

## OUR FEATURED SPEAKERS – BEST OF THE BEST



**Sarah Nichols, MJE**  
JEA National Yearbook Adviser of the Year

Sarah advises award-winning student media at Whitney High School in Rocklin, Calif.

She serves as vice president of the Journalism Education Association and is the current JEA National Yearbook Adviser of the Year.

Her publications have earned numerous state and national awards, including the NSPA Pace-maker Award, along with any number of high placings in the NSPA Best of Show competitions at national conventions.

“I can’t tell you how many pages of notes I have taken when I have had the opportunity to attend one of Sarah’s sessions,” said Jack Kennedy, CHSPA executive director. “She is quite simply one of the top minds in scholastic journalism.”



**Aaron Manfull, MJE**  
Dow Jones News Fund National Journalism Teacher of the Year

Aaron is Media Adviser at Francis Howell North High School, in St. Charles, Missouri. He is also the JEA Digital Media Chair.

Aaron is in his 14th year of advising and oversees the North Star newsmagazine, Excalibur yearbook, FHNtoday.com and FHNtodayTV.

He is webmaster for JEADigitalMedia.org and was recently named the 2011 Dow Jones News Fund National Journalism Teacher of the Year.

“Aaron is one of a handful of young advisers pushing and prodding journalism programs to go online,” Jack Kennedy, CHSPA executive director, said. “And he does all that while maintaining the highest standards in print media.”

# 10:25 - 11:05 Session 2

## West Ballroom (350) Making the Move Online, Part 1: Getting Everything Set

Featured Speaker Aaron Manfull  
Want to move online but not sure where to start? This session provides the first 5 of 10 steps involved with moving your publication online and doing it right.

### J-DAY TIP

Each session you attend may provide you with just the idea you need to help your publication or website or broadcast to a new level. Take notes. Don’t trust your memory. Write down websites that can provide you and your staff with more ideas, more help.

How would it be if you came home from J-Day with one killer idea? Isn’t that why you came to Fort Collins today?

## East Ballroom (450) Yearbook: Beyond and Behind the Book

Featured Speaker Sarah Nichols  
Digital tools make all the difference when creating and improving a reader-relevant publication in today’s world. Come for yearbook ideas with emphasis on social media, online content and crowdsourcing.

## Cherokee Park Ballroom (150) General: Sports Ain’t About the Games

Scott Winter  
Gary Smith, a lowly sportswriter, has won four national magazine writer of the year awards. In sports. Among the many reasons for his success is this: He doesn’t rehash games, write predictions or write about great athletes. He finds the people and the issues that move us, and make our Aunt Gladys want to read the sports pages.

## Room 230 (80) General:

### Woof. Woof. Being a Newshound

Mark Newton  
Finding stories for your publication or broadcast is easy. Finding good stories is a little harder. But a newshound can find amazing stories.

10:25 - 11:05 / Session 2  
continued

**Room 228 (80)**  
**Connecting the Verbals  
and Visuals of Photography**

Kristi Rathbun & Rob Rathbun

We'll begin with some ideas on improving composition. We will also emphasize the importance of photography as reporting – examining the writing of great captions – and then take a look at how Photoshop editing can make your photographs reach their potential.

**Room 224/226 (80)**  
**Design: Pimp Your Style Guide**

Jenny Fischer

In this session, we will take a look at some typical page design problems, and simple ways to solve them. You'll learn ways to pare down your style, inject a little more white space, and tricks to keep your style consistent. While we're at it, we'll look at cool examples of how and when to 'bend' your style a bit, and neat ways to surprise your readers.

**Room 220/222 (80)**  
**Reporting: Covering Tragedy**

Greg Luft

This session will examine the difficulties faced by journalists when it is necessary to cover tragedy, including interviewing witnesses and victims. We hope you never have to report on such issues, but you need to be prepared.

**Room 214/216 (80)**  
**How QR Codes and Google Docs  
Expand the Yearbook Process**

Greg Stimack & Brandon Blackwell

The first half of this session will focus on how using Google Docs can simplify the yearbook process and the second half will be based on how QR codes are sneaking their way onto yearbook pages across the country and making yearbook interactive.

**Room 213/215 (80)**  
**Broadcast: Advice from a College Student**

Young Kim

While it is important to study broadcast journalism from the textbooks, it is a richer experience to do the real thing. That's why it's beneficial to get involved during your high school and college years to gain the upper edge in this competitive field. From your school newspaper, broadcasting clubs, or even freelance work, learn what resources you have as a student and why it's in your best interest to take advantage of it.

**Room 211E (40)**  
**General: Organizing the Publications Room**

Lynnette Chapman Ryan

This session will highlight various strategies for organizing the publications classroom for efficiency and to reduce paperwork overload for teachers and students.

**Room 203/205 (80)**  
**Advertising: A Sales Program That Works**

Angela Banfield

The session will highlight a proven ad sale program which enabled both newspaper and yearbook to thrive without assistance from the district. Students will be able to sell ads for the year, not just each issue. Advisers will walk away with information to rejuvenate their program and their students.



# 11:20 - Noon Session 3

**West Ballroom (350)**  
**Making the Move Online, Part 2:  
Running the Newsroom**

Featured Speaker Aaron Manfull

Great, you've got your staff a URL, hosting and are online. Now the tough part: generating frequent content and promoting it.

**East Ballroom (450)**  
**Yearbook: The Sports Report**

Featured Speaker Sarah Nichols

Improve the most neglected section in your yearbook by attending this session taught by a lifelong athlete, coach and yearbook nerd. Leave with ideas for better photo coverage, more meaningful storytelling and emphasis on numbers that matter.

### J-DAY TIP

Lory features food courts on both the main floor and the lower level, so you will find a variety of lunch options at affordable prices.

Enjoy a "civilized" lunch break of 75 minutes, while your adviser spends some time at the Adviser Luncheon.

And why not take a few minutes to explore the central CSU campus, once you have enjoyed some lunch? It's always a beautiful day at CSU!

**Cherokee Park Ballroom (150)**  
**General: Start a Movement**

Scott Winter

Student publications should be doing the kinds of media that will leave a mark on their schools. The kinds of stories that start movements in your hallways. We'll look at some examples of journalists who are making a difference.

**Room 230 (80)**  
**Yearbook: Thinking Chronologically?  
Plan Chronologically!**

Carrie Faust

As schools make the transition to chronological coverage, it's important to plan early and plan often. Come hear how the Smoky Hill staff is making the transition and covering our school better than ever before.

**Room 228 (80)**  
**Yearbook: Creating Strong Leads and Copy**

Justin Daigle

Do you want to create copy that will appeal to your student body? Discover new strategies and approaches to writing various copy from theme copy to captions that will appeal to your readers. Also, see strong examples of copy from various national award-winning yearbooks.

**Room 224/226 (80)**  
**Multimedia: Beyond Print**

Laura Frank

Take your journalism into the multimedia age. Learn how to turn your news stories into compelling multimedia reports. Reach a wider audience and give your stories more impact. Led by investigative journalist Laura Frank, executive director of the I-News Network.

**Room 220/222 (80)**  
**Newspaper:  
Writing with Creativity and Flair**

Kris Kodrich

Storytelling is what we do as journalists. This session will discuss how we engage our readers with interesting details, powerful nouns and active verbs, as well as utilize literary techniques such as character development, scene-setting, story structure, dialogue and figurative language.

**Room 214/216 (80)**  
**Social Media:  
Merging with Traditional Reporting**

Trevor Hughes

In a world filled with Facebook, Twitter and YouTube, how do reporters find and tell stories that cross generations of readers and viewers to engage and inform?

**Room 213/215 (80)**  
**General:  
Your Future in College News / Internships**

Gil Asakawa

After spending time on high school newspapers, what can you expect at a college news organization, and how do internships and job hunting work in the real world?

**Room 203/205 (80)**  
**Newspaper: Opinion Writing That Rocks**

Jack Lovelace

Some tips on how to write opinion that someone will want to read.

### Want to share anything about J-Day?

Your adviser will receive a survey during the Adviser Luncheon, and will have an opportunity to make suggestions and highlight what worked and what didn't during this year's state conference. But you can also send your comments directly to [chspaboard@gmail.com](mailto:chspaboard@gmail.com). Send us a message!

## MEET OUR PRESENTERS – THEIR GOAL IS TO HELP YOU BE EPIC THIS YEAR

**Nicole Arduini & Jim Herbertson**  
*Herff Jones Yearbook Representatives*

Nicole and Jim have a combined 30 years of experience in yearbooks as well as several customers that have award winning programs. With a passion for yearbooks and teaching, it is easy for us to help schools move their program to the next level.

9:30 session 1



**Gil Asakawa**

*Manager of Student Media, University of Colorado CU Independent, Journalism & Mass Communication*  
Gil Asakawa is a veteran journalist and online media expert. He started his career as music editor at Westword, Denver's alternative weekly, and has served as entertainment editor at the Colorado Springs Gazette. Since 1996 he has worked online at a number of Internet companies and managing the DenverPost.com website. He has also been Managing Editor, Product Development for Advance Internet and Manager of Audience Development for MediaNews Group. He currently is the adviser for the CU Independent, the student-run news website for CU-Boulder.

11:20 session 3



**Angela Banfield, CJE**

*Newspaper Adviser, Yearbook Adviser, English Teacher, Journalism Teacher, Coronado High School, Colorado Springs School District 11*

Angela is an award-winning newspaper and yearbook adviser in her 4th year teaching. Additionally, Angela was selected to be an ASNE Fellow, and as a CWP Fellow. She recently received her CJE.

10:25 session 2



**Tina Cleavelin & Peter Griffin**  
*Creative Accounts Manager & Yearbook Sales Rep., respectively, for Jostens*

Tina has been Southwest Creative Accounts Manager for past 10 years. She advised award-winning newspaper, yearbook and photojournalism staffs for 14 years in Arizona and Oklahoma. While advising yearbook and photojournalism staffs in Arizona, she served as the Fall State Journalism Convention Director for the Arizona Interscholastic Press Association. Tina continues to remain actively involved in state and national journalism organizations as a speaker and judge. Peter has been a Jostens sales representative for 22 years in Colorado and Virginia.

9:30 session 1



**Justin Daigle, CJE**

*Yearbook Adviser, Brighton High School*

Justin has served as the Reflections yearbook adviser at Brighton High School for the past six years and as an English teacher for eight. His staff has won awards from various state and national organizations such as CHSPA, ASPA, CSPA, and NSPA. Justin was awarded the 2010 JEA Rising Star Award and was named CHSPA Teacher of the Year in 2009. He is vice-president/president-elect of CHSPA.

11:20 session 3



**Carrie Faust, MJE**

*Yearbook and Newspaper Adviser, Smoky Hill HS*  
Carrie has been advising yearbooks and newspapers for 10 years. Her publications have won state and national awards, including CHSPA 1st Place and Best-in-Show and NSPA Pacemaker and CSPA Silver Crowns. She is a 2010 JEA Distinguished Adviser and the CHSPA Teacher of the Year for 2011.

11:20 session 3



**Jenny Fischer**

*Creative Services Manager, Rocky Mountain Student Media Corp.*

Jenny is a graphic designer who has worked in publication and marketing design and is currently the creative services manager for Rocky Mountain Student Media Corp. She is a proud Ram, font fanatic, and lover of the Oxford comma.

10:25 session 2

**Sandra Fish**

*journalism instructor, University of Colorado*

Sandra is a journalist and journalism instructor, focused on politics, data analysis and interactive reporting.

9:30 session 1

**Laura Frank**

*Executive Director, I-News Network*

Laura is executive director of the pioneering non-profit news service, the I-News Network, which produces complex stories that otherwise would go untold and delivers them to media across the region. She also serves on the board of directors of the national Investigative News Network. She spent two decades at daily newspapers, radio and public television, and was an investigative reporter at the Rocky Mountain News when it closed in 2009. Her work has been recognized in both broadcast and print, and has helped change both laws and lives.

11:20 session 3

**Sheryl Fulton**

*Marketing Services Manager, Jostens*

Sheryl is a former Ft. Collins High School adviser and St. Louis University adviser who loves yearbooks. Her goal is to excite students to find passion for preserving memories and telling great stories.

9:30 session 1

**Trevor Hughes**

*Staff Reporter, Coloradoan Media Group/USA TODAY*

Trevor is a general assignment and projects reporter for the Coloradoan in Fort Collins, and a correspondent for USA Today. He uses social media and computer-assisted reporting, along with old-fashioned shoe leather, to break and tell stories.

11:20 session 3

**Sam Johnston**

*Executive Director, Colorado Press Association*

Sam is in her second year leading CPA, after a "first career" as a reporter.

9:30 session 1

**Jill Jones**

*Adviser, Windsor Chronicle, Windsor High School*

Jill teaches journalism and literature at Windsor High School in Windsor, Colorado, and has advised the student newspaper for five years. Jones is a 20-year veteran of print journalism in Colorado, and has worked as a designer and editor at the Coloradoan in Fort Collins, the Daily Camera in Boulder and The Rocky Mountain News in Denver. She also is Education Coordinator for the Colorado High School Press Association.

9:30 session 1

**Young Kim**

*Student/Intern, Northeastern University/CBS4*

In the fall of 2009, he drove 12,000 miles around the country in 30 days, interviewing his former classmates about their memories, beliefs, and aspirations which will be made into a documentary for the Ponderosa High School reunion of 2019. He is a student at Northeastern University and also the news director of their student-run online television station. He's back in Denver this fall as an intern for CBS4.

10:25 session 2

**Kris Kodrich**

*Associate Professor, CSU, Department of Journalism & Technical Communication*

Kris teaches advanced reporting and international mass communication. He has a dozen years of reporting and management experience at daily newspapers in Florida, Wisconsin and Oregon. He has been a Fulbright Scholar in both Spain and Chile.

11:20 session 3

**Jack Lovelace**

*Journalism instructor, Colorado State University*

Jack has been teaching a variety of writing courses in the journalism department over the past decade.

11:20 session 3

**Greg Luft**

*Professor and Chair, Department of Journalism and Technical Communication, Colorado State University*

Greg directs the Journalism program at CSU, where he has taught television news and production since 1988. He has worked in television news as a reporter, and is an independent producer of documentaries, educational programs and corporate video.

10:25 session 2

**Mark Newton, MJE**

*Journalism teacher, student media adviser, Mountain Vista High School*

Mark is in this third year as the journalism teacher and adviser to the Eagle Eye news magazine and Aerie yearbook at MVHS. For 19 years, he advised The Orange & Black at Grand Junction High School. He is the president of the Journalism Education Association.

10:25 session 2

**Tony Phifer**

*Senior writer, public relations, Colorado State University*

Prior to coming to CSU in 2008, Tony spent 28 years working as a sports writer for the Fort Collins Coloradoan, covering everything from high schools to the Denver Broncos. Prior to that he was sports editor of both his college and high school newspapers, so he has more than 30 years experience in journalism at every level.

9:30 session 1

**Kristi Rathbun, CJE & Rob Rathbun**

*Kristi is adviser of The Black & Gold yearbook and The Rock newspaper and Rob is South Metro sales representative for Balfour Yearbooks*

Kristi advises and teaches English at Rock Canyon High School. For over 15 years, she has helped students achieve state and national success. She currently serves as the CHSPA Greer Scholarship Coordinator and JEA State Director for Colorado. Rob has a background in marketing and sales, and is helping grow strong journalism in Colorado. An expert in Adobe Photoshop and InDesign, Rob has been working to help schools achieve excellence in journalism.

10:25 session 2



## OUR PRESENTERS CONTINUED

### Lynnette Chapman Ryan, MA, MAEd.

*English/journalism Teacher, Discovery Canyon Campus High School, Colorado Springs*

Lynnette has taught college English and women's studies for 16 years and high school English/journalism for 7 years. She advises both yearbook and newspaper.

10:25 session 2



### Greg Stimack & Brandon Blackwell

*Yearbook Sales Representatives, Walsworth Publishing*

Greg is starting his 6th year with Walsworth. His background and education in computers have made him a perfect fit for the direction yearbook is heading.

Brandon is starting his 3rd year with Walsworth. He started with Walsworth's digital media site, ClassScene. That experience gives him great insight into how social media and QR codes now interact with the yearbook process.

10:25 session 2



### Karen Wagner

*Yearbook Adviser, Eaglecrest High School*

After falling in love with journalism when she was on the Orange and Black staff in high school, she decided to focus her career on advising publications. She has been advising for the past six years and has served on the CHSPA board for the past five years. She began her term as president of CHSPA on July 1.

9:30 session 1



### Scott Winter

*Assistant Professor, University of Nebraska-Lincoln*

Scott advised high school publications for 11 years, was a journalist for 8 years and has been a journalism professor for 6 more. His students have won Pacemakers, Hemingways, Robert F. Kennedy Foundation and Hearst awards. He likes to eat red meat, even as a snack.

9:30 session 1, 10:25 session 2, 11:20 session 3



You won't find a better lineup of presenters outside of a national convention, so don't you dare miss a chance to learn from the nation's best. Plan out your day, and be sure to have an alternate choice each learning session.

## THE LAST TIME YOU READ OUR STATE LAW WAS...?

### Colorado Student Free Expression Law

(Cite as: Colo. Rev. Stat. 22-1-120)

#### Section 22-1-120 — Rights of free expression for public school students

(1) The general assembly declares that students of the public schools shall have the right to exercise freedom of speech and of the press, and no expression contained in a student publication, whether or not such publication is school-sponsored, shall be subject to prior restraint except for the types of expression described in subsection (3) of this section. This section shall not prevent the advisor from encouraging expression which is consistent with high standards of English and journalism.

(2) If a publication written substantially by students is made generally available throughout a public school, it shall be a public forum for students of such school.

(3) Nothing in this section shall be interpreted to authorize the publication or distribution by students of the following:

- (a) Expression which is obscene;
- (b) Expression which is libelous, slanderous, or defamatory under state law;
- (c) Expression which is false as to any person who is not a public figure or involved in a matter of public concern;
- (d) Expression which creates a clear and present danger of the commission of unlawful acts, the violation of lawful school regulations, or the material and substantial disruption of the orderly operation of the school or which violates the rights of others to privacy.

(4) The board of education of each school district shall adopt a written publications code, which shall be consistent with the terms of this section and shall include reasonable provisions for the time, place, and manner of conducting free expression within the school district's jurisdiction. Said publications code shall be distributed, posted, or otherwise made available

to all students and teachers at the beginning of the 1991-92 school year and at the beginning of each school year thereafter.

(5) (a) Student editors of school sponsored student publications shall be responsible for determining the news, opinion, and advertising content of their publications subject to the limitations of this section. It shall be the responsibility of the publications advisor of school-sponsored student publications within each school to supervise the production of such publications and to teach and encourage free and responsible expression and professional standards for English and journalism.

(b) For the purposes of this section, "publications advisor" means a person whose duties include the supervision of school-sponsored student publications.

(6) If participation in a school-sponsored publication is part of a school class or activity for which grades or school credits are given, the provisions of this section shall not be interpreted to interfere with the authority of the publications advisor for such school-sponsored publications to establish or limit writing assignments for the students working with the publication and to otherwise direct and control the learning experience that the publication is intended to provide.

(7) No expression made by students in the exercise of freedom of speech or freedom of the press shall be deemed to be an expression of school policy, and no school district employee, or parent, or legal guardian, or official of such school district shall be held liable in any civil or criminal action for any expression made or published by students.

(8) Nothing in this section shall be construed to limit the promulgation or enforcement of unlawful school regulations designed to control gangs. For this purpose of this section, the definition of "gang" shall be the definition found in section 19-2-1111(2)(d)(II), C.R.S.