

# The NCSMA Scoop

North Carolina Scholastic Media Association

Vol. XIV, No. 4

UNC-Chapel Hill, Chapel Hill, NC 27599-3365

March 2006



**The write stuff.** Summer Institute students complete sequence writing assignments. Institute classes are designed to be informative, fun and productive. Participants are immersed into scholastic journalism coursework. *Photo by Jonathan Boone.*

## Peace, love and journalism

*Register for summer Institute scheduled for June 19-22*

Students and teachers are invited to enroll in the North Carolina Scholastic Media Institute June 19-22 on the UNC-Chapel Hill campus.

NCSMA student officers have chosen a '60s theme, "Peace, Love and Journalism." Join us here for journalism instruction and workshop fun.

Instructors will travel from across the state and nation to offer their expertise in newspaper, yearbook, magazine and broadcast journalism.

The Institute is open to all advisers and to students who are rising ninth-graders through rising 12th graders. The schedule includes 20 hours of instruction, plus time for a pizza party in the Kenan Stadium skybox, a talent show on the Quad and a tie-dye event on the lawn.

The School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill sponsors the Institute. The intensive workshop is designed to teach creative and effective ways of communicating through scholastic media.

Students may enroll in one of the following divisions: newspaper, yearbook, literary magazine, photojournalism, desktop publishing or TV news. Advisers may enroll in any of those six divisions, or they may enroll in the advising division.

Students may also apply for staff positions on The Rush, the Institute newspaper (see page 6). The Rush staff will produce the Institute's official newspaper in four days. TV news students will produce the Institute's newscast.

## Dates & Deadlines

### March 28

*Northwest Regional Workshop, Appalachian State University, Boone*

### April 20-23

*National High School Journalism Convention, San Francisco*

### April 20

*Postmark deadline for NCSMA's newspaper/magazine contests*

### May 25

*Postmark deadline for NCSMA's yearbook, literary magazine and TV news contests*

### May 25

*Postmark deadline for NCSMA's Institute registration*

### June 19-22

*N.C. Scholastic Media Institute, Chapel Hill*

### July 5-14

*JOMC 191, Teaching Broadcast Journalism in the High School, School of Journalism and Mass Communication, UNC-Chapel Hill*

### July 17-27

*JOMC 105, Desktop Publishing and Design in the High School, School of Journalism and Mass Communication, UNC-Chapel Hill*

# Nod to honors credit for journalism classes

How rigorous should a course be at the high school level to be awarded honors status? Before I answer that question with my opinion, let's look into a typical journalism classroom to see the various jobs and assignments students have to tackle.

My last column outlined the many steps that a journalism class must go through to acquire all the needed equipment to produce publications at the high school level. These steps included such diverse jobs as raising money for computers on which to produce the publication and selling ads to local businesses to raise funds for publication. Beyond these issues, journalism students must maintain a budget, schedule and take pictures for the yearbook and other publications, and create a distribution system for the finished product.

## Workshops

All the while, they are writing the text and recruiting good staff people for the next cycle. Attending a summer session, such as the North Carolina Scholastic Media Institute, where the training is invaluable, is also an important part of the overall process.

I do not advocate the awarding of honors credit to just anyone who is on the staff. I feel that the credit should go to those who have been to one or more workshops outside the school, have been on the staff for more than one credit session, have achieved the status of at least assistant editor on a publication, and have met all the prerequisites to get to the honors level.

Many other courses offer honors credit for extra hard work or research, and they also have prerequisites. It seems to me that it would be only fair

for journalism students to get at least the same minimum benefits as other honors courses. At our school, as well as many others, journalism courses are the only courses that have to sell our products to raise the money for publication.



**J. Alan Peoples**  
NCSMAA President

## Interdisciplinary

Journalism courses are also interdisciplinary. Our staff works on math and business skills when we set a budget, plan and implement the fundraising and sales, and work on the distribution of the finished product. We also work on projected sales by using the cost and time factors from past years to plan for the next year. We work on research skills and writing skills as we pare information to work within the timeframe and into the allotted space in the publication.

Our writers are most often some of the best in the school, and, even when they are not on our staffs we must approach the better writers and ask for their submissions.

One of the biggest draws is for the literary arts magazine is that it is sometimes the only outlet for the creative students to get their work published.

Honors courses take students to a higher level of skill and independence. An honors classroom has self-motivated students who can focus on a project, lead as well as be a team member, seek answers, and maintain a high level of energy.

Look into a classroom where a yearbook, a literary magazine, or a newspaper is being published, and these are the students you will see. They deserve honors credit.

## *Trials, tribulations, tasks of deadline week*

Ahh, deadline week: the greatest seven-day period in the life of a literary magazine staff writer or editor.

Inevitably, Murphy's Law will somehow find a way to surface during this interval. Perhaps all of the computers crash just as your tech editor has finished saving everything onto a jump drive. Perhaps your teacher's car breaks down before she has to drive a hard copy of the magazine to the plant. Hey, maybe the publication gods just really, really hate you.



**Suzy Chen**  
NCSMA President

You should not, however, find obvious mistakes that should have been picked up during the final editing processes. After Ms. Hambacher, our adviser, and I have edited all of the written submissions, each entry must be checked off by three different members of the staff. The signed off copy and the spread have to match, for starters.

Furthermore, everyone is free to ask questions about the grammar. If a mistake is found, the process starts again. Three different people must, once again, painstakingly go through the poem, story, feature, or review. It doesn't matter if the mistake was a misplaced comma. We don't care.

So, imagine, during deadline week, when I sat down at the computer to print the first of 36 and found a mistake. And then another. And then another. There were quotes around some pull quotes and not around others. The text in certain pull quotes didn't match the copy in the actual spread.

One of the prose pieces didn't have an end mark at the end. I found comma splices. I saw "three hour" and "three-hour," "special effects" and "special-effects," "Depression-era" and "During the depression..." in the same spread.

Even after the best efforts, there will always be some sort of grammar inconsistency that no one managed to catch. That's human error. But at the same time, deadline week isn't the time for laziness. When May arrives, we want to celebrate a year of hard work and dedication—not bemoan everything we could have caught.



Published five times a year by the North Carolina Scholastic Media Association, School of Journalism and Mass Communication, UNC-CH, Chapel Hill, NC 27599-3365.  
Phone: (919)962-4639, (919)843-7730 or (888)562-6276  
email: ncsma@unc.edu  
Internet: www.ibiblio.org/ncsma  
Monica Hill, NCSMA director  
Pharen Bowman and Graham Russell, editors

## NCSMA Officers:

President Suzy Chen, Providence Senior High; Vice President Electronic Communication Sarah Reidinger, T.C. Roberson High; Vice President Literary Magazine Karen Partington, Lee Senior High; Vice President Newspaper Grace Howerton, McMichael High; Vice President Visual Communication Korie Sawyer, First Flight High; Vice President Yearbook Brittney Ramsey, Polk County High

## NCSMAA Officers:

President J. Alan Peoples, Polk County High; President-elect Geoff Belcher, Wake Forest-Rolesville High; Secretary Debbie Russell, McMichael High; Vice President Electronic Communication Mark Harrison, T.C. Roberson High; Vice President Literary Magazine Marva Hambacher, Providence Senior High; Vice President Newspaper Beth Lail, Statesville High; Vice President Visual Communication Catherine Crownover Elvy, Lee County Senior High; Vice President Yearbook Jan Reid, John T. Hoggard High; Task Force Chairwoman Susan Miller, Ragsdale High; JEA State Director Monica Hill, NCSMA.

## news in brief

### ■ *State Journalist of the Year winners announced*

First Flight High School journalist Danielle Landskroener has been named the 2006 Rachel Rivers-Coffey North Carolina High School Journalist of the Year.

Landskroener serves as Editor-in-chief of the Nighthawk News.

Alternates were Sarah Dutton of Manteo High School and Andrew Dunn of Apex High School. The N. C. Press Association established the annual scholarship award and named it in honor of professional journalist and former NCPA president Rachel Rivers-Coffey, who was killed in a horseback riding accident.

NCPA will award a \$500 scholarship to Landskroener, and \$200 to each alternate at the Institute's annual Awards Brunch. Each student's journalism teacher will receive matching funds for use in his or her journalism classrooms.

### ■ *Asian American Journalists Association hosts free J Camp*

The Asian American Journalists Association is hosting J Camp, a high school journalism program for gifted students of color. The program will be held from July 29 to August 3, 2006 at New York University in New York City, NY. Previous speakers at the six-day camp include Carl Bernstein, Aaron Brown, Tim Russert, and Helen Thomas, among others.

Applicants must be current freshmen, sophomores or juniors. A maximum of 40 students will be selected. Applications are now being accepted but must be received by April 14. For more information, go to the AAJA website at [www.aja.org](http://www.aja.org).

### ■ *Honors journalism course information available online*

Honors journalism course materials have been posted on the NCSMA web site, <http://www.ibiblio.org/ncsma>. The information includes course goals, objectives, a pacing guide, and other helpful items for both newspaper and yearbook.

### ■ *Dow Jones Teacher of the Year applications due July 1*

Dow Jones Newspaper Fund is now accepting applications for its National High School Journalism Teacher of the Year Program.

While others (including students) can nominate a teacher, the application form must be completed

by the teacher. Teachers are asked to confine their responses to a total of five typed pages along with three letters of support, an updated résumé, a 35mm headshot of the teacher and six copies of two editions of newspapers or newsmagazines or printouts of Web-only editions published during the current school year.

Application materials must be postmarked by July 1.

Contact the fund at (609) 452-2820 or by email at [newsfund@wsj.dowjones.com](mailto:newsfund@wsj.dowjones.com).

### ■ *NCSMA offers Institute tuition, scholarships for 11 students*

NCSMI will award three full-tuition scholarships to minority students and six \$75 scholarships to any student based on need. The scholarships will apply toward the \$160 registration fee.

Four of the scholarships are named in memory of NCSMA associates. One, the Elizabeth Anna Windsor Scholarship, honors the memory of the daughter of Salem adviser Kay Windsor and her husband. Elizabeth died Oct. 11, 1996. A second scholarship honors the memory of long-time Kinston High adviser Oran Perry, who died Feb. 8, 1998.

The third scholarship is named in memory of Paula Carole Faircloth, daughter of Clinton High adviser Mary Lou Faircloth and her husband. The fourth is named in memory of John Bittner, UNC-CH professor of electronic communication.

#### **Merit-based scholarships**

Students are also encouraged to apply for one of two merit-based scholarships covering \$160 Institute tuition. Both were established by the N.C. Scholastic Media Advisers Association in February 2005. Both honor two UNC-CH School of Journalism and Mass Communication icons.

Professor Chuck Stone and Dean Richard Cole retired last May.

Stone has addressed scores of NCSMI students each summer. He is a tireless advocate for student press rights. The Chuck Stone Institute Scholarship for Courage of the Press honors a student who also respects student press freedoms.

Cole is a former director of NCSMA. During his 26 years as dean of the School, he hailed the association as one of the most important outreach efforts of the School. Cole, noted across the country for his leadership abilities, was UNC's longest standing dean. The Richard Cole Institute Scholarship for Editorial Leadership recognizes a student who has also exhibited exemplary leadership.

All applicants must write short letters discussing their career aims and why they want to attend the Institute. Advisers should write supporting letters stating why the students deserve the award. Applications should be postmarked by May 25

## Cool, comfortable Institute news

After years of asking students to pack a fan for our Summer Institute, we are so excited to invite everyone to an air-conditioned dorm this year. Our assigned dorm is in the center of campus on Stadium Drive. For those of you who have attended



**Monica Hill**  
NCSMA Director

in the past, I know you join me in celebrating this shorter trek to Carroll

Hall, home of the UNC-CH School of Journalism

and Mass Communication.

Carmichael Residence Hall to Carroll will be half the journey you traveled in the past.

The quality of instruction, however, will remain as high as ever. And the registration fee will remain as low.

NCSMA offers one of the most cost-effective scholastic media workshops in the country. We look forward to seeing you here in Chapel Hill June 19-22.

#### **Stars of stage and screen**

Robin Sawyer of First Flight High School and two of her students were invited to participate in a Fred Friendly seminar at Columbia University earlier this month. Sawyer and her students represented North Carolina scholastic journalism so well. They spoke passionately about their beliefs in student press rights.

This seminar was an impressive one. Dateline NBC correspondent John Hockenberry moderated the event. Watch the CSPA Web site (<http://www.columbia.edu/cu/cspa>) for information on obtaining a copy of the seminar DVD.

#### **Congratulations**

Sawyer and Brenda Gorsuch of West Henderson High were each awarded a Gold Key from Columbia Scholastic Press Association during the recent CSPA convention. CSPA awards Gold Keys to "educators and others for their support of excellence in teaching journalism and in advising the student press."

Cheers,



## NCSMA Journalism Education Fellowship Application

*Please type or print clearly.*

Teacher's name: \_\_\_\_\_

School: \_\_\_\_\_

School address: \_\_\_\_\_

School phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Home address: \_\_\_\_\_

Home phone: \_\_\_\_\_ Cell: \_\_\_\_\_

E-mail: \_\_\_\_\_

Teacher's Social Security Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

I will be teaching journalism or advising one or more publications during the 2006-2007 school year at \_\_\_\_\_

High School.

Teacher's signature: \_\_\_\_\_

I endorse \_\_\_\_\_ to receive one of the Journalism Education Fellowships to attend a summer session course (Circle: JOMC 105 and/or JOMC 191) at the University of North Carolina at Chapel Hill School of Journalism and Mass Communication.

Principal's signature: \_\_\_\_\_

To complete your application, please attach to this form a letter in which you tell 1) how you became involved in journalism teaching and publication advising, 2) years of overall and journalistic teaching experience, 3) why you would like to take JOMC 191 – "Teaching Broadcast Journalism in the Secondary School" (July 5-14) and/or JOMC 105 – "Desktop Publishing and Design in the Secondary School" (July 17-27) and 4) how you believe that course may fit into your career as a journalism teacher/publication adviser.

In addition, please send a copy of your vita or a list of experiences, interests and accomplishments. For priority selection, your application should be **postmarked by May 1**.

Address application forms to:

**Monica Hill, NCSMA  
School of Journalism and Mass Communication  
284 Carroll Hall, CB# 3365, UNC-Chapel Hill  
Chapel Hill, NC 27599-3365**

## Principal of the Year Nomination

NCSMA and NCSMAA officers and the Education Task Force recognize the importance of the principal's role with the annual Principal of the Year Award. The Principal of the Year will be recognized at the Institute's Awards Brunch on June 22. Mail nomination letters postmarked by May 1 to NCSMA, School of Journalism and Mass Communication, 284 Carroll Hall, CB# 3365, UNC-Chapel Hill, Chapel Hill, NC 27599-3365. Selection will be made by the director and a panel of officers and Task Force members.

**Every school should examine the following criteria, patterned after those of national scholastic press associations' principal awards:**

- ☐ The principal has served in that position at the school for a minimum of three years.
- ☐ The principal provides support to more than one publication.
- ☐ The principal nurtures scholastic journalism principles, especially the First Amendment rights of advisers and students.
- ☐ The principal provides support by giving both time and actual help in providing the physical and technological needs of the journalism program.
- ☐ The principal recognizes the time demands placed upon advisers by the production of quality publications and works to make time for journalistic excellence.
- ☐ The principal supports the professional growth of advisers in every way possible.
- ☐ The principal supports the educational growth of students by encouraging them to attend journalism conventions, seminars, conferences and institutes.
- ☐ The principal supports the academic standards of the journalism and publications production courses, as well as the enrollment of students in those courses.
- ☐ The principal supports the school's publications' joining and receiving critiques from state, regional and national scholastic press organizations.
- ☐ The principal is nominated by a journalism teacher or publication adviser at his or her school, and that person provides specific evidence of the principal's support as outlined in the foregoing criteria.

# Institute Information

## Fees

Each workshop participant will pay a \$160 individual fee. This fee covers registration costs, faculty, lodging for three nights in the residence hall, entertainment events, awards and the Awards Brunch. Except for the pizza party, meals are not included. Students may secure meals on campus in Lenoir Hall, or in the many restaurants on nearby Franklin Street. Commuters will pay a \$140 fee. Each school that sends one or more delegates to the Institute must pay a \$50 participation fee. If the school enters one or more publications in the contest/critique service (\$50 per publication), the school participation fee will be waived. If a participant has to cancel before June 1, a 50 percent refund will be made. No refund can be made after June 1 because of budgetary obligations.

## Housing

Students will stay in Carmichael Residence Hall on Stadium Drive. All rooms are air conditioned. They will need to bring their own pillows, towels, washcloths and bed linens. Registration June 19 will be in the Carmichael lobby from 9 a.m. to noon. Check-out will follow the Awards Brunch on June 22.

Advisers will be housed together in rooms near their students. Advisers without students may also stay in Carmichael.

## Conduct

Advisers must duplicate the code of conduct form, have each participating student and a parent or guardian sign them, collect the signed forms and bring them to registration. Advisers should also prepare, have signed and keep with them permission forms and medical (including insurance) information.

## Parking

Parking passes for the Institute will be distributed to each school requesting parking on the basis of one per every increment of four people coming by car, a distribution that will take place at the registration desk June 19. (See parking request on the enrollment form.) For loading and unloading at registration, advisers should park temporarily on Stadium Drive.

Because parking is limited, drivers should see that vehicles are unloaded and moved to the assigned lot as quickly as possible. The Institute is not responsible for parking tickets, and anyone who parks in spaces other than those allotted WILL get a ticket.

## Classes

### ■ TV News

C.A. Tuggle, director

The broadcast sessions will combine classroom instruction in news and film production and hands-on training. Classes will include writing for broadcast news, programming and basic production and editing. Students will write, shoot and edit news packages on the Institute.

Tuggle is associate professor in the School of Journalism and Mass Communication

### ■ Literary Magazine

Grady Locklear, director

Students will learn the basics of literary magazine production, focusing on staff organization, content, feature and poetry writing and design. Students will apply their knowledge in the production of an Institute mini-magazine.

Locklear is former adviser to the Signature magazine at Sumter High in Sumter, S. C.

### ■ Newspaper

Brenda Gorsuch, director

Participants will generate story ideas, practice their own writing, develop principles of layout and design and create advertising approaches. They will also study staff organization and learn proper treatment of legal and ethical issues.

Gorsuch, MJE, is adviser to the newspaper and yearbook at West Henderson High.

### ■ The Rush

Bill Elsen, director

Newspaper participants will gain hands-on experience by writing, editing, designing and producing The Rush, the Institute student newspaper.

Elsen is former recruiter and copy editor for the Washington Post.

### ■ Desktop Publishing I and II

Bradley Wilson, director

Desktop I focuses on introductory InDesign .

Desktop II focuses on advanced desktop publishing skills, such as scanning images and preparing images for reproduction. Other topics will include infographics, Web-page design, new software and plug-ins. Students who take this class must be proficient in the use of the computer and page layout.

Wilson advises student media at North Carolina State University.

### ■ Photojournalism I and II

Mark Murray, director

Photojournalism will focus on technical quality, composition and production. Students will have the opportunity to work with digital cameras, as well as to refine skills preparing conventional negatives for reproduction. Participation is limited to one per school, with a maximum enrollment of 22.

Murray is coordinator of technology systems for Arlington Independent School District in Arlington, Texas and executive director of the Association of Texas Photography Instructors.

### ■ Yearbook

Bruce Watterson, director

Editors and staffers will study theme development, copy preparation, editing, design — both manual and computer-aided — and photography.

Students will plan the books their staffs will produce, learning how to work with their publishers, how to develop skilled advertising and business practices and how to understand legal issues.

Watterson, vice president at Darlington School in Rome, Ga., is a national yearbook judge and speaker.

Watterson, vice president at Darlington School in Rome, Ga., is a national yearbook judge and speaker.

### ■ Adviser Training

Advisers may sign up for this division or for any other. In the advisers' group, teachers will learn all areas of dealing with student publications.



# Institute Opportunities

## NCSMA Leadership

*Student candidates will run for six NCSMA offices during the summer Institute. These students should be rising juniors or seniors who are active on their school's publications staffs and are interested in the improvement of scholastics publications throughout the state. They should be able to attend both the 2006 and 2007 summer Institutes.*

*To apply, please attach to this form a picture and at least one paragraph stating your journalism experience and campaign platform. Voting will take place during the first class Tuesday, June 19.*

**Officers' Duties.** NCSMA's president presides at the opening and closing sessions of the Institute, works closely with the director during the year, and serves on the Institute Planning Committee. He or she must attend two policy-making sessions during the year, traditionally in August and January. The student president will lead all student activities. Vice presidents serve on the Institute Planning Committee and work with the director and the president to carry out Institute activities. They must attend two policy-making sessions during the year. Officers will conduct the elections for the next year. In the event the president is unable to perform his or her duties, the vice presidents will divide those duties among themselves. Officers will contribute articles for the NCSMA Scoop and give an Institute activities report. Running for an

NCSMA office is a serious decision. Please consider whether you will be able to fulfill all requirements during the year before deciding to run.

**Institute Campaign Rules.** All candidates must complete this form and mail it to the director by May 1. All candidates must write paragraphs stating their journalism experiences and their campaign platforms and send pictures to be used on a candidate flier designed by NCSMA. Only one person from a school may run for an NCSMA office. There will be no nominations taken from the floor at the Institute. Each candidate will address Institute participants in a 5-minute speech addressing goals for NCSMA.

Name: \_\_\_\_\_ School: \_\_\_\_\_

Which office are you seeking? (Check one.)

- ☐ President ☐ Vice President for Literary Magazine ☐ Vice President for Newspaper ☐ Vice President for Yearbook  
☐ Vice President for Electronic Communication ☐ Vice President for Visual Communication

Are you now on a journalism staff? Yes No Will you be in a journalism class next year? Yes No

Candidate's signature: \_\_\_\_\_

Adviser's signature: \_\_\_\_\_ Parent's signature: \_\_\_\_\_

Mail application, **postmarked by May 25**, to: NCSMA, School of Journalism and Mass Communication,  
 284 Carroll Hall, CB# 3365, University of North Carolina at Chapel Hill, Chapel Hill, NC 27599-3365



## Wanted: Highly motivated students to join Institute newspaper staff

*The Rush needs writers, layout editors and graphics specialists who are team players, deadline conscious and willing to work long hours producing the Institute's newspaper in only four days!*

To apply, students should complete this form and write a paragraph describing why they would be assets to The Rush staff. Experience with Macintosh computers and InDesign is desirable. Writers need to be able to take a story idea and develop it with little or no assistance and be capable of contacting and interviewing strangers, including prominent people.

Name: \_\_\_\_\_ School: \_\_\_\_\_

Home address: \_\_\_\_\_

Home Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Year in school: \_\_\_\_\_ Dream job: \_\_\_\_\_

Check all journalistic tasks in which you have participated and write the length of time in each job. Attach three samples (tearsheets) of your work with this application.

☐ Reporter \_\_\_\_\_ ☐ Copy Editor \_\_\_\_\_ ☐ Section Editor \_\_\_\_\_ ☐ Editor in Chief \_\_\_\_\_

☐ Graphic Artist \_\_\_\_\_ ☐ Designer \_\_\_\_\_ ☐ DTP Experience (specify: PageMaker, Quark Xpress, InDesign) \_\_\_\_\_

Mail application, **postmarked by May 25**, to: NCSMA, School of Journalism and Mass Communication,  
 284 Carroll Hall, CB# 3365, University of North Carolina at Chapel Hill, Chapel Hill, NC 27599-3365.

# Open Letter to Parents & Guardians

Dear Parent or Guardian:

Students and teachers are looking forward to summer for many reasons. One of the best is that we have the opportunity to attend a workshop to improve our journalistic skills. We want to tell you about the North Carolina Scholastic Media Institute at the University of North Carolina at Chapel Hill, so that you can help your son/daughter attend these 20+ hours of hands-on instruction in lifelong skills. Dates are June 19-22.

Your son/daughter will choose one of the following six divisions: desktop publishing, literary magazine, newspaper, photojournalism, TV news or yearbook. Students will learn how to combine writing, design and photography into first-rate publications. Those in the TV news division will learn how to produce, direct, edit and announce. All students will gain hands-on experience in the division they choose to attend.

## Workshop General Information:

•**Housing:** Students will be housed in the same dormitories used by UNC students all year. This year housing is in Carmichael residence hall, with parking for advisers' cars and school buses in campus parking decks. All students will come with their advisers or with a parent the adviser has selected, and groups from the same school will be housed together. Advisers will monitor the residence halls so that workshop participants can study and live comfortably with their neighbors. All students will be required to be in the residence hall by 10:30 p.m. and in their own rooms and quiet by 11:30 p.m., with rooms checked by advisers. Lights must be out by midnight.

•**Faculty:** Top-notch instructors from North Carolina and the nation will assist students in learning the best journalistic techniques.

•**Other Rules and Regulations:** All rules in effect at N. C. high schools are in effect at the Institute, and students are expected to work with advisers, faculty and staff to make the Institute an enjoyable time for learning. Rules will be strictly adhered to, and anyone not following the rules will be sent home at his or her expense. Participants and parents/guardians must submit a signed Code of Conduct and Release form, as well as insurance policy numbers for emergency medical treatment.

•**Registration:** Cost of the workshop is \$160 per participant (\$140 for commuters), with the postmark deadline of May 25. This fee covers tuition, housing and two meals. Participants will need to purchase remaining meals (generally costing about \$5 in fast food restaurants on Franklin Street and slightly more in Lenoir Hall).

•**Refunds:** In case a participant has to cancel before June 1, a 50 percent refund will be made. No refund can be made after June 1 because of budgetary obligations. Finding a replacement is best if a person must cancel after the form is mailed.

Now that you know at least the highlights about this summer program and a little about how much students can learn in preparation for next year, we hope you will consider its benefits and help your daughter/son attend. Please contact me at the school if I can be of further help to you.

Sincerely,

## Institute Code of Conduct

ADVISERS: Duplicate this page, have each participant and parent/guardian sign it and bring the signed forms with you to the Institute registration desk at Carmichael on Monday, June 19 between 9 a.m. and noon. This signed form must be in the hands of Institute staff before registration will be considered completed.

1. All students at the Institute must be accompanied by an adviser or chaperone approved by his or her school, at least one adult per 12 students.
2. Advisers and chaperones must know where their students are at all times. They must enforce curfews and quiet time.
3. Inappropriate, dangerous or rude behavior in the dorms and misuse of or destruction of University property is not acceptable and will lead to the participant's paying financial reparation to the University and other severe consequences to anyone involved. Students found misbehaving will be asked to leave, forfeiting fees, with Institute officials reserving the right to send disruptive students home at their parents' expense.

4. Students must be in classes when classes are in session. Roll will be taken in each class, and assistants will notify advisers of students missing class.

5. A 10:30 p.m. time to be in the dorm and an 11:30 p.m. time for all students to observe quiet in their own rooms are set for every night, with exceptions made for advisers working on class projects with groups in rooms or in dorm lobbies. Lights-out time midnight

6. Smoking, drinking or possessing alcoholic beverages, and using or possessing illegal drugs are not allowed. All rules in effect at N.C. high schools are in effect at the NCSMA Institute, with all Institute advisers acting as teachers with jurisdiction over all students at the Institute.

7. It is recommended that students NOT drive to the Institute. Parking is at a premium, and traffic is heavy. If an adviser deems it necessary for a student to drive to Chapel Hill, it is recommended that the adviser collect keys from student drivers. Students will not be allowed to drive during the Institute.

---

## Release and Indemnity Agreement & Consent for Medical Treatment

As a part of the consideration for my/my child's participation in the North Carolina Scholastic Media Institute, I hereby release, hold harmless, and forever discharge The University of North Carolina at Chapel Hill, its employees and agents, from any and all liability, claims, demands, actions, and causes of action whatsoever arising out of or related to any loss, property damage, or personal injury, including death, that may be sustained by me or my child or to any property belonging to me or my child while participating in such activity, except damages or injuries that are attributable to the negligence of the University, its employees or agents. I am aware of the risks and hazards associated with this activity, including travel to and from the activity, and I acknowledge that I am/my child is required to follow the code of conduct printed on this page. I acknowledge that my/my child's participation in this activity is elected by me and not required. I voluntarily assume full responsibility for any risk of loss, damage, or personal injury, including death, and any property damage that may be sustained by me or my child as a result of such activity. I hereby give permission to N.C. Scholastic Media Association to use my/my child's name and photographic likeness in all forms and media, including the N.C. Scholastic Media Association newsletter, The Scoop.

By return of this form, I agree to inform the N.C. Scholastic Media Association of any health or medical condition or need that may affect my/my child's participation in this program. I understand that I must make provision before my/my child's arrival in Chapel Hill for continuation of medical treatments such as prescriptions or special diets. In the event of illness or injury, I hereby authorize the program directors, staff, or other agents to obtain emergency or other medical treatment for me/my child as deemed necessary, including administration of an anesthetic or other medication and surgery, and I hereby assume the cost of such treatment. I understand that this authorization is given in advance of any specific diagnosis, treatment, or hospital care being required but is given to provide authority and power on the part of the University to give specific consent to the diagnosis, treatment, or hospital care which in the best judgment of a licensed physician is deemed advisable.

This release and hold harmless agreement is binding on myself, my child, my heirs, my assigns, and personal representatives.

By signing on the line designated for signature of parent or guardian below, I acknowledge that I am the parent or guardian of \_\_\_\_\_, that I am 18 years old or more, and that, if my child is age 18 or more, I am signing this form to indicate that I am aware of its contents and the contents of the code of conduct.

Please print.

Name of Participant: \_\_\_\_\_ School: \_\_\_\_\_

Signature of Participant: \_\_\_\_\_ Date: \_\_\_\_\_

Name of Parent or Guardian: \_\_\_\_\_ Phone #: \_\_\_\_\_

Signature of Parent or Guardian: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

Insurance Company and Policy #: \_\_\_\_\_



# 2006 NCSMA Institute Enrollment Form

This form must be completed by those entering contests and/or sending delegates to the Institute. Send completed Institute form, along with fees listed below, **postmarked by May 25**, to: NCSMA, School of Journalism and Mass Communication, 284 Carroll Hall, CB# 3365, University of North Carolina at Chapel Hill, Chapel Hill, NC 27599-3365

## School Information:

School name: \_\_\_\_\_ School phone: \_\_\_\_\_ School fax: \_\_\_\_\_

Complete mailing address: \_\_\_\_\_

Circle school size as of Nov. 1, 2005:      1-900      901-1,299      1,300+      Middle school

**2006-2007 Broadcast Adviser:** \_\_\_\_\_

Room phone: \_\_\_\_\_ Home phone: \_\_\_\_\_ E-mail address: \_\_\_\_\_

Publication name: \_\_\_\_\_

**2006-2007 Literary Magazine Adviser:** \_\_\_\_\_

Room phone: \_\_\_\_\_ Home phone: \_\_\_\_\_ E-mail address: \_\_\_\_\_

Publication name: \_\_\_\_\_

**2006-2007 Newspaper Adviser:** \_\_\_\_\_

Room phone: \_\_\_\_\_ Home phone: \_\_\_\_\_ E-mail address: \_\_\_\_\_

Publication name: \_\_\_\_\_

**2006-2007 Photojournalism Adviser:** \_\_\_\_\_

Room phone: \_\_\_\_\_ Home phone: \_\_\_\_\_ E-mail address: \_\_\_\_\_

Publication name: \_\_\_\_\_

**2006-2007 Yearbook Adviser:** \_\_\_\_\_

Room phone: \_\_\_\_\_ Home phone: \_\_\_\_\_ E-mail address: \_\_\_\_\_

Publication name: \_\_\_\_\_

## NCSMA Institute (June 19-22) Registration Information:

- ☐ Complete the front and back of this form.
- ☐ Photocopy pages 7-8 for each participant.
- ☐ Earlybird registration for Institute enrollment is May 1.
- ☐ Postmark deadline for Institute enrollment is May 25.
- ☐ Deadlines for contest entries and publication judging are earlier; please check individual deadlines to ensure your publication arrives on time.
- ☐ Please call NCSMA if you have any questions regarding Summer Institute or contest enrollment, toll free (888) 562-6276.

## \*\*Parking:

Each school is allowed one parking pass per every four people attending the Institute. Please enter the number of parking passes your school will need. NCSMA is not responsible for any parking tickets. Parking passes will be distributed at registration. Commuters from the same school will need to carpool. **How many parking passes do you need?** \_\_\_\_\_

## \*\*Payment:

Enclose the following fees in full:

\$160 individual fees for \_\_\_\_\_ resident Institute participants (students and advisers) \$ \_\_\_\_\_

\$140 individual fees for \_\_\_\_\_ commuter Institute participants (students and advisers) \$ \_\_\_\_\_

\$25 housing fee per night for \_\_\_\_\_ resident parents (non-resident parents are free) \$ \_\_\_\_\_

\$20 awards ceremony and brunch tickets for \_\_\_\_\_ non-Institute participants \$ \_\_\_\_\_

\$50 school registration fee – waived if publication or TV news entry is judged \$ \_\_\_\_\_

**TOTAL ENCLOSED (please make checks payable to NCSMA):** \$ \_\_\_\_\_

*continued on next page*

# NCSMA Institute Enrollment Form, part 2

**Students:** Enroll each student in only one division. Students will be expected to attend the division in which they are enrolled. (N1=beginning newspaper, N2=intermediate newspaper, N3=advanced newspaper, Y1=beginning yearbook, Y2=intermediate yearbook, Y3=advanced yearbook, L=literary magazine, T=TV News). Please read the division descriptions on page 5 to ensure your students are enrolled in the proper divisions.

You may bring as many students as you wish if your registration form is postmarked by May 25. Copy this form as necessary. You should attach a rooming list; if you choose not to, NCSMA will assign students to rooms. **Please print clearly. Note parking and payment information on page 9.**

Name	Gender	Division	E-mail address	Resident/commuter?	Home address & phone
1.					
2.					
3.					
4.					
5.					
6.					
7.					

**Desktop Publishing delegates. Indicate A or B for advanced or beginner. Each school is limited to two per section.**

1.					
2.					
3.					
4.					

**Photojournalism delegates. Indicate A or B for advanced or beginner. Each school is limited to one per section.**

1.					
2.					

**Advisers and Parents:** An adult must accompany all students. NCSMA requires that one adviser or parent attend for every 12 students enrolled. Advisers must indicate CEU program (Y=yearbook, N=newspaper, P=photojournalism, D=desktop publishing, L=literary magazine, A=adviser curriculum, T=TV News). Unless otherwise requested, advisers will be enrolled in advanced divisions. The adviser curriculum is recommended for all first-year advisers. Please include the home address, phone number and e-mail address of each adviser or parent attending, so we can reach you after school is out.

1. Name: \_\_\_\_\_ Gender: \_\_\_\_\_ CEU: \_\_\_\_\_ Resident or commuter? \_\_\_\_\_  
 Home address & phone: \_\_\_\_\_ Email: \_\_\_\_\_

2. Name: \_\_\_\_\_ Gender: \_\_\_\_\_ CEU: \_\_\_\_\_ Resident or commuter? \_\_\_\_\_  
 Home address & phone: \_\_\_\_\_ Email: \_\_\_\_\_

3. Name: \_\_\_\_\_ Gender: \_\_\_\_\_ CEU: \_\_\_\_\_ Resident or commuter? \_\_\_\_\_  
 Home address & phone: \_\_\_\_\_ Email: \_\_\_\_\_

4. Name: \_\_\_\_\_ Gender: \_\_\_\_\_ CEU: \_\_\_\_\_ Resident or commuter? \_\_\_\_\_  
 Home address & phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Postmark deadline for Institute enrollment is May 25.**

# 2006 NCSMA Media Contest Entry Form

NORTH CAROLINA SCHOLASTIC MEDIA ASSOCIATION

284 Carroll Hall, CB # 3365, Chapel Hill, NC 27599-3365 • (919) 962-4639 • Toll Free: (888) 562-6276 • ncsma@unc.edu

Please type or print clearly.

Publication name: \_\_\_\_\_

Circle: Newspaper/News magazine TV News

Literary Magazine Yearbook

School name: \_\_\_\_\_

School address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

County: \_\_\_\_\_

School phone: (\_\_\_\_) \_\_\_\_\_

Fax: (\_\_\_\_) \_\_\_\_\_

Adviser name: \_\_\_\_\_

Adviser e-mail: \_\_\_\_\_

Number of students in production class: \_\_\_\_\_

Circle school size as of Nov. 1, 2004:

1-900 901-1,299 1,300+ middle school

**Contest fee: \$50**

+ \_\_\_\_\_ x \$1 for each individual entry

+ \_\_\_\_\_ \$5 for Book of Firsts (optional)

**Total amount: \$ \_\_\_\_\_**

## Guidelines for 2006 Overall Contest Entry

For all categories, please enclose this entry form, the self-analysis form, two (2) copies of the entry, a self-addressed, stamped postcard so we can acknowledge receipt of your publication and a payment to NCSMA for \$50 plus \$1 for each individual entry.

<input type="checkbox"/> Newspaper/News magazine*	Postmarked by April 20	Two (2) copies of two (2) issues
<input type="checkbox"/> TV News	Postmarked by May 25	Two (2) tapes from two (2) newscasts
<input type="checkbox"/> Literary Magazine**	Postmarked by May 25	Two (2) copies of one (1) issue
<input type="checkbox"/> Yearbook***	Postmarked by May 25	Two (2) copies of one (1) issue

\*Newspapers/News magazines will be automatically entered in the following section contests: News, Editorial, Sports, Design, Features, Advertising, Photography and Graphics. \*\*Magazines will automatically be entered in the following section contests: Cover Design, Theme Development, Photography, Layout, Art, Poetry, Fiction and Nonfiction. \*\*\*Yearbooks will automatically be entered in the following section contests: Cover Design, Photography, Coverage, Theme, Advertising, Layout and Copy.

## Guidelines for 2006 Individual Contest Entries

For individual entries, mark the corresponding contest category below. Individual entries must be clipped out of the publication and mounted on 8.5 x 11 sheets of paper. Attach a copy of this **entire** entry form to the back of each entry. Please limit one entry per student per category. Entries must be from publications for the 2005-2006 school year. Participation in the NCSMA contest implies consent for inclusion in NCSMA's Book of Firsts, a showcase of first-place winners.

### Newspaper/ -magazine

- ☐ News Article
- ☐ Sports Article
- ☐ Feature Article
- ☐ News Photography
- ☐ Sports Photography
- ☐ Feature Photography
- ☐ Editorial
- ☐ Cartoons
- ☐ Graphics
- ☐ Sports Columns
- ☐ General Columns
- ☐ Editorial Columns
- ☐ Reviews

### Literary Magazine

- ☐ Poetry
- ☐ Fiction
- ☐ Features
- ☐ Drama
- ☐ Photography
- ☐ Graphics
- ☐ Poetry Layout
- ☐ Fiction Layout
- ☐ Nonfiction Layout
- ☐ Individual Art
- ☐ Individual Photography

### Yearbook

- ☐ Theme Copy
- ☐ Feature Copy†
- ☐ Sports Copy
- ☐ Captions (any spread)
- ☐ Theme Spread Design
- ☐ Sports Spread Design
- ☐ Feature Spread Design†
- ☐ Feature Photography
- ☐ Sports Photography

†Includes people, organizations, academics, etc.

### TV News

- ☐ Spot News
- ☐ Hard News
- ☐ Feature News
- ☐ Sports

Please photocopy this form as necessary. DO NOT cut the form in half. Suggestion: Complete the top half, then copy for all entries.

## 2006 NCSMA Publication Self-Analysis Form

### PART I: GENERAL INFORMATION

Publication name/type: \_\_\_\_\_

School name: \_\_\_\_\_

Since what year has it been published? \_\_\_\_\_

Total number on staff: \_\_\_\_\_

Total number on editorial staff: \_\_\_\_\_

Total number on business staff: \_\_\_\_\_

Total number on production staff: \_\_\_\_\_

Change of editors: \_\_\_\_\_

- ☐ Complete change each year  
☐ Complete change each semester  
☐ Complete change each issue  
☐ Other (please specify) \_\_\_\_\_

Explain how and by whom the staff is selected: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Who approves copy prior to publication? \_\_\_\_\_

\_\_\_\_\_

Who determines content of publication? \_\_\_\_\_

\_\_\_\_\_

List any journalism classes in school's curriculum: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Who prints publication? \_\_\_\_\_

For each of the following, indicate the approximate percentage of work done by students, adviser and professionals. Totals should add up to 100 percent.

	% by students	% by adviser	% by pros
Copy writing			
Editing			
Proofreading			
Page design			
Sizing photos			
Headline writing			
Caption writing			
Desktop pub.			
Paste-up			
Graphics			
Selling ads			
Taking photos			

### PART II: PRODUCTION

1. Do you use desktop publishing? (If no, skip to 7.) \_\_\_\_\_

2. What software do you use? \_\_\_\_\_

3. Do you submit your publication to the printer on disk or camera ready? \_\_\_\_\_

4. How many computers are available to your staff? \_\_\_\_\_

5. What types of computers do you use? \_\_\_\_\_

6. Do you have access to a scanner? \_\_\_\_\_

7. What type of printer do you use? \_\_\_\_\_

8. Do you submit copy on copy sheets? \_\_\_\_\_

### PART III: PHOTOGRAPHY

Do you do your own film processing? \_\_\_\_\_

printing? \_\_\_\_\_ color? \_\_\_\_\_ black & white? \_\_\_\_\_

If you send out your film, to whom do you send it? \_\_\_\_\_

\_\_\_\_\_

List cameras and types of lenses available for your use: \_\_\_\_\_

\_\_\_\_\_

Do you use digital photography? What equipment? \_\_\_\_\_

\_\_\_\_\_

Do you place or enhance your own pictures electronically? \_\_\_\_\_

\_\_\_\_\_

For each of the following, indicate the approximate percentage of work done by students, adviser and professionals. Totals should add up to 100 percent.

	% by students	% by adviser	% by pros
Portrait photos			
Club photos			
Candids			
Special events			
Sports (action)			
Other (specify)			

Do you use PMTs (cut and paste on layouts)? \_\_\_\_\_

Do you scan photos into place? \_\_\_\_\_

Other? (Specify.) \_\_\_\_\_

Do you submit pictures on CD? \_\_\_\_\_

### PART IV: BUSINESS PRACTICES

<b>INCOME:</b>	<b>CIRCULATION:</b>
From advertising \$ _____	Total enrollment: _____
From publication sales \$ _____	Total circulation: _____
From administration \$ _____	Circulation to students: _____
From student govt. \$ _____	Circulation to others: _____
From fundraisers \$ _____	Charge per issue \$ _____
From picture sales \$ _____	<b>PUBLICATION SCHEDULE:</b>
From other sources \$ _____	Newspapers
Specify source: _____	# of issues per year: _____
Total annual income \$ _____	Yearbooks
<b>EXPENDITURES:</b>	Distribution date: _____
Spent on printer's fees \$ _____	Literary magazine
Spent on photography \$ _____	# of issues per year: _____
Other expenses \$ _____	Did staff inherit a deficit from
Total annual expenses \$ _____	past years? _____

### PART V: OTHER COMMENTS

If you would like to make other comments about your publication that may help judges understand your circumstances, please attach an additional typed page.



# What to Pack for 2006 Institute

## Everyone

- ☐ Pillow, sheets, lamp (if desired), light blanket; alarm clock
- ☐ Suitable clothing for air-conditioned classrooms, as well as hot weather; one dressy outfit for the Awards Brunch
- ☐ Shoes for the shower; towels and toiletries
- ☐ Backpack and comfortable shoes
- ☐ Breakfast and money for meals
- ☐ Sunscreen
- ☐ Notebook, pen and pencil
- ☐ Copies of your staff's stylebook
- ☐ Original poetry for the Poetry Slam
- ☐ Plenty of samples of your publication for workshops and for trading with others

## Desktop Publishing

- ☐ recordable CDs

## Newspaper/News magazine

- ☐ Pica ruler, rubber cement, markers, scissors, blank disk, layout sheets, magazines to cut up
- ☐ Dictionary
- ☐ Laptop (if available)

## Yearbook

- ☐ Pica ruler, rubber cement, markers, scissors, blank disk, layout sheets, construction paper, magazines to cut
- ☐ Blank ladder and last year's ladder
- ☐ Laptop (if available)

## Photojournalism

- ☐ 35mm camera with interchangeable lenses (flash attachment recommended); four rolls of color negative film (200 speed) or digital camera
- ☐ recordable CDs

- ☐ \$20 film processing fee
- ☐ Your best and worst prints

## Advisers

- ☐ Textbooks you use or like
- ☐ Your publication's design and copy style sheets; pica ruler

## Literary Magazine

- ☐ Pica ruler, rubber cement, markers, scissors, blank disk (3.5" or Zip 100), layout sheets, construction paper, magazines to cut

## TV News

- ☐ VHS copies of your broadcast programs (daily or magazine format)

## Adviser Willingness Form

Please fill out and return this form whether you plan to attend the summer Institute or not, so NCSMA can learn about your interests. **Both this form and the Adviser Responsibility Form must be completed by advisers attending the Institute.**

Name: \_\_\_\_\_

School: \_\_\_\_\_

### I am willing to:

- ☐ Write an article for the Scoop.
- ☐ Serve as a NCSMAA officer.
- ☐ Serve as a Regional Representative.
- ☐ Help organize a regional workshop in my region.
- ☐ Serve as a mentor to a new adviser.

## Adviser Responsibility Form

In order to ensure that all Institute participants have safe and enjoyable stays at UNC, advisers are asked to review and sign this form detailing their responsibilities.

### I will:

1. Enforce all school rules.
2. Be sure my students are attending all classes in the division in which they are enrolled.
3. Check on my students at lights out to be sure they are in their rooms and quiet.

**Please sign this form and bring it with you to check-in on Monday, June 19, 2006.**

Name (print): \_\_\_\_\_

School: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## Kay Phillips Distinguished Service Award

*The NCSMAA Executive Board has established the Kay Phillips Distinguished Service Award to honor those who have made significant contributions to scholastic journalism in North Carolina and/or to the North Carolina Scholastic Media Association. The award is named in honor of Dr. Kay Phillips, former director of the North Carolina Scholastic Media Association.*

NCSMA advisers, associates, students or other school officials may nominate recipients for the award. Recipients will be announced at the summer Institute Awards Brunch on June 22.

Please note: Each recipient must have contributed at least five years of service to scholastic journalism.

Name of Candidate: \_\_\_\_\_

School/Organization: \_\_\_\_\_

Phone: \_\_\_\_\_

Name of Nominator: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

■ You may attach letters of nomination to this form. You may also include the candidate's résumé and photograph.

■ Nomination materials must be postmarked by May 25.

■ Mail materials to: **North Carolina Scholastic Media Association, 284 Carroll Hall, CB# 3365, UNC-Chapel Hill, Chapel Hill, NC 27599-3365.** Or send nomination materials to **ncsma@unc.edu**.

## JEA/NCSMAA Membership, July 1, 2005 – June 30, 2006

Name: \_\_\_\_\_

Home Address: \_\_\_\_\_

Street

City

State

ZIP

Telephone

School: \_\_\_\_\_

School Address: \_\_\_\_\_

Street

City

State

ZIP

Telephone

Fax

E-Mail

Name of Publication(s): \_\_\_\_\_

### Media Advised:

☐ Newspaper ☐ Yearbook ☐ Magazine ☐ Electronic Comm. ☐ Photography

\_\_\_\_ \$60 Combined JEA/NCSMAA Membership (*results in \$5 rebate to NCSMAA from JEA*)

\_\_\_\_ \$10 NCSMAA Membership Only      \_\_\_\_ \$50 JEA Membership Only

*Enclosed check payable to NCSMA at School of Journalism and Mass Communication,  
UNC-Chapel Hill, CB#3365, 284 Carroll Hall, UNC-Chapel Hill, Chapel Hill, NC 27599-3365*

## North Carolina Scholastic Media Association

School of Journalism  
and Mass Communication  
University of North Carolina  
at Chapel Hill  
284 Carroll Hall, CB #3365  
Chapel Hill, NC 27599-3365  
(919) 962-4639  
1-888-562-6276  
FAX: (919) 962-0620  
ncsma@unc.edu  
www.ibiblio.org/ncsma



### Inside this issue of The Scoop:

- Information and forms for NCSM Institute 2006:  
Peace, Love and Journalism
- Journalist of the Year winners
- 2006 media contest forms