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*Fernanda Santos*  
*Professor*  
*ASU Cronkite School*

8:30 – 9:25 a.m.	Registration / Turquoise Room
9:30 – 10:00 a.m.	Welcome by Jessica Pucci / 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 by Fernanda Santos / Arizona Room
1:00 – 1:30 p.m.	Contest Awards / Arizona Room

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.

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



**Fernanda Santos**

Fernanda Santos is a Southwest Borderlands Initiative professor of practice, teaching short-form and long-form narrative journalism. She joined Cronkite after 12 years at The New York Times, including five as its Phoenix Bureau chief. Her first book, "The Fire Line: The Story of the Granite Mountain Hotshots," received the Western Writers of America 2017 Spur Award for Best First Nonfiction Book.

Santos got her start in journalism in Rio de Janeiro, Brazil, her home country. She speaks four languages – English, Portuguese, Spanish and

French – and has reported in three of them, in Latin America and the United States. Her coverage of demographic changes in New England's first majority-minority city won a Sigma Delta Chi Award in Public Service by the Society of Professional Journalists.

Her story about a young man's first year of freedom after a wrongful conviction was nominated for a Livingston Award. Her work has been recognized by the Society of Silurians and the Associated Press Media Editors. Jill Abramson, a former executive editor of The Times, once called

her "the bard of the Southwest."

Santos is a recipient of the Kiplinger, International Reporting Project and Casey Children and Family fellowships, and a co-author of "Latinos in the United States," a reference guide by the National Association of Hispanic Journalists, published in 2002. She is a board member of the Arizona Latino Media Association and a volunteer at the News Literacy Project, a nonpartisan national education nonprofit that teaches middle- and high-school students how to sort fact from fiction in the digital age.



**Jessica Pucci**

As assistant dean, Jessica Pucci leads the school's Digital Audiences programs, including curriculum development across the Digital Audiences degree programs and

oversight of the Digital Audiences Lab. She also leads the school's executive education programs and synergies that leverage the school's expertise in audience growth, engagement and measurement, including partnerships with the NCAA Final Four, and the award-winning Electionland project. She teaches courses in digital strategy, analytics and audience engagement, and manages client relations for the agency-style capstone experience, Digital Audience Growth.

Prior to her current role, Pucci served as director of Digital Audience Programs and director of the Cronkite News social media team. Previously, Pucci directed brand journalism, social media and engagement for large national home-design and retail clients at the communications agency

Manifest, formerly McMurtry/TMG. She directed content strategy and execution for clients such as Bed Bath & Beyond.

Pucci has worked in magazine journalism, serving as a managing editor and later a digital editor for DRAFT Magazine. There, she directed editorial content and oversaw social media, while orchestrating print-to-web story packaging. Her work also has appeared in Robb Report, Money magazine and HGTV Magazine, among others.

Pucci holds a master's degree in journalism from the University of Missouri, where her research focused on journalism ethics. She earned her bachelor's degree in journalism from the University of Wisconsin.

## 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/Z3rG-FuXUFT8FRzf02>



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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](https://smile.amazon.com) and designate AIPA as your charity! More information can be found at [azaipa.org](https://azaipa.org).

# Convention Schedule

Room	1st session –10:05–10:35	2nd session 10:40–11:10
<b>202 Alumni</b> (84 seats)	<b>Unlocking Your Inner Podcaster</b> Sadie Babits	<b>Unlocking Your Inner Podcaster</b> Sadie Babits
<b>206 Copper</b> (15 seats)	<b>Leadership Skills for Editors</b> Peggy Gregory	<b>Advisers' Round Table</b> Peggy Gregory
<b>228 Cochise</b> (70 seats)	<b>Pictures Aren't Worth 1,000 Words</b> Jake Kelly	<b>Pictures Aren't Worth 1,000 Words</b> Jake Kelly
<b>210 Plata</b> (14 seats)	<b>Turning Your Classroom into a Newsroom</b> Mark Lodato	<b>Turning Your Classroom into a Newsroom</b> Mark Lodato
<b>224 Gila</b> (32 seats)	<b>Social Media Superheroes:</b> Stephen Truog and Heather Eaton	<b>Quality Photojournalism Introduction</b> Nick Pecora, Ridge Peterson, Mark Rossbach
<b>225 Yuma</b> (25 seats)	<b>Sports Journalism in the Digital Age</b> Paola Boivin	<b>Sports Journalism in the Digital Age</b> Paola Boivin
<b>226 Graham</b> (30 seats)	<b>Advisers' Hospitality Room</b>	
<b>227 Pinal</b> (24 seats)	<b>Going to College: The Cronkite Experience</b> Alisha Bradford	<b>Going to College: The Cronkite Experience</b> Alisha Bradford
<b>229 Santa Cruz</b> (25 seats)	<b>News Writing &amp; Editing</b> Deanne Hutchison	<b>Inside BLAM: Literary Magazine Tips</b> Bernie Banahan and Ryan Coury
<b>230 Pima</b> (80 seats)	<b>Making Your School's News Broadcast Must See TV</b> Erik Johnson	<b>Journalism vs. Life</b> Keith Jenkins
<b>236 Mohave</b> (60 seats)	<b>Developing Your On-Camera Presence</b> Danielle Lerner	<b>Developing Your On-Camera Presence</b> Danielle Lerner
<b>240 Navajo</b> (30 seats)	<b>Newsroom Roles</b> Heather Dunn	<b>A Future of Fact Finding</b> Anita Luera
<b>241A Ventana A</b> (60 seats)	<b>5 Things To Know About Sports Journalism</b> Alexa Tieu Whippo	<b>Sports Journalism: Covering All the Bases</b> Theresa Smith
<b>241B Ventana B</b> (60 seats)	<b>Building a Reporting Repertoire &amp; Writing for Readers</b> George Anton, Carl Justice & Jackson Moran	<b>Tell Me a Story</b> Jennifer Wilson
<b>242 La Paz</b> (48 seats)	<b>Trending in Yearbooks Today</b> Susan Fearnside/Dale Whitmore	<b>WordPress Basics for School Newspapers</b> Francisco Pastor
<b>246 Coconino</b> (42 seats)	<b>The Process of Writing a Winning Radio Story</b> Sarah Bromer & Samantha Zazueta	<b>Finding Stories and Telling Them</b> Jan Carteaux
<b>248 Rincon</b> (20 seats)	<b>Storytelling for Radio: Strong Visuals with No Pictures</b> Andrew Bernier	<b>Storytelling for Radio: Strong Visuals with No Pictures</b> Andrew Bernier

# Presentation Descriptions

## Key to Codes:

<b>G – General</b>	<b>L – Literary Magazine</b>
<b>N – Newspaper</b>	<b>R – Radio</b>
<b>Y – Yearbook</b>	<b>A – Advisers</b>
<b>B – Broadcasting</b>	

### **Unlocking Your Inner Podcaster G, R Sadie Babits**

This session covers podcasting basics from what works to why this radio platform is continuing to grow.

Sadie Babits is the sustainability director at Cronkite News/ Arizona PBS where she assigns and edit stories about environmental issues for multiple platforms. Her background is in public radio where she has worked on podcasts and more, her stories airing on NPR shows including “Morning Edition” and “All Things Considered.”

### **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.

### **Going to College: The Cronkite Experience - G Alisha Bradford**

Attending college is a wonderful tool to expand your opportunities and build your skill set. Learn more about what you need to apply to ASU and the Cronkite School, and discover why the Cronkite School is one of the top journalism programs in the nation.

Alisha Bradford leads the student recruitment efforts for the Cronkite School, serving as the undergraduate recruitment and admission coordinator. She is a Cronkite School graduate and works to provide a positive, individualized and memorable experience for prospective students and their families. As the head of recruitment, she works to develop and execute initiatives to best support students throughout their entire application process. Prior to joining the Cronkite team, Bradford earned her bachelor's and master's degrees from Arizona State University and has worked as a special education teacher and a high school assistant principal.

### **Engaging the Community to Support Students' Passions - G Christina Hawbaker**

Too often it can be difficult to give funding to students with all of the stipulations surrounding donations. It can take a long time to actually reach the students, and donors may not know what their donations are really assisting. Support My Club, a free online fundraising platform for high school extracurricular activities, not only shortens the process of connecting community donors to students, but it promotes students getting actively involved in their own neighborhoods. This presentation will show you why it doesn't take multiple platforms or efforts to gain support for students, just a simple message and a little enthusiasm.

Christina Hawbaker has worked in events, marketing and community development for five years. Her current role is helping extracurricular clubs and teams promote themselves to gain support for what they need to succeed.

### **Developing Your On-Camera Presence - B Danielle Lerner**

“That’s so cool you get to be on TV!” I guarantee every broadcast journalist has heard that at one time or another. It’s a defining part of the job, but it can also be one of the toughest. Most people don’t feel comfortable in front of the camera for quite some time. Like any skill, it takes practice and confidence. In this session, we’ll dive into why having a good on-camera presence is so important and go over ways you can start developing yours while you’re still in high school.

Danielle Lerner is a passionate, engaging, Emmy award-winning broadcast journalist who can do it all. Danielle discovered her love for broadcast journalism during a summer internship in the Valley and went on to receive her master's degree from Northwestern University. Her career took her to the Central Coast of California, and Tucson before returning home to Phoenix as an anchor/reporter for ABC15 in 2014. Since joining the ABC15 team, Danielle has received an Emmy award and three Emmy nominations for “Best Anchor” in the Rocky Mountain region. She has served in many roles over the years but currently works the station's “education beat,” and she loves telling stories that impact our community.

### **Social Media Superheroes: How to tell your school's stories across platforms - G Stephen Truog and Heather Eaton**

Social media is a great way to connect your yearbook, newspaper and video products as well as market your media program to the school and community ... but you have to be careful and make sure you do it right, just like any other area of journalism. Learn what you can do to stand out in a competitive field and share your tips with social media rock stars from other schools in the state!

Heather Eaton and Stephen Truog are the “dynamic duo” of the Tolleson Union High School District. Eaton has been teaching for 21 years and is the advisor at LaJoya Community High School in Avondale. Truog is in his 15th year of teaching and currently at Copper Canyon High School in Glendale. The two bring experience in the media industry and a passion for journalism and innovation across the various forms of storytelling to their schools and this session.

# Presentation Descriptions

## **Newsroom Roles - B Heather Dunn**

There's more to TV news than the anchors and reporters. Learn about different roles available in newsrooms across the country and how to prepare for them.

Heather Dunn is the content director for Cronkite News on Arizona PBS. Previously she was the senior content manager and executive producer at KPNX.

## **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 has 12 years of experience as a broadcast teacher at Greenway High School. He completed four broadcast internships in college.

## **5 Things To Know About Sports Journalism - B, G Alexa Tieu Whippo**

Sports are high intensity, as are those around them covering the teams, and it sometimes seems the competition of the sport bleeds into our workspace and the colleagues around us. Here are five steps that will help you be successful at the high school level and/or as you move forward into your college and professional careers.

Alexa Whippo is a sports producer for FOX Sports Arizona and has been working for the company since August 2013. Prior to Arizona, Whippo worked in sports broadcasting in Idaho, Texas and Oregon. She is originally from Oregon and attended the University of Oregon at its prestigious School of Journalism and Communication. While there, she was involved with 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. Along with sports television producing, Whippo has held positions as a local news and sports reporter and anchor, local news producer, sports multimedia journalist, sports radio producer and host, copy editor, columns and several other positions within live sports production.

## **Pictures Aren't Worth 1,000 Words - P, Y, N Jake Kelly**

Like it or not, we need to describe our photos well in journalism. If we don't, we leave too much up to interpretation, and that can create confusion and reduce our credibility. Sometimes, the only part of a story that someone reads is the photo caption, but they can be hard to write well. In this session, you will learn a basic rule that will make turn every caption into a clear, interesting and powerful addition to your publication.

Jake Kelly is a journalism and photography teacher at Brophy College Preparatory. He came to Brophy with experience in photojournalism after working for The Gonzaga Bulletin in Washington and The Las Vegas Review-Journal in Nevada.

## **Sports Journalism: Covering All the Bases - N, B, Y, R Theresa Smith**

Students interested in a career in sports media can learn about the exciting possibilities. Also, Ms. Smith will provide tips for students covering their high school sports teams via school newspaper, school broadcast of scores and highlights and live streaming of sports events. Anecdotes from experiences with Kobe Bryant, Shaquille O'Neal and Michael Jordan and the former owner of the Oakland Raiders are included in the presentation.

Theresa Smith is an English Language Arts teacher at Boulder Creek High School in Anthem. A former multi-platform journalist, Smith covered sports full-time at The Denver Post, The Orange County Register, The News Tribune (Wash.) and The Los Angeles Times, where she won two Top of the Times awards for investigative journalism. She has covered high school sports, 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 the radio color analyst for University of Denver women's basketball from 2002-07.

## Contest Awards Info

Want to see the comments judges made about your entries?

Email Laura Hardy at [AIPAContest@gmail.com](mailto:AIPAContest@gmail.com) to request access.

## Social Media

Update your friends and share your experiences today using #AIPAF19. Follow us @AZAIPA. Check us out on Facebook too.





# Presentation Descriptions

## **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.

## **Intro to Quality Photojournalism – P** **Nick Pecora, Ridge Peterson, Mark Rossbach**

**A beginner's guide to taking journalistic photos and editing them in line with National Press Photographers' Association ethical standards. The presentation will cover what types of photos to take in journalism and how to appropriately edit them for use in print and online.**

Nick Pecora, Ridge Peterson and Mark Rossbach are the leaders of Brophy College Prep Photo/Video Club and enjoy taking photos and helping others improve at photography. They are all junior photography and journalism students at Brophy.

## **A Future of Fact Finding – G** **Anita Luera**

**What does the future job market look like for journalists? Learn how to maximize your high school journalism experience into a college degree and career of fact finding in communication, media and sports information professions.**

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 worked at three Phoenix TV stations in English and Spanish. She serves in leadership roles with AIPA, ASU's Chicano/Latino Faculty Staff Association, the Arizona Latino Media Association and NAHJ. Luera is in the Cronkite Alumni Hall of Fame.

## **Sports Journalism in the Digital Age – B, N, Y**

**Paola Boivin**

**What does sports reporting look like in 2019? This session will provide the answers.**

Paola Boivin is a professor of practice at ASU Cronkite School and a longtime sports columnist for AZCentral. She is a College Football Playoff Selection Committee member and a member of Arizona Sports Hall of Fame.

## **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.

## **Storytelling for Radio: Strong Visuals with No Pictures – R** **Andrew Bernier**

**This session helps with basic radio production tips along with editorial strategy to increase engagement in audio storytelling. Focus is placed on creating heightened sensory experience while replaying factual content of what needs to be reported.**

Andrew Bernier is the editorial instructional manager at SPOT 127 Youth Media Center. He is formerly the senior science correspondent at KJZZ and host of the recently concluded "Waste Not" podcast hosted by Arizona State University.

## **Head to Hand: Finding Stories and Telling Them – N, B** **Jan Carteaux**

**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.**

As her high school newspaper editor, Jan Carteaux met the editor of her hometown newspaper at a Quill & Scroll banquet her senior year--and

# Presentation Descriptions

that led to an internship that led to 30+ years of experience reporting and editing at newspapers in Indiana and Texas, a position as hospital PR coordinator, and currently as an English teacher and media adviser at Notre Dame Prep. She is a member of the AIPA board and past contest coordinator and current convention co-coordinator. She has a B.A. in journalism from Indiana University and a master's degree in education

## **The Process of Making a Winning Radio Story - R Sarah Bromer and Samantha Zazueta**

Teacher Sarah Bromer and student Sam Zazueta will talk about the process of creating Sam's winning story for The New York Times Student Podcast Contest. They will play the winning story, discuss Sam's process, and offer tips for people wanting to make great radio stories.

Sarah Bromer is a high school teacher and freelance radio producer who runs a youth radio program called City High Radio. Sarah has contributed to This American Life, Living On Earth, KJZZ, and Tucson's local NPR and community radio stations. Samantha Zazueta is a first generation freshman at the University of Arizona. In her senior year at City High, Samantha produced a radio piece called "My Incarcerated Family," which was a winner in the second annual New York Times Student Podcast Contest.

## **Inside BLAM: Literary Magazine Tips - L Bernie Banahan and Ryan Coury**

The Brophy Literary and Arts Magazine (BLAM) won the 2018 NSPA Pacemaker award and continues to produce a beautiful magazine with fantastic art and wonderful stories. The executive editors will walk through the structure of the magazine, as well as give tips they've picked up for curating and soliciting work to make an exceptional publication.

Editor-in-chief Bernie Banahan and managing editor Ryan Coury are the leadership of the BLAM. They joined the staff in their sophomore year and were part of the team that went on to win two NSPA Pacemaker Finalist awards as well as one National Pacemaker award.

## **Tell Me a Story - A, N, Y Jennifer Wilson**

Learn how better interviewing can lead to amazing copy and captions. We will learn how to make your body copy something everyone wants to read.

Jennifer Wilson has more than six years of yearbook and graphic design experience.

## **Trending in Yearbooks Today - Y, A Susan Fearnside/Dale Whitmore**

What is trending? Looking for unconventional coverage ideas? This workshop will benefit students and advisers who are looking for new and innovative coverage.

Susan Fearnside has been a Balfour yearbook rep in Arizona for 14 years, and Dale Whitmore has been a Balfour rep in Arizona for eight years. Prior to being a rep, Whitmore taught in Tucson Unified as an adviser for four years. Both teach at Balfour workshops in summer and fall.

## **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.

## **Building a Reporting Repertoire and Writing for Readers - N, Y George Anton, Carl Justice and Jackson Moran**

A presentation to facilitate growth in reporting skills, conducting interviews, and writing up quality information with emphasis on quoting, article structure and making articles interesting.

George Anton is editor-in-chief of The Brophy Roundup, and Carl Justice and Jackson Moran are both news editors for Brophy's award-winning newspaper. All three are juniors and journalism students.

## **WordPress Basics for School Newspapers - N Francisco Pastor**

WordPress is a professional online, open source website creation tool that newspapers already use. Learn the basics of using WordPress to start your school on the path toward having a powerful web presence.

Francisco Pastor, a senior at Brophy College Preparatory, is the online editor for The Brophy Roundup.

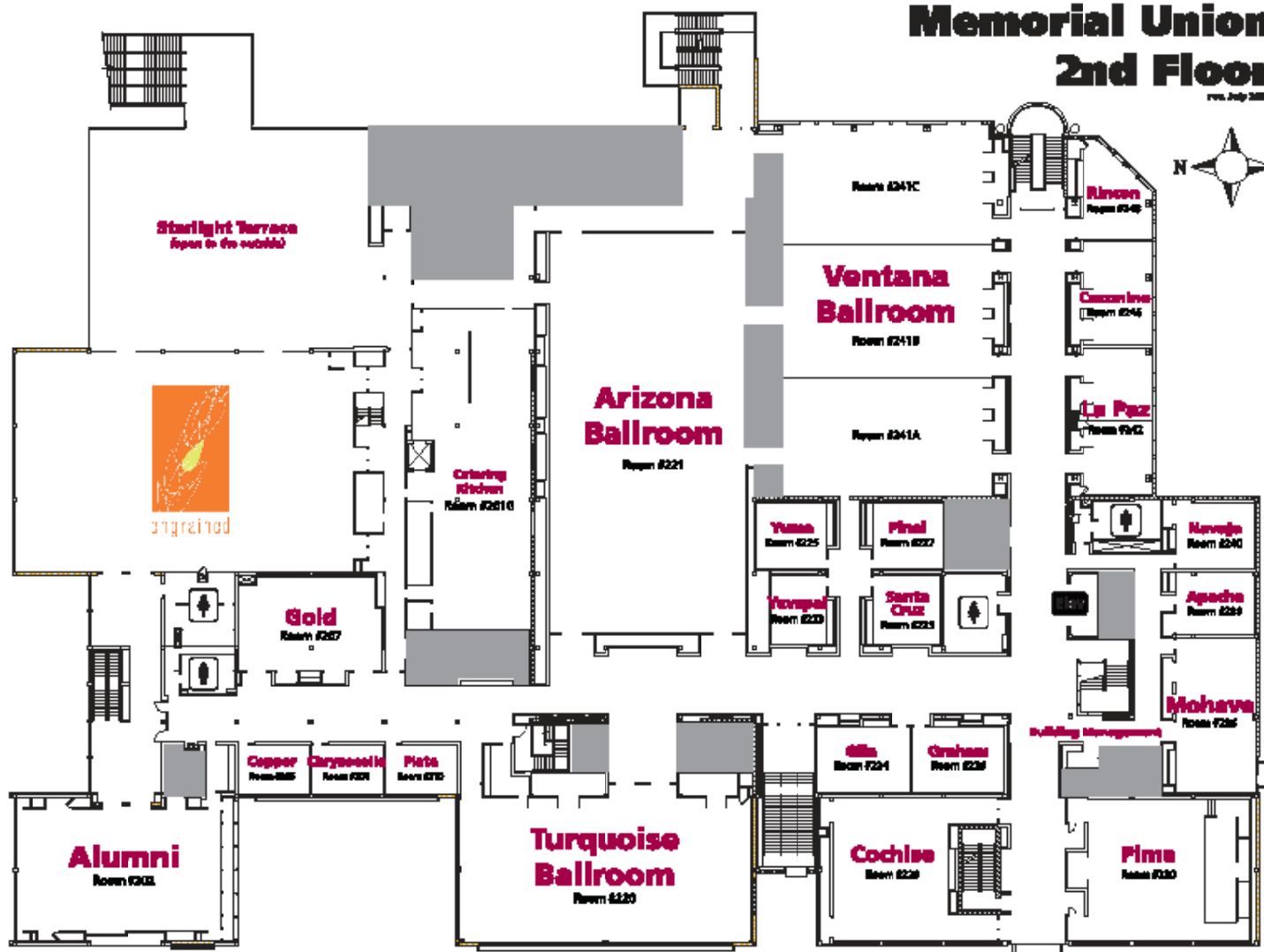
## **Advisers' Roundtable - A Peggy Gregory**

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 2009



### Thanks to our Event Sponsors!

- Thank you to Balfour Yearbooks, Herff Jones Yearbooks & Grads Photography for sponsoring the Adviser Luncheon and Hospitality.
- Thank you to Grads Photography for sponsoring the convention programs, the photo booth and the Advisers' Hospitality.
- Thank you to ASU Walter Cronkite School of Journalism for sponsoring the use of the Memorial Union.
- Thank you to Jostens & Walsworth Yearbooks for contributing to our goodie bags.
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### Please visit these Vendors in the Turquoise Room (220)

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



