

to
be
honest

that's **TEXAS
JOURNALISM**

fall
fiesta

TEXAS ASSOCIATION of JOURNALISM EDUCATORS
FALL CONVENTION

OCT. 12-14, 2024
HENRY B. GONZALEZ CONVENTION CENTER, SAN ANTONIO

President: Michael Reeves, Bowie HS

President-Elect: Stephen Green, Caney Creek HS

Secretary: Alexis Prieto-Berkey, Klein Cain HS

State Director: Lisa Roskens, Prosper HS

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Convention Director: Alison Strelitz, Westlake HS

Asst. Convention Director: Sue Jett, retired

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Legislative & Policy Chair: David Doerr, Akins ECHS

ILPC Liaison: Alyssa Boehringer

ATPI Liaison: Mark Murray

Regional Reps

- 1: Jasinia Frausto, Canyon HS
- 2: Ryan Carr, Ray Braswell HS
- 3: Taylor Mersmann, Rock Hill HS
- 4: Tabitha Houchens, Redwater HS
- 5: Vanessa Martinez, El Dorado HS
- 6: Shannon Kelly, John M. Harlan HS
- 7: Haley Gluch, McNeil HS
- 8: Mike Tobias, Port Neches-Groves HS
- 9: Megan Ortiz, Kingwood Park HS
- 10: Sandra Casperson, Robert Vela HS
- Private Schools: Alicia Merrifield, The Village School

Executive Director: Cindy Todd

EXHIBITORS
SUNDAY 8 a.m. – 4 p.m.
CADY

Gloria Shields/NSPA Media Workshop

Jostens

Kent State University School of Media & Journalism

UNT Mayborn School of Journalism

Missouri School of Journalism

The Moody College School of Media

New Voices Texas

NYFA College of Film, Media and Performing Arts

San Antonio College-Journalism-Photography

SNO Sites

Southeast Missouri State University

Texas State School of Journalism and Mass Communication

The University of the Incarnate Word

Varsity Yearbook

Walsworth Yearbooks

Welcome to
SAN ANTONIO



Scott WINTER
Keynote Speaker

Hemisfair Ballroom C3
Saturday Noon
Sponsored by Walsworth

Scott Winter, a professor of English and Journalism at Bethel (Minn.) University, takes students on social justice journalism trips in collaboration with the Art + Design Department to create magazines and documentaries. His students have won national Best of Show competitions, Pacemakers, Kennedys, Hemingways and Hearst awards. Winter will show and discuss their latest documentary, "Border of Dreams," produced with Guatemalan partners, followed by a panel discussion.

TWO FAMILIES. ONE BORDER.
Two families tried to cross the Mexico-U.S. border. One made it. One didn't.

Mardoqueo wanted his family to have its own home. Its own land. But he felt forced to split up his young family and cross into America to achieve security and happiness. He tried once and didn't make it. He feels compelled to try again despite his wife's objections.

Abel had to make that same choice in Mexico. But he made it. He brought his wife and daughters with him. He achieved a prosperity he sought, but he still dreams of crossing the border again. Back home.

Winter earned his Ph.D. at University of Nebraska-Lincoln, where he wrote the 2015 sports biography Nebrasketball: Coach Tim Miles and a Big Ten Team on the Rise. His research interests are long-form creative nonfiction and international social justice storytelling. He spent a decade as an assistant professor at University of Nebraska, where he also taught in journalism master's programs in India, Ethiopia and Kosovo.

RULES TO REMEMBER

The Texas Association of Journalism Educators extends a warm welcome to all delegates at our annual convention

We're happy you're here, tbh.

To make it a positive experience for everybody, delegates are reminded that proper behavior is expected. Please follow the five rules of conduct which will be enforced during the convention by all advisers and hotel staff members. Violation of these rules will result in disciplinary action.

- No student will be admitted without an adviser or chaperone approved by the school. At least one chaperone/adviser is required for every 12 students. Advisers/chaperones assume responsibility for their students' behavior and well-being during the convention.

- All students, chaperones, advisers and staff members are required to wear their convention name badges at all times while in the convention venue.

- Students should be in their rooms, making no excessive noise by 11 p.m. The hotel reserves the right to remove any hotel guest who causes disruptions. Rudeness to other hotel guests or employees will not be tolerated.

- Smoking, vaping, drinking or possessing alcoholic beverages and/or possession/use of illegal drugs is prohibited.

- Schools will be held liable for any damages done to hotel rooms or other facilities by students under their supervision. Students must obey elevator limits.

TAJE officials reserve the right to declare all fees forfeited and to send delegates home at their own expense for violating any or all of these rules of conduct. Violations may result in disqualification from all contests and forfeiture of any awards won.

TIME	EVENT	DETAILS	
9:45 - 11:45 a.m.	Registration	Meeting Level near 208	Pick up lanyards and student name tags in The Bureau.
9:45 - 11:30 a.m.	The Bureau - 209	During registration, students should head to The Bureau to pick up name tags and lanyards and have a little fun before the opening.	Advisers are encouraged to send their students with a copy of any publications they might have created this year to exchange with others.
Noon	Welcome Assembly	Keynote - Scott Winter	Registration closed during assembly.
2:15 p.m.	Broadcast Package Videography Digital Reporting Commercial In-Depth Package	Contests meet in 210A In-Depth Package entries must be received by 8 p.m. via Google Drive Broadcast Package entries must be received by 7:30 p.m. in 210A Videography entries received by 5:30 p.m. in 210A Commercial entries must be received by 6 p.m. in 210A Digital Reporting entries must be received by 6 p.m. via email	2:15 p.m. - Scavenger Hunt contestants meet in Room 210B. Return by 5 p.m. to submit entry in 210B. 2:30 p.m. - Digital Photo contestants meet in 212A. Entries must be turned in via Google Drive by 6 p.m.
	Contests above begin at 2:15 in 210A.	Contest moderators meet at the Registration Desk.	
2:30 p.m.	Review Writing	Contestants will meet in 212B and walk together to event at nearby location..	
3 - 5 p.m.	Live Contests	Headline Writing - 207A Yearbook Copy - 207A YB Theme Package - 207A Newspaper Design - 207A News Writing - 207B Editorial Writing - 207B Editorial Illustration - 207B Sports Feature Writing - 206A Feature Writing - 206B	Students must have their labels to be admitted to the Saturday contests. The numbers on the labels will be used to identify student work.
3 - 5 p.m.	Intensive Writing with David Knight and Scott Winter	211	Pre-registration required. Wear wristband for entry.
5 p.m.	Scavenger Hunt Check-in	210B	
6 p.m.	Digital Photo Submission Deadline	Registration Desk	
11 p.m.	Quiet in the Hotel		

SUNDAY
OCTOBER 13, 2024

TAJE MEMBERSHIP MEETING
3:45 p.m. Room 128

Join us for updates on the organization and its activities. Officers and directors will make reports, and members will vote on recommendations from the board. All advisers are encouraged to attend.

Scan to read more about our Sunday speakers.



Join us for
TRIVIA NIGHT!

Room 205
8:30 - 9:30 p.m.
Sunday

SUNDAY MORNING

OCTOBER 13, 2024

	ROOM 207A	ROOM 207B	ROOM 206A	ROOM 206B	ROOM 210A	ROOM 210B	ROOM 212A	ROOM 212B
8:30-9:05	<p>STORYTELLING WITH POWER Learn the secrets of great storytelling – and transform your writing into stories readers can't put down.</p> <p><i>David Knight, South Carolina, featured speaker (all), Sponsored by the Headliners Foundation</i></p>	<p>WHAT ABOUT COLLEGE? So you've got all these communications skills from your years on the varsity journalism team. What can you do with them in college? Here are your options. Here are the possibilities. Also, here's how to do college right, whether you major in journalism, pre-law or forensic pet therapy.</p> <p><i>Scott Winter, Bethel University, featured speaker (all). Sponsored by the Headliners Foundation</i></p>	<p>LAUGHING MATTER Humor with a purpose opens discussions and leads to discussions about needed change. Why not laugh?</p> <p><i>Lori Oglesbee, CADY (all)</i></p>	<p>WHAT WERE THOSE DANG JUDGES THINKING??!! When you compete on-site at a convention, what are the judges really looking for? In this session, we'll look at some of yesterday's contests and tell you what the judges had to say. We'll also answer your questions about any other scholastic journalism contests.</p> <p><i>Alyssa Boehringer, ILPC Director, UIL Journalism Director, and Andrea Negri, TAJE Contest Director, Cypress Woods HS (all)</i></p>	<p>YES, YOU NEED TO KNOW VIDEO Videos can add a dynamic and engaging element to your publications. They can bring stories to life, capturing attention and making them more memorable. Yes, you need to know video skills to tell stories visually, supplementing written content and providing a richer, more immersive experience for audience and enhance your social media presence for a broader audience.</p> <p><i>Margie Raper, Rock Hill High School (all)</i></p>	<p>THAT YEARBOOK SESSION Everyone has strengths and weaknesses. Our strength includes our love of all things yearbook. Come listen to three yearbook nerds tell you some cool things to do for your 2025 yearbook. Join us for an in-depth, informative journey down that yearbook path.</p> <p><i>Jim Jordan, Sabrina Schmitz, Mike Taylor, Walsworth (yearbook)</i></p>	<p>USING AI TOOLS IN THE CLASSROOM This session will cover a variety of AI tools to assist journalism students in the classroom. The session will cover various tools and quick ways to implement them to your workflow process.</p> <p><i>Alexis Berkey, Klein Cain HS (all)</i></p>	<p>CAPTURE LIFE As seniors, Emily and her best friend, Morgan, who passed away days after attending Fall Fiesta 2022, sat in these conference rooms. After Morgan passed, the saying "Capture Life" became a part of their staff mission. Come see their love for sports photography and learn how they came to capture life.</p> <p><i>Emily Mire, sports photographer, Mike Tobias, Port Neches-Groves HS (photo)</i></p>
9:15-9:50	<p>EVERY WORD MATTERS A great editor knows the power of every word. And understands how important every word can be in a story.</p> <p><i>David Knight, South Carolina, featured speaker (all)</i></p>	<p>LESSONS FROM ZEKE THE DOG Nobody has more fun telling stories than Tampa Times feature reporter Lane DeGregory. Let's dig into her story about a dog and death and figure out how to tell this kind of story at our schools with words, photos, graphics and video/audio. Feel free to bring your dog.</p> <p><i>Scott Winter, Bethel University, featured speaker (all)</i></p>	<p>POWERFUL IMAGES Great pictures lure readers onto yearbook spreads by making intense connections. See how to create those bonds and use captions to extend the story of the photo</p> <p><i>Margaret Sorrows, Jostens (photo)</i></p>	<p>THE TOP 10 Whether you're new to Leaguetown or you already have your own Hometown Hero award, in this session, you'll learn 10 tips to get you closer to that state championship in journalism. Bring questions.</p> <p><i>Alyssa Boehringer, ILPC Director, UIL Journalism Director (all)</i></p>	<p>HTN OFF CAMERA The journalists of Hill Top News will share how they run their broadcast program at Rock Hill High School. From organization systems to producing packages to running the live broadcast, the student leaders will share the behind-the-scenes of their newsroom.</p> <p><i>HTN Staff (broadcast)</i></p>	<p>BRING THE FUN The culture of the journalism room is important. A happy staff is a hard-working staff. Learn what yearbook and newspaper staffs do to create a positive and rewarding experience while producing quality student publications.</p> <p><i>Jill Chittum, Walsworth, and Leland Mallett, Legacy HS (all)</i></p>	<p>KEEP THE STREAK - TEXAS TAKES MOST TOP JOY TITLES Texas has produced the most national Journalists of the Year since this Journalism Education Association award's inception. We want you to help keep that streak going and apply for the Texas Journalist of the Year. This session will show how to build a successful portfolio for the JOY competition – or your next career.</p> <p><i>Lisa Roskens, Prosper HS, TAJE State Director (all)</i></p>	<p>SPOTLIGHT STUDENT ATHLETES WITH A MEDIA DAY Learn how to plan a Media Day where photographers take photos of key members of sport teams and fine arts in a studio and on the field. Plus, hold a press conference to get quotes that you can use in the yearbook and newspaper.</p> <p><i>Ainsley Ash and Hayli Rubidoux, Atascocita HS (all)</i></p>
10:00-10:35	<p>24 GREAT LEADS – AND SOME BAD ONES, TOO A boring lead can doom a great story – even one you spent hours interviewing, researching and writing. See examples of great leads that grab readers. And get tips on avoiding cop-out leads that turn readers off.</p> <p><i>David Knight, South Carolina, featured speaker (news)</i></p>	<p>WHERE DO YOU WANT TO WAKE UP TOMORROW? Our story ideas are stale. Heck, they were stale last November. Now, they smell. How do we find ideas that keep the staff motivated to do great stuff and readers motivated to read it? Well, it's a secret. So show up early.</p> <p><i>Scott Winter, Bethel University, featured speaker (all)</i></p>	<p>VISUAL VARIETY Photos dominate yearbook real estate. Learn how to shoot a photo story and use those images to tell better stories on yearbook spreads. Photo editing will also be discussed.</p> <p><i>Margaret Sorrows, Jostens (yearbook, photo)</i></p>	<p>THE COLLEGE EXPERIENCE Let's talk about college journalism. In my first year at the University of North Texas, I shot D1 football games, was camera 4 during nationally televised basketball games and worked for the school's photo agency. And do you know what prepared me? My high school yearbook class. It taught me the skills and gave me the courage to get involved.</p> <p><i>Charlie Shanks, University of North Texas (all)</i></p>	<p>MAKE YOUR NEWS STORIES LIKE TAYLOR SWIFT Taylor Swift is rumored to be worth over \$1 billion. She's sold out stadiums across the world with an average of 72,500 tickets a show. Yet somehow, Taylor is able to connect to every one of her fans on a deeply personal level. You can do the same in your news stories.</p> <p><i>Michael Hatch, Prosper HS (broadcast)</i></p>	<p>MAKE EVERYONE ON YOUR STAFF A SPORTSWRITER So much interest in the yearbook and newspaper is because of the sports section. Find out how to make that section the best in your publication no matter how many sportswriters you have on staff. This is also good for students who want to be a sports journalist after high school.</p> <p><i>Megan Ortiz, Kingwood Park HS (all)</i></p>	<p>AI-GENERATED VISUALS Artificial intelligence is changing the way all aspects of media are being created – including photojournalism. Come discuss some practical and ethical ways to create and to use AI-generated visuals.</p> <p><i>Bradley Wilson, Leander HS (photo)</i></p>	<p>POWER REVISION If your writing is not good, you quit before it was. These tips and steps will take you systematically through revision.</p> <p><i>Lori Oglesbee, CADY (all)</i></p>
10:45-11:20	<p>MAKE YOUR COLUMN LIFE-CHANGING Personal columns can change your readers' lives. But only if you're willing to share the moments that changed yours. And write those so your readers can live them with you.</p> <p><i>David Knight, South Carolina, featured speaker (news)</i></p>	<p>DUCT TAPE AND HIGH FUNKADELITY Just because we're journalism-geeky enough to spend nights and weekends making newspapers and yearbooks and broadcasts, even traveling across the state and country to talk journalism, doesn't mean we can't enjoy it. We'll cover 758 ideas to make journalism more fun. And most of them aren't even all that naughty.</p> <p><i>Scott Winter, Bethel University, featured speaker (all)</i></p>	<p>WHY YOU SHOULD ENTER PHOTO CONTESTS There are lots of photo contests for students, from photojournalism to nature and portraits. Learn about some of the contests taking place this school year and why you should enter.</p> <p><i>Mark Murray, ATPI (photo)</i></p>	<p>TRENDING TIMES - 2025 YEARBOOK DESIGNS THAT PIZAZZ! This session will focus on current trends and eye-popping design concepts in yearbook and magazine design. This session will feature National Pacemaker and CSPA Crown award-winning books.</p> <p><i>Kelsey Bennett, Madison Dyer, Ed Larsen, Walsworth (yearbook)</i></p>	<p>LIVESTREAMING ON THE GO How to livestream anything from a pep rally to a UIL playoff basketball game. This session will show you the equipment needed to livestream your school's broadcast program, pep rallies (for schools with 2,000+ students looking for options), and how to create a portable setup to livestream at a sporting event.</p> <p><i>Daniel Ryan Carr, Braswell HS (broadcast)</i></p>	<p>COVER YOUR BOOTY FROM THE MOODY Come hear some tips and tricks for ways to not make the student body, parents and administration mad about processes, procedures, and coverage within your publication.</p> <p><i>Haley Gluch, McNeil HS (all)</i></p>	<p>AI POLICY All media staffs – and teachers – need an artificial intelligence that gives students guidance about how and when they can use AI.</p> <p><i>Bradley Wilson, Leander HS (all)</i></p>	<p>FIGHT FOR YOUR STUDENT PUBLICATION RIGHTS! Student officers with New Voices Texas will present about First Amendment rights and an effort to pass a state law that will prevented unwarranted censorship in student publications.</p> <p><i>New Voices Texas leaders, David Doerr, Akins ECHS (all)</i></p>

FOR ADVISERS Breakfast hospitality hosted by **Varsity Yearbook** in Room 209 from 7:30 to 9 a.m.

FOR EVERYONE Exhibits in Meeting Level hallway will be open from 8 a.m. to 4 p.m. Sunday. Come visit.

FOR ADVISERS Free luncheon at 11:30 a.m. in Room 205. Hosted by **Jostens** representatives. The TAJE Board will present Trailblazer, Pathfinder, Friend of Journalism and Texas Treasure Awards. No ticket required.

ON-SITE CRITIQUES Judges and staffs should meet outside Room 211 for critiques. Please visit the registration desk if you need assistance.

SUNDAY AFTERNOON

OCTOBER 13, 2024

	ROOM 207A	ROOM 207B	ROOM 206A	ROOM 206B	ROOM 210A	ROOM 210B	ROOM 212A	ROOM 212B
1:30-2:05	<p>CHANGE THE WORLD IN 30 SECONDS Great public service announcements change the way your viewers see the world – and change the way they live their lives. So come on and get tips to make your videos change your viewers.</p> <p><i>David Knight, South Carolina, featured speaker (broadcast)</i></p>	<p>SHOW SOME **\$(@& CHARACTER I know you, Beyonce, you're the kind of performer who ... I know you, Steph Curry, you're the kind of basketball player who ... All our stories are driven by character(s). Let's talk about how to find good ones and how to surprise our readers with real characters and change our communities by producing stories with real character.</p> <p><i>Scott Winter, Bethel University, featured speaker (all)</i></p>	<p>BASIC PHOTO WORKFLOW DOUBLE BLOCK SESSION Preparing images for a publication means more than just dropping them on the page. Manage all your photos in a step-by-step process.</p> <p><i>Mark Murray, ATPI (photo)</i></p>	<p>BEGINNER INDESIGN Take a look at the basic tools of this powerful industry standard. Bring questions and any examples of what you want to create.</p> <p><i>Hal Schmidt, Jostens, and Lanie Catuogno, Westwood HS (design)</i></p>	<p>STANDING OUT... ON BUSINESS The world is full of things jockeying for your attention. Use humor and unconventional methods to market and sell your yearbook.</p> <p><i>Sean Claes, Akins ECHS (yearbook)</i></p>	<p>COVER TO COVER Every year is different so every year should be covered in a new way. From book organization to the index, we'll look at ways to refresh your coverage and include more people, places, things and events.</p> <p><i>Jeff Moffitt, Jostens (yearbook)</i></p>	<p>ACT LIKE A 4-YEAR-OLD: ASK WHY The better your interview, the better your products will be. It is impossible to overestimate the value in asking questions. Learn how to write, order and follow up with questions to turn a bland set of quotes into a genuine conversation</p> <p><i>Stephen Green, Caney Creek HS (all)</i></p>	<p>EFFECTIVE EDITORS Editors do so much more than create the content for their publications. This is what exemplary editors should be taking on.</p> <p><i>Yary Lira, McKinney HS, Karla Romero Paramo, Frisco HS (all)</i></p>
2:15-2:50	<p>LET'S MAKE WRITING IN YOUR YEARBOOK A PRIORITY AGAIN Looking to improve the writing in this year's book? This session will give practical tips for finding great stories, going deep, not wide, doing better interviews, and revision that will make a big difference in improving how you tell the story of 2025 at your school.</p> <p><i>Jim Jordan, Walsworth (yearbook)</i></p>	<p>THE TERRIFIC STORY OF THE RISE OF THE TUESDAY TOP 10 We never intended for the weekly photo essay to become a staple of our website, but it happened. We'll tell you how it happened, how we do them, how it takes a village and what we are still working on getting right.</p> <p><i>Dave Winter, McCallum HS (news, photo, online)</i></p>		<p>ADVANCED INDESIGN Move beyond the basics and see how you can expand your designs and work faster in InDesign.</p> <p><i>Hal Schmidt, Jostens, and Lanie Catuogno, Westwood HS (design)</i></p>	<p>AI IN JOURNALISM TEACHING AND LEARNING: RESPONSIBLE USE, CHALLENGES AND OPPORTUNITIES This session will focus on AI use trends in journalism, responsible use of the technology, challenges and opportunities for teachers and students. A list of resources will be included in the presentation.</p> <p><i>Dorothy Bland, University of North Texas (all)</i></p>	<p>AND WE'RE LIVE This session, run by NDN Press sports editors, will show how we plan for a weekly block of programming, from our weekly show content, Sports Break and Game Day, to how to plan and effectively run a live broadcast with what was essentially a skeleton crew of underclassmen and a shared vision.</p> <p><i>NDN Press staff, Mike Tobias, Port Neches-Groves HS (broadcast, online)</i></p>	<p>ADVANCED AI TECHNIQUES AND IDEAS You may have already dabbled in the AI pool. If you're ready to take your AI game to the next level, come learn in-depth about how generative AI tools think, how to write, refine and store prompts, and ethical and creative methods to problem solve using these powerful tools.</p> <p><i>Stephen Green, Caney Creek HS (all)</i></p>	<p>RECRUITING MEMBERS In the battle for enrollment numbers? This is how to have high-quality students WANT to join your publication programs.</p> <p><i>Yary Lira, McKinney HS, Karla Romero Paramo, Frisco HS (all)</i></p>
3:00-3:35	<p>STORYMAKER: DEVELOPING THE POWER OF YOUTH MEDIA Projects, lesson plans, storytelling resources and tutorials just for you. StoryMaker is a powerful learning platform developed by PBS NewsHour Student Reporting Labs to build the next generation of media creators.</p> <p><i>Trina Moore, Rouse HS (broadcast, multimedia)</i></p>	<p>GET OFF YOUR DAMN PHONE Look up. There's a world around you, but many teens are missing it. They are so attached to their phones – face glued to the screen as they walk the halls. It's time to put down your phone and get out of your classroom to be a good reporter. (And yes, we will talk about how phones can be helpful in your reporting.)</p> <p><i>Jeanne Acton (all)</i></p>	<p>FOR THE PEOPLE, BY THE PEOPLE Don't let the people section be a missed opportunity. It's the perfect place for additional yearbook coverage – expand your theme, sneak in academics and clubs, and profile interesting students. Plus, learn how to plan coverage and design even before the pictures are taken.</p> <p><i>Kel Lemons, Jostens (yearbook)</i></p>	<p>BEGINNERS PHOTOSHOP See the basics of adjusting and cropping your photos to look their best.</p> <p><i>Hal Schmidt, Jostens, and Lanie Catuogno, Westwood HS (photo)</i></p>	<p>I'M A NEW ADVISER, NOW WHAT? Being a new adviser can be scary, but it doesn't have to be! Get tips and tricks to help you calm your concerns and make your year be fun for both you and your students. You don't have to be a first-year adviser to take something away from this session. Also learn more about JEA's Mentor program.</p> <p><i>Alicia Merrifield, The Village School (advisers)</i></p>	<p>REACH OUT TO OTHER LANGUAGE GROUPS WITH TRANSLATIONS Your publication likely has as its target an English-speaking audience. But they could also serve other language groups in your school by translating English-language stories for those students. This session offers advice about translating content for journalism as well as a discussion of human versus AI.</p> <p><i>Mark Webber (all)</i></p>	<p>LETTING YOUR VOICE BE HEARD Being a forum for voices is a vital part of journalism programs, so why are opinion pieces treated as a laundry list of complaints? Learn how to ditch the ranting and wishy-washy statements and craft well-researched opinions written to be read and persuade the reader to take action.</p> <p><i>Stephen Green, Caney Creek HS (all)</i></p>	<p>THE STORIES WE DON'T TELL This session is meant to provide a safe space for students who are part of marginalized groups in some way or other, to share their experiences navigating school and journalism while dealing with their own personal stories.</p> <p><i>Karla Romero Paramo, Frisco HS (all)</i></p>
3:45 - 4:20	<p>HEAR IT FROM NEWSPAPER EDITORS: THESE ARE THE MOST IN-DEMAND SKILLS FOR JOURNALISTS From developing story ideas and interviewing to incorporating AP Style and meeting deadlines, let's talk about the skills that are most needed in newsrooms.</p> <p><i>Nancy Preyor-Johnson, San Antonio Express-News (news)</i></p>	<p>LET'S FACE IT High school journalists have to cover prom, homecoming, new school policies, etc. But you don't have to cover those stories the same way year after year. Let's talk about how to be a great reporter so you can find that unique angle and put a face on your stories.</p> <p><i>Jeanne Acton (all)</i></p>	<p>I'M ASKING FOR A TREND What's trending in yearbook coverage? Let's obsess over cool topics and fun designs to inspire fresh coverage in 2025 books.</p> <p><i>Kel Lemons, Jostens (yearbook)</i></p>	<p>BEYOND THE BASICS IN PHOTOSHOP Get more from your cutouts and see how layers allow for more creativity. Bring questions and any examples.</p> <p><i>Hal Schmidt, Jostens, and Lanie Catuogno, Westwood HS (photo)</i></p>	<p>TAJE MEMBERSHIP MEETING Hear reports from the executive board and learn about their plans for the year. Give us feedback and ask questions, too. Win door prizes!</p> <p><i>TAJE Executive Board</i></p>	<p>MORE THAN TEXT AND A PHOTO: ADDING VALUE THROUGH ONLINE PACKAGES Having an online presence is more than just posting text and a photo or two. This session will discuss ways to add value to basic text content that will benefit readers, staffs and publications.</p> <p><i>Mark Webber (online)</i></p>	<p>TYPOGRAPHY - THE TAYLOR SWIFT OF YOUR DESIGN Type isn't just a part of your design – it can really be the star of the show. Learn how to use type in creative ways & how to build your entire design concept around exciting, innovative typography.</p> <p><i>Sabrina Schmitz, Walsworth (yearbook)</i></p>	<p>TURNING PHOTOGRAPHY INTO A BUSINESS Photo storytelling can lead to entrepreneurial success. By sharing real-life examples and actionable strategies, this session will show you how the investigative mindset and problem-solving skills of journalism can fuel entrepreneurial growth and innovation.</p> <p><i>Ashley Brown, Brownie Photography (photo)</i></p>

SPECIAL THANKS TO OUR SPONSORS

CADY – Adviser Bags & Lanyards
H-E-B – Monetary & Gift Card Donation
The Headliners Foundation – Featured Speakers

Jostens – Adviser Luncheon
Photo Texas – Monetary Donation
Texas A&M Student Media Department – Monetary Donation

Varsity Yearbook – Adviser Hospitality
Walsworth – Keynote Speakers
SNO Sites – Conference Wifi

MONDAY

OCTOBER 14, 2024

9 a.m. Hemisfair Ballroom C3

AWARDS & CLOSING

**KEYNOTE
SPONSORED BY WALSWORTH
CATHY KUHLMEIER**



Cathy Kuhlmeier was one of three students involved in the 1988 U.S. Supreme Court landmark case Hazelwood v. Kuhlmeier. The case involved censorship of articles in The Spectrum student newspaper of Hazelwood East High School in St. Louis, Missouri. The U.S. Supreme Court ruled against the students, which overturned the 1969 decision in Tinker v. Des Moines where students did not shed their rights at the schoolhouse gate. What you've read in the textbooks about Hazelwood v. Kuhlmeier isn't the whole story of what happened in this case. In this session, Kuhlmeier will share her side of this historic case.

ADMINISTRATOR OF THE YEAR

Trey Kramer, Asst.
Superintendent of High Schools,
Humble ISD

NEW VOICES TEXAS

PRIZE DRAWINGS

Wiñata a Piñata Winners
Deadline Survival Tub Drawing

AWARDS CEREMONY

Individual Contest Awards
Best of Show
Sweepstakes

*Please pick up all awards and entries
at the conclusion of the ceremony.*

Wiñata a Piñata

Follow @TxAJE on Instagram and join our social media contests this weekend and you could win a sweet piñata overflowing with candy for your staff. Wiñata a Piñata contest winners will have their school entered twice into the drawing for the deadline survival tub. Every other school will only be entered once. You must be present at the awards ceremony Monday morning to win. Piñata winners announcement and the Deadline Survival Tub drawing will happen before the awards ceremony.

SATURDAY

SELFIE TONIO – Post the most San Antonio-themed selfie you can on Instagram and use the hashtags #TAJE and #selfietonio and you'll be entered to win a piñata.

SUNDAY

JOURNALISM TIKTOK or REEL – Deadlines. Copy editing. Video production. Grammar. Photography. Pick a topic and produce the most creative journalism-related TikTok. Use the hashtags #TAJE and #journalism to be entered to win a piñata.



CONVENTION MAP

