

2010

JEA

advisers institute

NEW

and

IMPROVED

- **Three sequences**
- **Reasonable cost**
- **Graduate credit available**
- **Scholarships**
- **Cutting-edge instruction and hands-on experience**

Journalism Education Association  
1-866-532-5532  
[www.jea.org](http://www.jea.org)



# LAW, ETHICS & ADVISING IN THE 21ST CENTURY

Sequence I • June 20-25 • Washington, D.C.

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. Student Press Law Center, Newspaper Association of America and JEA personnel and experts in the maestro concept serve as instructors. Classes will be held at the NAA headquarters in Arlington, Va.

Bring your family for a great learning and sightseeing experience.

## TOPICS INCLUDE:

- Ethics and laws related to mass communications
- Teaching the maestro concept
- Educational resources
- Role of the adviser
- Teaching design, writing
- Advertising and photography
- Meeting deadlines
- Staff morale and motivation

## SCHEDULE OF EVENTS

**Sunday, June 20, 7:30 p.m.** – Reception; introduction and outline of the week

**Monday, June 21, 8 a.m.** – Continental breakfast and start of instruction

**Friday, June 25, Noon** – Sequence ends with lunch at National Press Club

## FEES

\$325, includes supplies, all institute fees and some meals. Lodging cost not included.

## HOTEL DETAILS

A block of rooms has been reserved at the Days Inn Connecticut Avenue, 4400 Connecticut Ave., Washington, D.C. To make your reservation call 202-244-5600 or visit [www.dcdaysinn.com](http://www.dcdaysinn.com). Ask for the special JEA rate of \$119 per night (king bed) plus taxes. A limited number of rollaway beds is available at \$10 per night. Reserve your room by May 26 to receive the special rate. Complimentary wireless access is available, and METRO access is just one block from the hotel.



# ADVISING STUDENT PUBLICATIONS

Sequence II • July 18-22 • Manhattan, Kan.

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.

## TOPICS INCLUDE:

- New media
- Grading
- Educational resources
- Organization
- Role of the adviser
- Teaching design, writing,
- Advertising and photography
- Meeting deadlines
- Morale and staff motivation
- Social media in the journalism classroom

Special emphasis will be placed on coaching writing; the maestro concept; keeping the journalism program alive; and enhancing journalism education and the student staff with technology.

## SCHEDULE OF EVENTS

**Sunday, July 18, 1:30 p.m. – Thursday, July 22, 4 p.m.**

Most sessions are at the Holiday Inn at the Campus.

## FEES

\$390, includes double-room lodging at the Holiday Inn at the Campus.

Private rooms are available at an additional \$65 per night.

# MULTIMEDIA BOOT CAMP FOR ADVISERS

Sequence III • July 23-27 • Manhattan, Kan.

Revamped Sequence III will be a technology boot camp. Participants will learn multimedia skills including video shooting and editing, audio gathering and editing, and creating photo slideshows. You will learn about options for getting your publications online. Lessons will also be available for Adobe Photoshop, Adobe InDesign, design, typography and more! The workshop will be tailored to the participants and their needs. The workshop is hands on, and you'll leave with a plethora of handouts and resources.

## SCHEDULE OF EVENTS

**Friday, July 23, 5:30 p.m. – Tuesday, July 27, 4 p.m.**

Most sessions are at the Holiday Inn at the Campus.

## FEES

\$390, includes double-room lodging at the Holiday Inn at the Campus. Private rooms are available at an additional \$65 per night.

## TESTIMONIAL

“If JEA puts on another teaching-design workshop, GO! My husband likes to say he thinks he would have paid 10 times that amount for me to go for the huge difference it has made in my ability to let the students take over all of the design of the newspaper. The first year teaching I was literally doing half of the design work myself after school as I could not get the kids all hooked on design or excited about it. That summer I took this design class, and I have not designed a page since. It is 100 percent the students’ production. What I was taught showed me how to get the kids excited, motivated and willing to get into the design work. I am so grateful for that class.”

**Mary Seal**

**Lincoln Academy, Pleasant Grove, Utah**

# 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 describing the following:

- Your teaching situation
- Whether you will be teaching journalism in the coming year
- What you hope to gain from the workshop
- How the scholarship will assist you

A letter of recommendation is encouraged.

# DEADLINES

Please apply for scholarships by the following dates:

- Sequence I – June 4
- Sequences II & III – July 1

# GRADUATE CREDIT

Participants may receive one or two graduate credits per sequence from Kansas State University at \$405 per credit hour. Participants will be expected to complete on-site projects.

Registration for credit should be completed online. You will be billed for the course. To register, go to the online course catalog at [www.dc.ksu.edu/courses](http://www.dc.ksu.edu/courses). The credit course is MC 690.

## WHY SHOULD I ATTEND?

The Advisers Institute provides an opportunity for advisers from various backgrounds to come together and improve their journalism skills and knowledge, thus benefiting their students.

Created to support JEA's certification program, sequences are held during the summer to attract high school and middle school journalism instructors and advisers.

## ABOUT JEA

The Journalism Education Association has a strong history and a clear mission. Founded in 1924, JEA is a volunteer organization. Members of the Board of Directors, including the officers, are current or retired journalism teachers who have obtained their positions through national membership elections.

JEA is the only independent national scholastic journalism organization for teachers and advisers. The headquarters office is located in the A.Q. Miller School of Journalism and Mass Communications at Kansas State University in Manhattan, Kan., in the beautiful Kansas Flint Hills. It is maintained as a clearinghouse for JEA members and programs. It also houses the JEA Bookstore and membership records.

## QUESTIONS?

Contact Linda S. Puntney, Institute Director  
785-532-7822 • 866-532-5532 (toll free)  
lindarp@ksu.edu • jea@spub.ksu.edu  
Fax: 785-532-5563 or 6236

**Enrollment is limited. To reserve your spot please return this form with a \$75-per-sequence, non-refundable deposit.**

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

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

City, State, ZIP: \_\_\_\_\_

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

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

City, State, ZIP: \_\_\_\_\_

Cell #: \_\_\_\_\_ Home #: \_\_\_\_\_

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

Number of years advising: \_\_\_\_\_

Student media advised (newspaper, yearbook, broadcast, magazine, online)

Sequence III participants only: What software program do you most want to learn?

Adult T-shirt size (please circle one) S M L XL XXL XXXL

**Mark which sequence you will be attending:**

I. Law, Ethics & Advising in the 21st Century \$325 \$  
(Housing not included. See description)  
June 20-25, 2010 \_\_\_\_\_

II: Advising Student Publications \$390 \$  
Private rooms available for \$65 per night.  
July 18-22, 2010 \_\_\_\_\_  
Private room \_\_\_ nights x \$65 = \$ \_\_\_\_\_

III: Multimedia Boot Camp for Advisers \$390 \$  
Private rooms available for \$65 per night.  
July 23-27, 2010 \_\_\_\_\_  
Private room \_\_\_ nights x \$65 = \$ \_\_\_\_\_

Total Due: \$ \_\_\_\_\_

Deposit Due (\$75 per sequence): \$ \_\_\_\_\_

**Method of payment:** three options available

MasterCard/Visa #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on card: (Print) \_\_\_\_\_

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

Check #: \_\_\_\_\_ Purchase Order #: \_\_\_\_\_  
(Make payable to Journalism Education Association) (Original PO must be mailed or faxed to 785-532-5563)

**Mail application and deposit to:**

JEA Advisers Institute  
Kansas State University  
103 Kedzie Hall  
Manhattan, KS 66506-1505

REGISTRATION