

finding a community

Using Press Associations to Support Student Publications & Media

Jim McCrossen, publications adviser, Blue Valley Northwest
Eric Thomas, KSPA executive director, KU journalism school



What we said we would do . . .

How can you help your AV Communications students learn, compete, connect and have First Amendment support? This session will introduce you to the web of support available to your students, whether they are photographers, designers or journalists. These organizations host contests, provide legal advice, organize conventions and provide a professional network for you, the teacher.

Presented by: Eric Thomas, Kansas Scholastic Press Association; and Jim McCrossen, USD 229 Blue Valley Northwest High School.



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**First, what do press associations offer?
And, how can you use them in your
classroom?**



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Critiques: Perks

- Helps you see your blind spots regarding your publication
- Also helps with areas where you have less experience as an adviser
- Reinforces messages that you have been giving students all along



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Critiques: Perks

- Gives you a benchmark for improvement
 - (however, there is danger in stressing it too much: just one opinion)



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Critiques: Best practices

- Allow editors to present a summary to the class, rather than adviser doing so
 - Ask editors to commend stories/staffers mentioned positively in the critique
- Make the full report available to all staffers (especially future leaders)
- Stress that it is (for better/worse) one opinion



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Critiques: Best practices

- Critique as leverage?
 - For more/better equipment
 - For professional development
 - For less pressure from admin/teachers
- Publicize news of critique at school



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Contests: Perks

- Accolades for student work
- Recognition for your program
- **Most contests:** individual critiques
- Possible scholarship money
 - Or a way to build case for scholarship money
- Increased attention to what other student publications are doing



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Contests: Best practices

- Great way to wrap an issue: nominate entries for future contests
- Ask students how they would have placed winners in a category
- Make a tradition/place in your room to recognize winners



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Conferences: Perks

- In-person contact with pros, higher ed, vendors, critiques and keynote speakers
- Chance to travel outside of school district
- Staff bonding
- A session for every specialty
- On-site contests?



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Conferences: Best practices

- Buddy up with a veteran adviser
 - Go one time with them (as prof. development)
 - Steal (borrow) all of his/her materials
- Travel close first, then far
- Fundraise: through publication ads?
- Keep them busy
- Be sure they report what they learned



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Awards: Perks

- Something for the resume
- Money!
- A bit of pride
- Some hardware for the wall
- Competition can bring out the best in us



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Awards: Best practices

- Nominate others in your region to build regional pride and community
- Know that your application for an award often rewards your students



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Next, what can each organization offer



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KSPA: Kansas Scholastic Press Association



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KSPA: Advocacy

- Free for first-time member advisers
- Support advisers and students in First Amendment disputes
- Uphold Kansas Student Publications Act



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kansas scholastic press association

THE COURIER

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Headquarters: 2063 Dole Center
University of Kansas
Lawrence, KS 66045

WE DID IT! Governor Finney signs Senate Bill #62 in open ceremony

It took a lot of long, hard work but the Kansas Scholastic Press Association met with success Friday, Feb. 21, when Governor Joan Finney signed Senate Bill #62 into law.

"This bill stands as an accumulation of hours of hard work by a group of truly devoted scholastic journalists," John Hudnall, KSPA executive director, said.

"Since my arrival in Kansas a year and one-half ago I have been most impressed with the dedication our people have displayed toward getting this bill passed. I couldn't be happier for them and for the journalism students in Kansas who will benefit," Hudnall said.

The bill is a result of the United States Supreme Court decision in *Hazelwood v. Kuhlmeier*, a case which severely restricted freedom of expression for students. This 1988 decision has been the landmark decision for student press rights.

KSPA has been at work in drafting state legislation since the Hazelwood decision. The initial bill, House Bill #2234, was drafted by Dave Adams, former director of publications at Kansas State University. Gary Blumenthal, D-Merriam, was the House of Representative sponsor for the initial bill which ended up getting stalled in committee. Jackie Engel, former KSPA

JOAN FINNEY, Governor
State Capitol, 1P West
Topeka, KS 66612-1000

STATE OF KANSAS



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OFFICE OF THE GOVERNOR

MEMORANDUM FOR GOVERNOR JOAN FINNEY
REGARDING SENATE BILL 62

FEBRUARY 21, 1992

Today I sign into law Senate Bill 62 which defines rights of students publishing school newspapers.

The Student Publication Act, Senate Bill 62, would restore the press rights of student publications by eliminating major forms of censorship on controversial news topics.

The rights of students in the Hazelwood School District, a St. Louis, Mo., school, to publish potentially controversial articles was limited by U.S. Supreme Court ruling.

Senate Bill 62 specifically protects the rights of students in Kansas to publish the articles approved in Hazelwood. Senate Bill 62 states that "material shall not be suppressed solely because it involves political or controversial subject matter."

This is the heart of the protections afforded Kansas students in Senate Bill 62 and it corrects the limitation upheld in Hazelwood.

Section 1(a) of Senate Bill 62 explicitly recognizes the right of free press of student publications which, by signature, I endorse.

executive secretary, was a key lobbyist for both bills.

"I am just delighted. It certainly is a real plus for student journalism in Kansas," Engel said.

Senate Bill #62 was sponsored by Senator Lana Olesen, R-Manhattan.

Olesen and Ron Johnson, current director of Student Publications, Inc., at Kansas State University, pushed the bill through both the Senate and the House of Representatives. They were also key authors of the bill. Olesen is a former high

school journalism instructor.

Senate Bill #62 was first introduced in the spring of 1991 before the Senate Education Committee where it received little opposition. It was presented before the full Senate and received a 37-2 endorsement from the senators. No further action was taken last spring on the bill as a result of time constraints in the House of Representatives.

The bill was taken to the House Education Committee in January and was voted on by the full House in February. The House of Representatives passed the bill 79-42.

With the signing of this bill by Governor Finney, high school journalists will essentially return to the *Tinker v. Des Moines* standard of 1969. Unprotected speech under *Tinker* included libel, obscenity and substantial disruption of the academic process.

"Our bill will demand greater responsibility from high school journalists. I think they are willing and able to accept such responsibility," Hudnall said.

"What we now must do is educate our school administrators, advisers and students as to their responsibilities and their rights. This is vital if this press rights bill is to be effective throughout Kansas," Hudnall said.



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KSPA: Critiques

- Annual critiques for yearbook, online, news publication and broadcast (**\$60 each**)
- In-person critiques at fall conferences (**\$10 each**)
- All-Kansas designation for top entries



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KSPA: Contests

- **Monthly Contests: 5 photo, 5 writing, 3 design and 2 multimedia**
 - 1st, 2nd and 3rd places each month
 - \$5 per entry, or \$420 for maximum annual number of entries
- **Middle school mail-in contest**
 - In the spring



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KSPA: Contests

- Regional Contest: \$10 per entry
 - Six regional locations: KU, KSU, WSU, PSU, ESU, FHSU
 - End of February
 - 2,500 entries in 19 different categories
 - Some on-site & some digital contests
 - Winner advance to state



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KSPA: Contests

- State Contest: \$10 per entry
 - Hosted at University of Kansas
 - Start of May
 - 21 different categories, including online photo gallery and multimedia storytelling
 - Team state champions and individual champions awarded



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KSPA: Conferences

- 2017: Special conference celebrating 25th anniversary of student press law in Kansas
 - Overnight conference in Topeka
 - Registration open soon!
- During a “normal” year: three conferences at KU, FHSU & other site



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KSPA: Awards

- Student Journalist of the Year
 - For all school sizes
- Jackie Engel Award
 - top journalism teacher in state
 - In conjunction with Kansas Collegiate Media



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KSPA: Awards

- Other awards
 - Sunflower Award: excellent new teacher
 - Mary Patrick Award: excellent middle school student journalist
 - Hall of Fame: outstanding KSPA service
 - Friend of KSPA: assistance to KSPA
 - Ad Astra: service to Kansas student journalism



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JEA: Journalism Education Association



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JEA: Journalism Education Association

Supports teachers of journalism internationally

- Headquartered in Manhattan, Kansas
- Co-host with NSPA of national convention



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JEA: benefits

- **Advice/Help** through JEA listserv
- **JEA Bookstore** either online or at conventions
- **Curriculum** with online portal to excellent lesson plans
- **Publications** that report the latest in journalism education
- **Certifications** like certified & master journalism educator
- **Non-student Awards** such as yearbook and journalism teacher of the year
- **Student Awards** such as student journalist of the year
- **JEA Advisers Institute** for teachers to trade ideas



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NSPA: National Scholastic Press Association



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NSPA: National Scholastic Press Association

The largest student journalism group in the country: **for students**

- Headquartered in Minneapolis
- Partners with JEA for national convention



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NSPA: Perks

- **Contests:** Individual Awards contest
 - Annual photo, design, online, broadcast, writing awards
 - Best of Show: for those publication at convention
- **Critiques:** All-American critiques
- **Convention:** twice per year at changing locations
 - One east coast, one west coast
- **Awards:** lifetime achievement, etc.



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	LEVEL 1 \$109	LEVEL 2 \$189	JUNIOR HIGH/ MIDDLE SCHOOL LEVEL ONE \$59	JUNIOR HIGH/ MIDDLE SCHOOL LEVEL TWO \$99	BROADCAST \$69
Eligibility to enter Pacemaker contests	✓	✓	✓	✓	✓
Eligibility to enter Individual Award contests	✓	✓	✓	✓	✓
Reduced registration fees for conventions	✓	✓	✓	✓	✓
Eligibility for convention Best of Show Awards	✓	✓	✓	✓	✓
Best of the High School Press book	✓	✓	✓	✓	✓
NSPA Guidebook (yearbook, newspaper, magazine or multimedia)	✓	✓	✓	✓	✓
Eligibility to enroll students in NSPA's Journalism Honor Roll	✓	✓	✓	✓	✓
Certificate of membership	✓	✓	✓	✓	✓
Publication or website critique		✓		✓	
Eligibility for the NSPA All-American Hall of Fame		✓		✓	



SPLC: Student Press Law Center



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SPLC: Services

Supporting students in their fight for free expression

- Will respond to specific reports of unlawful censorship
- Working in other states to pass legislation to match Kansas student press freedoms



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Quill & Scroll: International Honor Society for High School Journalists



Website: Quillandscroll.org



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Quill & Scroll: International Honor Society for High School Journalists

Everybody likes an honor society and this one belongs to us.

Critiques (News Media Evaluations)

Contests (Writing, Photo, Blogging, Yearbook)

Scholarships (Several journalism scholarships)



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KAB: Kansas Association of Broadcasters



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KAB: Kansas Association of Broadcasters

Annual contest for broadcast programs with 18 different categories

- \$10 per entry
- Due Feb. 15



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CSPA: Columbia Scholastic Press Association



Website: cspa.columbia.edu



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CSPA: Columbia Scholastic Press Association

CSPA, based at Columbia University in New York, the home of the Pulitzer Prize, offers the journalism trifecta:

Contests (Crown and Circle)

Critiques (Medalist)

Convention (Spring in NYC)



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CSPA: Columbia Scholastic Press Association

Membership options

- **Regular Membership:** includes detailed critique, Crown judging, 30 free Gold Circle entries, Special Edition Crown Awards DVD. [Digital \$23, Print \$235, Hybrid \$275]
- **Associate Membership:** includes Crown judging, 30 free Gold Circle entries, Special Edition Crown Awards DVD. *NO critique included.* [\$195]
- **Basic Membership:** includes 30 free Gold Circle entries, Special Edition Crown Awards DVD. *NO critique, NO Crown Awards entry included.* [\$175]



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