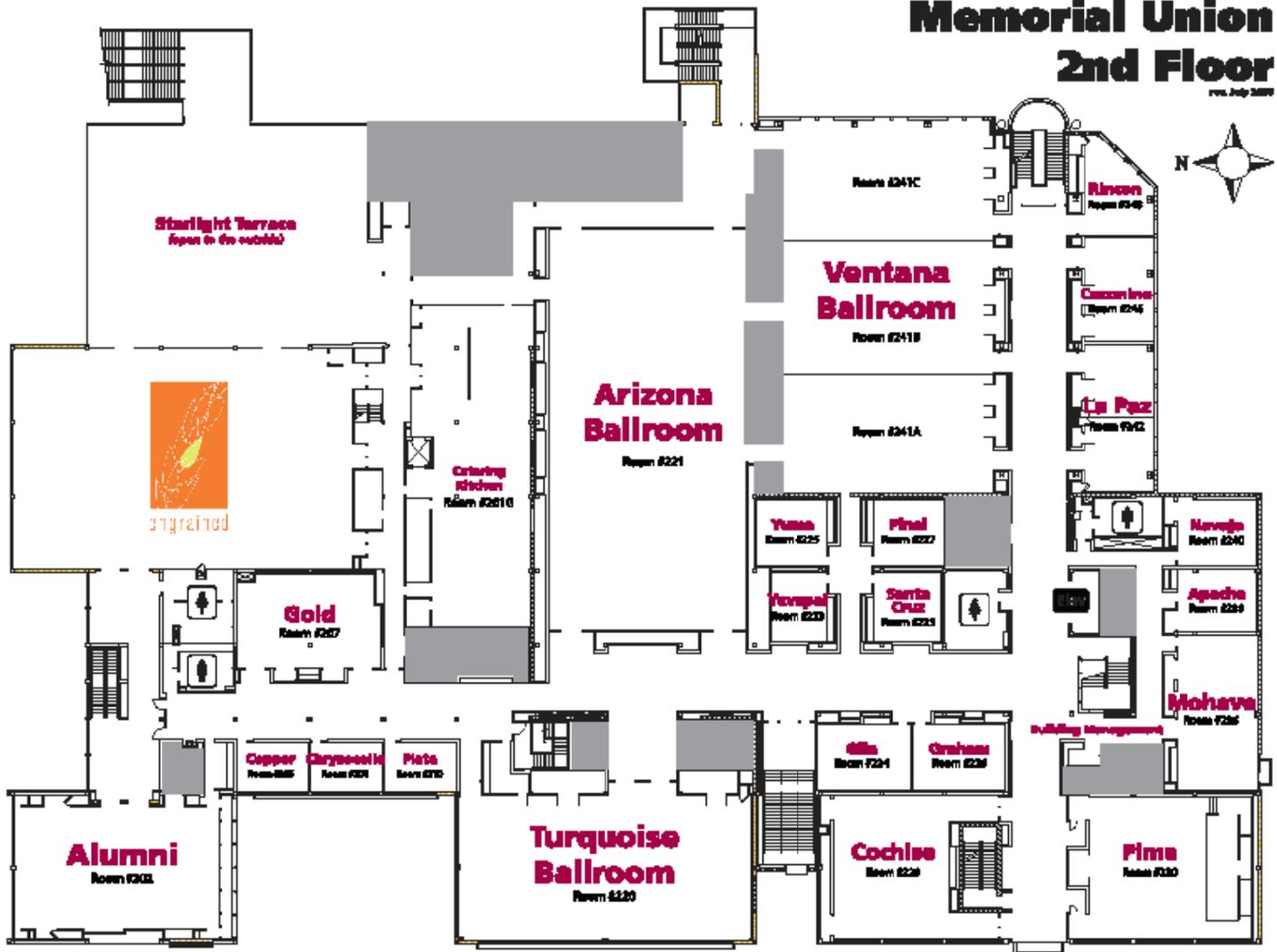
Advisers' Roundtable - A Christine Brandell

Advisers are invited to visit this discussion in order to network and share resources, ideas. What's working? What isn't? Bring your questions and your solutions for others.

Map

Memorial Union 2nd Floor

rev. July 2017



Thanks to our Event Sponsors!

- Thank you to Arizona Newspapers Association and Paula Casey for accounting services.
- Thank you to Grads Photography for sponsoring the convention programs.
- Thank you to Jostens Yearbooks and Herff Jones Yearbooks for sponsoring the Adviser Lunch.
- Thank you to ASU Walter Cronkite School of Journalism for sponsoring the use of the Memorial Union.

Please visit these Vendors in the Turquoise Room (220)

- ASU Walter Cronkite School of Journalism
- Grads Photography
- Herff Jones Yearbooks
- Lifetouch Yearbooks
- Support My Club
- Walsworth Yearbooks
- Jostens Yearbooks

