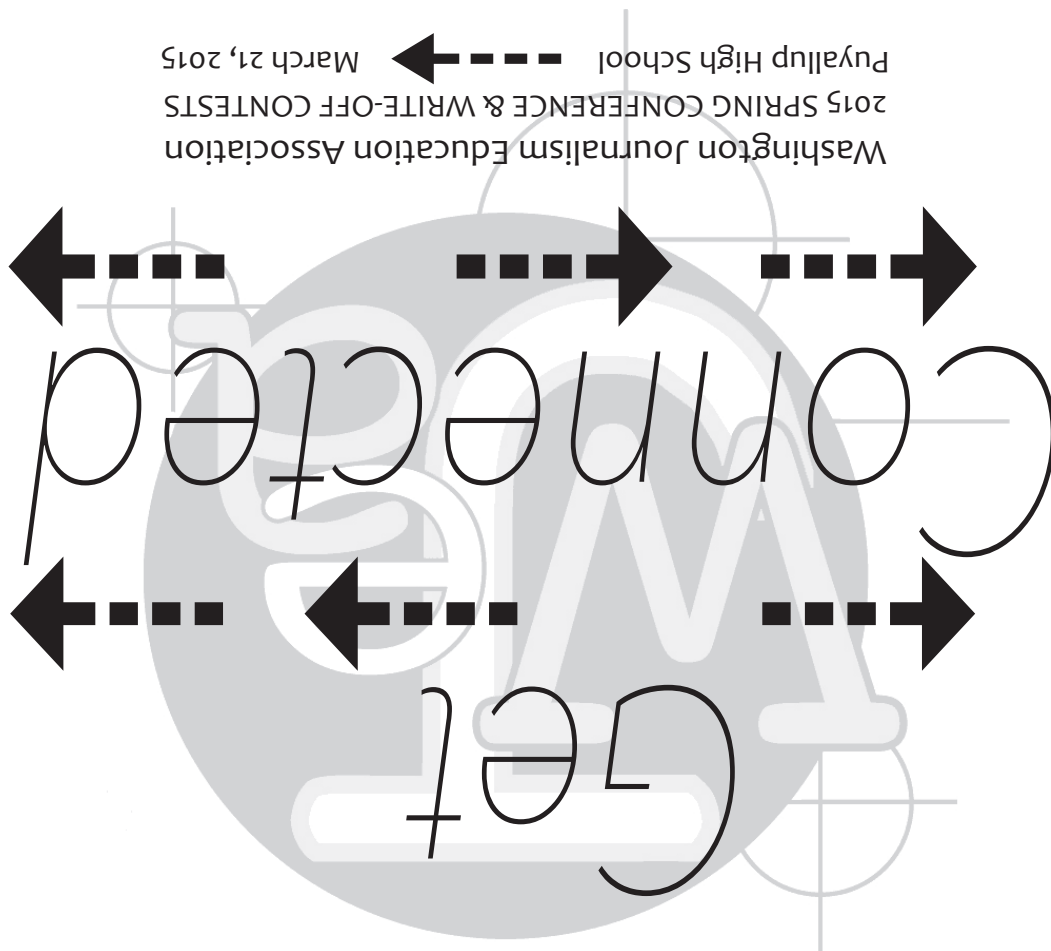


Washington Journalism Education Association

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Seattle WA 98124

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Washington Journalism Education Association
2015 SPRING CONFERENCE & WRITE-OFF CONTESTS
Puyallup High School ← - - - - - March 21, 2015



2015 WASHINGTON STATE JOURNALISM CONFERENCE & WRITE-OFF COMPETITION

schedule

7:30 a.m. - 8:50 a.m.
Registration and check-in

9 a.m. - 11:15 a.m.
Write-Off Contests
Non-contestant sessions

11:15 a.m. - 12:25 p.m.
Lunch

12:30 p.m. - 1:25 p.m.
Keynote: David Zeeck

1:30 p.m. - 3:25 p.m.
Sessions

3:30 p.m. - 4:30 p.m.
Awards Ceremony



program highlights

Sessions featuring top journalists
Tips for writers, advisers, editors,
photographers, broadcasters & more
WJEA scholarships and award winner presentations
Write-off competitions featuring real-world scenarios
Swap shops and networking

MARCH 21, 2015

Puyallup High School – Puyallup WA

“Freedom and independence for the press is not a special privilege for journalists. It is a special protection for the people.”

Paul K. McMasters, former ombudsman
First Amendment Center, 1999

KEYNOTE

David Zeeck, president & publisher, News Tribune

Dave Zeeck has been president and publisher of The News Tribune since 2008. As president and publisher, Zeeck oversees the daily newspaper operations in Tacoma and Olympia, as well as the community weeklies in Gig Harbor and Puyallup and the base newspaper at Joint Base Lewis-McChord. He also oversees digital media operations that include cars.com and careerbuilder.com in the South Sound.

Before that he was executive editor of The News Tribune for 14 years. He came to Tacoma in 1994, after 20 years at The Kansas City Star as a reporter and editor. At The Star, he was an editor on projects that won Pulitzer prizes for local and national reporting.

In addition to being past chair of the Economic Development Board for Tacoma-Pierce County, Zeeck serves as a member of the Executive Council for a Greater Tacoma and is chair of the advisory board for the University of Washington - Tacoma. He is also on the boards of two industry organizations: Pacific Northwest Newspaper Association and Allied Daily Newspapers of Washington. He is a past-president of the American Society of Newspaper Editors.

He received an MBA from Rockhurst College in Kansas City and a bachelor of journalism degree from the University of Missouri. He is a Presbyterian and an Eagle Scout. He is married to Valarie S. Zeeck, a partner in a Tacoma law firm. They have two grown sons. Zeeck is proud to be a Texan by birth and a Tacoman by choice.



Conference Registration 2015

**Postmark Deadline:
March 4, 2015**

School Information

School Name _____
School Address _____
City _____ State _____ ZIP _____
Phone _____

Newspaper/Newsmag/Online Registration

PublicationName _____ Editor _____
Adviser Name _____ I am willing to be a contest moderator and/or judge
 I am a WJEA member*
Home Address _____
City _____ State _____ ZIP _____
Phone _____ E-mail _____

Yearbook Registration

Publication Name _____ Editor _____
Adviser Name _____ I am willing to be a contest moderator and/or judge
 I am a WJEA member*
Home Address _____
City _____ State _____ ZIP _____
Phone _____ E-mail _____

Broadcast Registration

Program Name _____ Editor _____
Adviser Name _____ I am willing to be a contest moderator and/or judge
 I am a WJEA member*
Home Address _____
City _____ State _____ ZIP _____
Phone _____ E-mail _____

Periodically check
www.wjea.org
for schedule and for session updates.

Lunch

There will be morning and lunchtime snacks on site and several food venues within walking (or short driving) distance. A map and other lunch information will be sent to all registrants prior to the conference.

A hosted lunch will be provided for judges and session presenters.

Directions to Puyallup HS

105 7th Street Southwest, Puyallup, WA 98371 (253) 841-8711

For visual maps and/or directions, please see the WJEA web site www.wjea.org

From SR 167: Pioneer exit and head west toward downtown Puyallup.
PHS is on the corner of Pioneer & 7th. Park across from the gym.

From I-5: Puyallup/River Road exit and turn right on 7th
Park across from the gym.

*To receive member conference rates for all members of a delegation, the adviser must be a WJEA member.

Registration Questions?
Call Kathy Schrier
206-979-3234 or e-mail
wjeaexecutivedirector@gmail.org

**Fax with PO# to 206-583-0508
or send form & fees to:**

WJEA
PO Box 24389
Seattle, WA 98124

Conference Only: Members: \$12 per delegate Non-members: \$18 per delegate.
Contest and Conference Registration: \$24 per delegate, total.
Fees apply to students and advisers and are per person unless otherwise noted.

PLEASE NOTE: If you are joining WJEA with this registration, you are entitled to the reduced \$12 fee and your students may register for write-off contests. Non-members may not enter students in contests. All fees are nonrefundable. Unless arrangements have been made with the registrar ahead, the school will be held accountable for the registration fee.

Category	Qty.	Fee	Total
Student Registration(s) all attendees	X	\$12 WJEA Members \$18 Non-members	=
Adviser Registration(s)*	X	\$12 WJEA Members \$18 Non-members	=
Contest Registration(s) WJEA Members' Students Only	X	\$12	=
WJEA Dues (Washington JEA)	X	\$35	=
JEA Dues (National JEA)	X	\$60	=
Late Fee (postmarked after March 4, 2015)	X	\$10	=
School Purchase Order Processing Fee	X	\$ 3	=
School Purchase Order #			

TOTAL 

Make checks payable to WJEA

Contest rulebook, validated entry list and map will be emailed to you.
Download information and materials from www.wjea.org.

Envelope with contest entry tickets for each contest will be available for pick-up from 8-8:50 a.m. on site the day of the conference, March 21, 2015.

Clock Hours

Four clock hours will be available for advisers who attend the 2015 Spring Conference. Cost is \$4 per hour, a total of \$16, payable by credit card or personal check the day of the conference.

Reminder for WJEA Scholarships & Awards Deadline February 15, 2015

WJEA members are invited to apply for the following awards. Entry forms and additional information are downloadable from www.wjea.org

Lu Flannery Outstanding Journalist Award
WJEA Journalist of the Year/Robin Morris Scholarship
Beginning and Experienced Adviser Scholarships
WJEA Adviser of the Year
Fern Valentine Freedom of Expression Award

Contest Registration

Postmark Deadline: March 4, 2015

School Information

SCHOOL NAME:

MEDIA NAME:

Questions?

Registration Questions?

Call Kathy Schrier 206-979-3234
or e-mail wjeaexecutivedirector@gmail.com

Fax with PO# to 206-583-0508

or send form & fees to:

WJEA

PO Box 24389

Seattle, WA 98124

ALL REGISTRATION FORMS MUST BE TYPED OR PRINTED CLEARLY. This CONTEST registration form must accompany your CONFERENCE registration form (at left). Late registrants must add \$10 per school. **ADVISERS MUST BE WJEA MEMBERS FOR STUDENTS TO ENTER CONTESTS.**

ENTRANT INFORMATION

Please register ONLY one student per school per category — only one student's name should be entered for any contest. Print students' full names clearly in space provided. MAKE A COPY OF THIS FORM FOR YOUR RECORDS. All categories are open for students (grades 6-12) of current WJEA members.

FOR EACH CATEGORY ENTRY, PLEASE PRINT STUDENT PARTICIPANT NAME IN SPACE PROVIDED ↓

News Writing	01-
Editorial Writing	02-
Newspaper/Newsmagazine Feature Writing	03-
Yearbook Feature Writing	04-
Sports Feature Writing	05-
Review Writing	06-
Editorial Cartooning	07-
Headline Writing/Copy Editing	08-
Newspaper/Newsmagazine Layout (on-site using InDesign CS5)	09-
Yearbook Layout (on-site using InDesign CS5)	10-
Photo Editing/Caption Writing (Yearbook)	11-
Photo Editing/Caption Writing (Newspaper/Newsmag)	12-
News/Feature Photography (Newspaper/Newsmag carry-in)	13-
News/Feature Photography (Yearbook carry-in)	14-
Sports Photography (Newspaper/Newsmag carry-in)	15-
Sports Photography (Yearbook carry-in)	16-
Visual Communications/Infographics (N or Y, carry-in)	17-
Video Broadcast (mail in competition – see entry form for details)	18-
Emerging Technologies (mail-in competition - see entry form for details)	19-

PLEASE NOTE: Non-members may not enter students in contests. Contest fees are in addition to conference registration fees. All fees are non-refundable. Unless arrangements have been made with the registrar ahead, the school will be held accountable for the registration fee. Combined contest and conference fee is \$24 per student. No fees are refundable. No contest registrations will be accepted on site; however, names may be substituted in categories for which your school has already registered. This form will serve as contest registration confirmation when validated.

“Best in Show” has been eliminated as a category in the 2015 WJEA spring competition. In its place, WJEA will offer a critiquing service with June submissions, allowing student editors to choose and enter the best samples of work from the entire school year. More information: www.wjea.org

VALIDATED BY

DATE

OFFICE CODE: _____