

Sources Reporter **Ethics** Crop Multimedia Deadlines  
 FOIA Byline Editorial Magazine AP  
 Accountability News Libel Advertising Online  
 Internet Broadcast InDesign Flash Columns Tabloid  
 Copyright Feature Signature  
 Newspaper Lede Quote  
 Caption Editorial Reporting  
 Sports Law Pica Editing Blog Photoshop Facts WordPress  
 Accuracy Yearbook Source  
 Twitter Publisher Layout Cutoffline Privacy Sunshine Newsprint  
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Everything you need  
to be a better adviser.



# JEA 2011 ADVISERS INSTITUTE

Journalism Education Association  
 103 Kedzie Hall  
 Manhattan, KS 66506  
 785-532-7822 or 866-532-5532  
 fax: 785-532-5563  
 jea@spub.ksu.edu



Sequence I  
 Law, Ethics & Advising  
 in the 21st Century  
 June 26-30 | Washington, D.C.

Sequence II  
 Online Boot Camp for Advisers  
 July 12-16 | Manhattan, Kan.

Sequence III  
 Advising Student Publications  
 July 17-21 | Manhattan, Kan.

SEQUENCE I • JUNE 26-30, 2011 • WASHINGTON, D.C.

# LAW, ETHICS & ADVISING IN THE 21ST CENTURY

This workshop/retreat for all journalism teachers is a hands-on experience to help you become a better teacher and make life easier as an adviser. Instructors include professional journalists, Student Press Law Center attorneys and nationally recognized journalism advisers. The sequence begins 7 p.m. on Sunday and ends at 11 a.m. on Thursday.

## TOPICS

- Ethics and law
- Educational resources
- Teaching design and writing
- Advertising
- Meeting deadlines
- Staff morale and motivation

## FEES

\$325 includes supplies, instructional materials and some group meals. Lodging cost is not included in the Sequence I fees.

## HOTEL DETAILS

A block of rooms has been reserved at the Arlington Court Suites hotel, 1200 N. Courthouse Road, Arlington, Va., where much of the Sequence I instruction will take place. To make your reservation call 703-524-4000 and ask for the special Journalism Education Association rate of \$129.95 per night (plus taxes). Reserve your room by June 10 to receive the special rate. D.C. metro access is two blocks from the hotel, and shuttle service is available. The hotel provides Internet access, a daily breakfast buffet and a dinner buffet Monday through Wednesday.

## SCHOLARSHIPS

The Dorothy McPhillips Scholarships provide sequence fee waivers to three recipients. The scholarship is awarded on a need-and-order basis. To apply, simply include a letter alongside your registration form describing the following: 1) your teaching situation, 2) whether you will be teaching journalism in the coming year, 3) what you hope to gain from the workshop, and 4) how the scholarship will assist you. A letter of recommendation is encouraged, and materials must be received a month before the sequence is scheduled to begin.

SEQUENCE II • JULY 12-16, 2011 • MANHATTAN, KAN.

## ONLINE BOOT CAMP FOR ADVISERS

Sequence II is a technology boot camp. Participants will learn multimedia skills including video shooting and editing. We'll offer hands-on training on different software and content management systems and provide you all the strategies you need to know for developing your school's publication online. The sequence begins 5:30 p.m. on Tuesday and ends 3 p.m. on Sunday.

### TOPICS

- Web development
- Videography and video editing
- Online legal issues
- Internet business models

### FEES

The \$400 registration includes instructional materials and double-room lodging at the Holiday Inn at the Campus in Manhattan, Kan. Private rooms are available for an additional \$300. Visit [www.jea.org](http://www.jea.org) or call JEA headquarters for recommendations regarding transportation.

SEQUENCE III • JULY 17-21, 2011 • MANHATTAN, KAN.

## ADVISING STUDENT PUBLICATIONS

This sequence is designed to give advisers an overview of information and materials to help teach journalism and advise publications. Participants will have the opportunity to compile a resource notebook as one assignment for this course. The sequence will include instructors and guest speakers from the professional journalism industry as well as veteran high school advisers. The sequence begins 11 a.m. on Sunday and ends 5 p.m. on Thursday.

### TOPICS

- Grading
- Educational resources
- Organization
- Role of the adviser
- Teaching design, writing, advertising and photography
- Meeting deadlines
- Morale and staff motivation

### FEES

The \$400 registration includes instructional materials and double-room lodging at the Holiday Inn at the Campus in Manhattan, Kan. Private rooms are available for an additional \$300. Visit [www.jea.org](http://www.jea.org) or call JEA headquarters for recommendations regarding transportation.

NAME

HOME ADDRESS

CITY

STATE

ZIP

SUMMER E-MAIL

CELL PHONE

HOME PHONE

SCHOOL NAME

SCHOOL ADDRESS

SCHOOL CITY

STATE

SCHOOL ZIP

NUMBER OF YEARS ADVISING

MEDIA ADVISED

Newspaper       Yearbook       Broadcast

Magazine       Online

WHICH SEQUENCE(S) WILL YOU BE ATTENDING?

- I. Law, Ethics & Advising in the 21st Century      \$325      \$ \_\_\_\_\_  
(housing not included; see sequence description)
- II. Online Boot Camp for Advisers (lodging included)      \$400      \$ \_\_\_\_\_  
 (private rooms available for an additional \$300)      \$300      \$ \_\_\_\_\_
- III. Advising Student Publications (lodging included)      \$400      \$ \_\_\_\_\_  
 (private rooms available for an additional \$300)      \$300      \$ \_\_\_\_\_

**TOTAL DUE:**      \$ \_\_\_\_\_

PAYMENT (THREE OPTIONS AVAILABLE)

MC/VISA/DISCOVER NUMBER      EXP. DATE /

NAME ON CARD (PRINT)

SIGNATURE

CHECK NUMBER  
*Payable to Journalism Education Association*

PURCHASE ORDER NUMBER  
*Mail or fax purchase order to 785-532-5563*

Mail application and payment to Journalism Education Association, 103 Kedzie Hall, Manhattan, KS 66506-1505. If paying with credit card or purchase order, registration can be faxed to 785-532-5563. Cancellations must be made at least one week prior to the start of the sequence. A \$75 fee will be charged for all cancellations.