

# NORTHWEST SCHOLASTIC PRESS

*Northwest Scholastic Press provides services to the scholastic journalism community in the Pacific Northwest, including conferences, contests, critiques, awards and scholarships.*

## CONTACT US:

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## HOW TO JOIN:

[nwscholasticpress.org](http://nwscholasticpress.org)

[tinyurl.com/NWSP-2016-2017-Membership](http://tinyurl.com/NWSP-2016-2017-Membership)

## FOLLOW US!

 @nwspress

 Northwest Scholastic Press

Hello! I hope that you have had a great start to this school year. This Administrator's Media Guide is intended to help inform you about the resources available to high school journalism programs.

As I am sure you have seen during your tenure as an administrator, being a publication or media adviser is an extremely challenging task. Everyone knows about the student produced yearbooks, newspapers, and podcasts, but very few understand at the start the financial responsibilities or how to navigate school politics. As a former publications adviser, I completely understand how easy it is to draw the ire of the band director. To further compound these challenges, there are often very few who volunteer to take on a publication in comparison to those who are called into service.

Northwest Scholastic Press as well as the Scholastic Journalism Outreach office of the School of Journalism and Communication at the University of Oregon is committed to helping all journalism teachers and programs find success across the state of Oregon. As a former yearbook and newspaper adviser and teacher, I understand the challenges your teachers face. My job is essentially to help them find success. Because journalism is a highly specified field there are often few in the building with similar goals or expectations. Being a part of our network of advisers affords teachers the use of an extensive professional learning community. One of the greatest challenges facing

many journalism programs is teacher turnover. I have seen many programs get a new adviser every year for four years or more. For students who join in the hopes of building something, this is exhausting

and often leads to journalism programs leaving schools. Inside this packet you will find resources aimed at limiting that turnover and strengthening journalism in your school. There are opportunities for professional growth for teachers and students. The Journalism Education Association, a national organization, also offers a mentoring program for teachers. If you have an adviser who needs help or guidance but doesn't fit the parameters of the mentoring program, that is where I can be the most help. I travel across the state to mentor, teach and support journalism teachers.

With all of us working together, I am sure that we can accomplish great things in journalism. There are numerous opportunities to earn state and national recognition for your journalism programs and school. Choosing to be a part of Northwest Scholastic Press is the start.

### Anthony D. Whitten

University of Oregon Scholastic Journalism  
Outreach Coordinator  
Northwest Scholastic Press Executive Director



## WHAT DO WE DO?

### FALL PRESS DAY

Fall Press Day encompasses a series of workshops, panel discussions and forums aimed at enriching middle and high school students. This very special event affords young journalists across Oregon the opportunity to interact with professional journalists and college professors. It is a day filled with instruction, practice, and skill-building.

### STUDENT MEDIA OLYMPICS

Student Media Olympics is an opportunity for high school students to have their work objectively evaluated and rated by media professionals, receive statewide recognition for their work, and recognition for their school's journalism program.

### SCHOOL VISITS

NWSP travels throughout Oregon to support high school journalism programs and events, teach intermediate journalism skills, and assist in newspaper, yearbook and multimedia programs planning and production.



# Fall Press Day set for Wednesday, Nov. 2

Don't forget - no one else sees the world the way you do, so no one else can tell the stories that you have to tell.  
-Charles de Lint

# FALL PRESS DAY

Wednesday, November 2  
Erb Memorial Union

Northwest Scholastic Press

UNIVERSITY OF OREGON School of Journalism and Communication

Your journalism journey should go through Eugene, Ore. Join Northwest Scholastic Press and the University of Oregon School of Journalism and Communication for a day of workshops, contests, and panels on the University of Oregon's campus. Registration is open to all middle and high school students.

Students: \$20 each/\$35 each without NWSP membership  
Advisers: \$35 each/\$40 each without NWSP membership

Registration deadline:  
**Wednesday, October 26th**

<http://tinyurl.com/FPD-2016-Registration>

## ANNUAL AWARDS

Give your advisers and students the recognition they deserve by nominating them for our annual awards.

OJEA and NWSP offer two awards for advisers: the Mary Hartman Oregon Journalism Teacher of the Year (TOTY) and Oregon Rookie Journalism Teacher of the Year (RTOTY); and one for students: the Oregon High School Journalist of the Year.

Winner of the TOTY will receive a plaque, plus a \$500 cash award which is paid by an endowment from the Hartman family. RTOTY will also receive a plaque and a \$250 cash award.

The Journalist of the Year is awarded the Alyce Sheetz Memorial Scholarship for \$1,000 and a plaque.

Nominations are accepted from principals, professional journalists, fellow teachers, or students. Individuals may also self-nominate.

Visit our website for the application and deadline.

## OREGON JOURNALISM EDUCATION ASSOCIATION



The Oregon Journalism Education Association supports journalism teachers and publications advisers around the state. It is the state chapter of JEA. You can bundle your OJEA and NWSP membership.

Visit our website for more information:  
[nwscholasticpress.org](http://nwscholasticpress.org)

## SUMMER ENRICHMENT OPPORTUNITIES Coming Summer 2017

For students:

**Next Generation Storytelling  
@ University of Oregon**  
June 25-30th

For advisers:

**Northwest Journalism Experience**  
University of Oregon  
June 25-27th

*More information to come!*



Fall 2016

Dear Principal,

I am writing to offer any new or struggling publications or media adviser on your faculty the opportunity to be a part of a free mentoring program.

Thanks to grants from the Oregon Newspaper Publishers Foundation and Northwest Scholastic Press, and sponsorship from the Journalism Education Association (<http://jeamentoring.org/>), Oregon is one of a few states to offer a mentoring program to new high school and middle school publications and media advisers. The grants cover travel and supply costs as well as a stipend for the mentors. That means that this program is offered at no cost to advisers, schools or districts.

This program is aimed at addressing the attrition rate for journalism/media teachers across the country. In Oregon, nearly half of all first-year journalism/media teachers and/or advisers leave the position by the end of the first year. The mentoring program is a way to help end this crisis.

As you know, publications/media advisers hold a unique position. Usually they are the only ones in their building teaching their subject and the only ones whose students regularly publish, post on-line, or broadcast their work. Advisers deal with writing, publishing and/or broadcast technology, budgeting, photography, design, advertising, staff management, and press rights and responsibilities – an awesome task for a novice and overwhelming for any adviser. Regular contact with an experienced professional should make the task more manageable and even enjoyable.

Three Oregon advisers have received mentor training to work with publications and media advisers who are new or nearly new or who may have been advising but are struggling in the position. All areas of the state are covered by the mentors either through face-to-face contact or through virtual means, such as email or Skype.

If you have inexperienced or struggling advisers or publication/media teachers, please discuss this program with them. It requires a two-year commitment. If you or your publications/media adviser(s) are interested, please contact me and I will direct the inquiry to the mentor closest to your school or district. Should a teacher decide to participate, we will email an agreement for you and the teacher to sign.

That's all it will take to begin this program in your school. We look forward to providing this help to your media advisers in the coming year.

Sincerely,

A handwritten signature in black ink that reads "Bill Flechtner". The signature is fluid and cursive.

Bill Flechtner, [bnflech@comcast.net](mailto:bnflech@comcast.net)

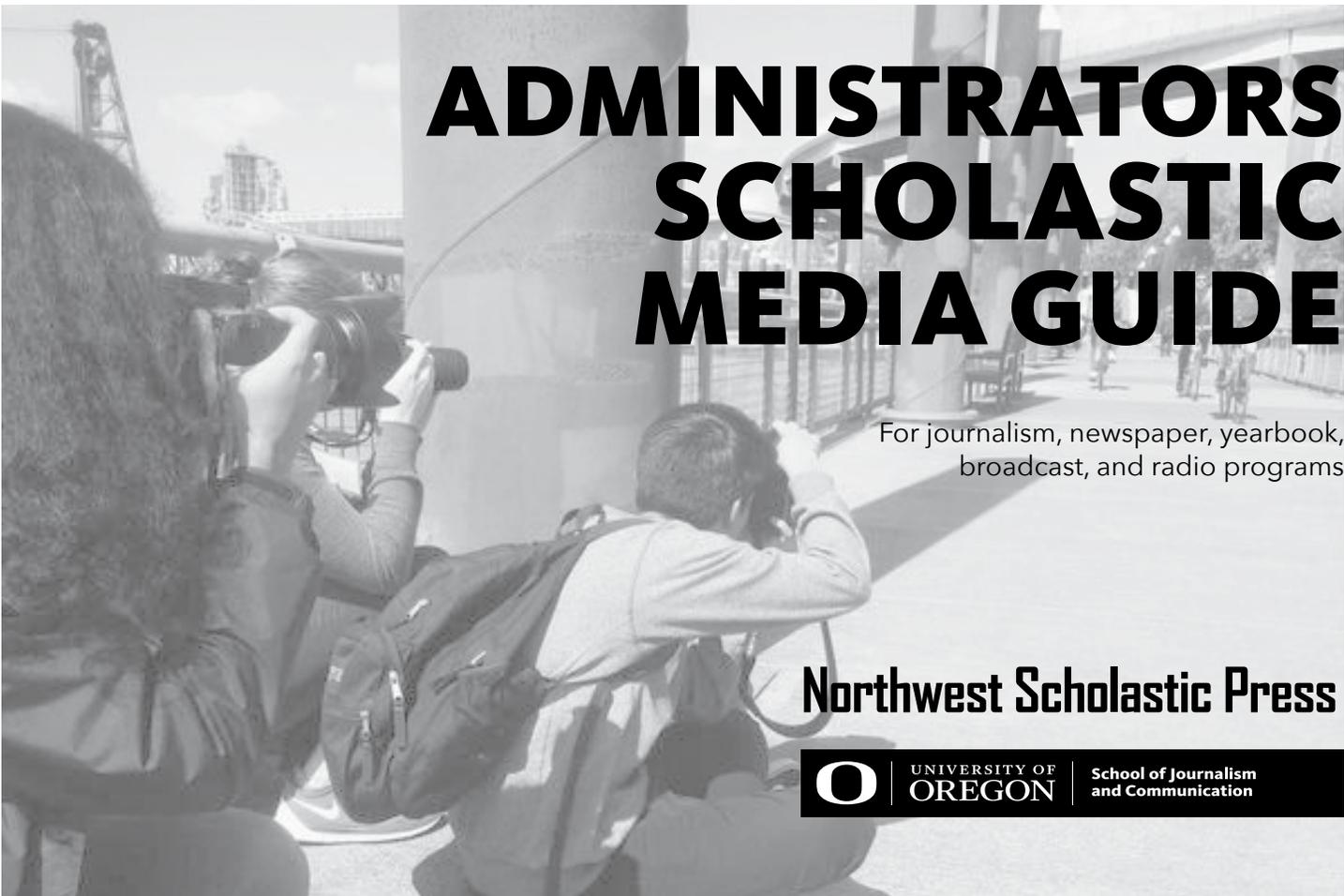
Other mentors: Karen Boone [karen.boone@bend.k12.or.us](mailto:karen.boone@bend.k12.or.us) Ray Hopfer [rayhop@juno.com](mailto:rayhop@juno.com)



**School of Journalism and Communication**  
**George S. Turnbull Portland Center**

Nonprofit  
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# **ADMINISTRATORS SCHOLASTIC MEDIA GUIDE**

For journalism, newspaper, yearbook,  
broadcast, and radio programs

**Northwest Scholastic Press**



**School of Journalism  
and Communication**