

# WJEA Journalism Day 2015

Thursday, Sept. 17 on the University of Washington campus

A day for student journalists and their advisers

Late fee applies after 9/10/15

**J**oin 800+ high school media students and their advisers for a day on the UW Seattle campus. Attend two morning sessions presented by media professionals from area print /broadcast/online media (25 sessions on a range of topics.) After lunch, hear from keynoter Mike Hiestand, attorney, author, and First Amendment expert.

**Don't miss this opportunity to learn from the pros!**

**Special track for yearbook journalists.**

**Advisers: Hospitality room and 4 clock hours available.**

## J-Day Schedule

8:30-9:15 am ..... Check-in (Communications Building)

9:30-10:20 ..... Session 1

Advisers are encouraged to remain in the Hospitality Room for special WJEA presentations during Session #1

10:30-11:20 ..... Session 2

11:20-12:30 ..... Lunch on campus or brownbag

12:35-1:30 KANE HALL ..... Keynote

1:30-2 KANE HALL ..... WJEA "All-Washington" Recognitions

1:40-2:30 ..... Session 3

Campus Media Tours (KUOW National Public Radio, UW Television, or the UW Daily)

All sessions will be held in buildings near "the Quad" and the Communications Bldg:

[www.washington.edu/home/maps/northcentral.html](http://www.washington.edu/home/maps/northcentral.html)

**Yearbook Students:** Sessions specific to yearbook will be presented by professionals from the Herff Jones Company, Balfour/Taylor Yearbooks and Walsworth Yearbooks.

## J-Day Cost, Lunch, Clock Hours

\$15 per student/adviser (if adviser is a WJEA member)

\$20 per student/adviser (if adviser is NOT a WJEA member)

Note: The lower price may be applied if adviser joins WJEA when registering. Registration form on opposite side.

Planning to purchase lunch on campus? Expected cost is \$8-\$12. A list of campus food vendors will be available at [wjea.org](http://wjea.org) the week prior to the event.

TEACHER CLOCK HOURS: 4 clock hours @ \$4 each; \$16 payable to WJEA on site by check, cash or credit card.

For information updates on Journalism Day or other WJEA activities, go to [www.wjea.org](http://www.wjea.org)

Questions? Kathy Schrier, MJE - [wjeaexecutivedirector@gmail.com](mailto:wjeaexecutivedirector@gmail.com)



### Keynote: Mike Hiestand

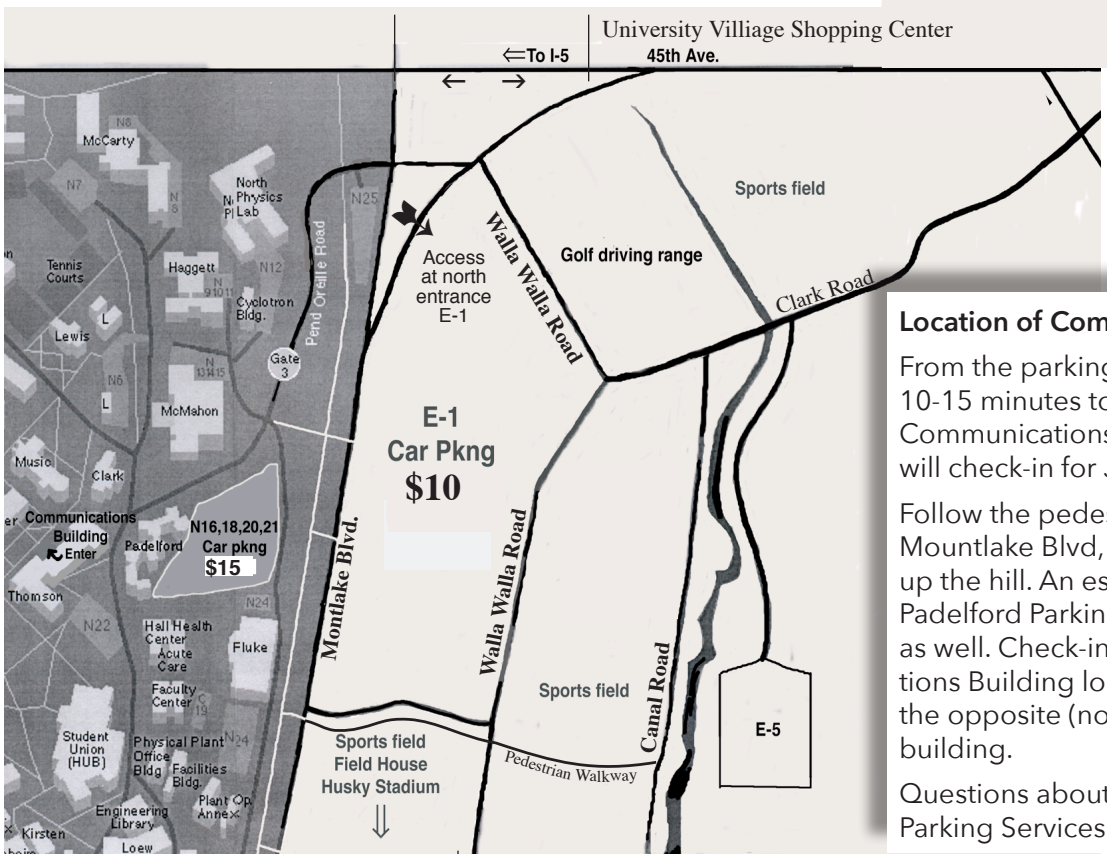
**M**ike Hiestand earned a journalism degree from Marquette University and a law degree from Cornell. He was the staff attorney for the nonprofit Student Press Law Center, located just outside Washington, D.C., between 1991-2003 and, as owner and founder of Zenger Consulting, worked full-time as the Center's sole consulting attorney until 2012. He continues to work with the SPLC on special projects affecting the student press community.

Hiestand has provided legal assistance to nearly 15,000 high school and college student journalists and their advisers. He has filed friend of the court briefs on various First Amendment and media law issues with appellate courts across the country and before the United States Supreme Court in nearly every significant free speech case affecting youth speech over the past two decades. His work has been recognized by groups including the National Scholastic Press Association, College Media Advisers, the Society for Professional Journalists and the Washington Journalism Education Association.

During the 2013-14 school year, Hiestand organized and participated in a nationwide civics education bus tour — the Tinker Tour — with Mary Beth Tinker, plaintiff in the landmark 1969 First Amendment Supreme Court case that bears her name, to talk at schools and colleges across the country about the importance of free speech and a free and independent press. The tour traveled nearly 25,000 miles, making over 100 stops through 41 states and two foreign countries. The Tinker Tour was the 2014 recipient of the Hugh M. Hefner Foundation's First Amendment Award.

In 2015, Hiestand was honored as one of Real Speaking Academy's 2015 Holy Fool's Day (April 1) fools. The mythologist and writer Joseph Campbell said a "Holy Fool is the most dangerous person on earth" because he or she will say whatever needs to be said, no matter what, to make a difference in the world.

# JOURNALISM DAY PARKING



**Location of Communications Building:**  
From the parking area, it takes about 10-15 minutes to walk up the hill to the Communications Building where you will check-in for J-Day.  
Follow the pedestrian walkways across Mountlake Blvd, then take the stairs up the hill. An escalator inside the Padelford Parking Garage can be used, as well. Check-in is in the Communications Building lobby, accessed from the opposite (northwest) side of the building.  
Questions about parking? Call UW Parking Services: 206-685-7167.

**BUS PARKING INFORMATION** will be available after Sept. 1 on the WJEA website: [www.wjea.org](http://www.wjea.org)

# JOURNALISM DAY REGISTRATION

**University of Washington • WJEA J-Day • Thursday, Sept. 17, 2015**

Checks are payable to WJEA. Mail with this form or FAX with Purchase Order by Sept. 10 to:  
WJEA • PO Box 24389 • Seattle WA 98124 or FAX 206-583-0508 • Online at [www.wjea.org](http://www.wjea.org)

Direct questions to Kathy Schrier, MJE: [wjeaexecutivedirector@gmail.com](mailto:wjeaexecutivedirector@gmail.com) or 206-979-3234

School \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_  
School address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_  
Adviser name \_\_\_\_\_ Adviser School e-mail \_\_\_\_\_  
Adviser home mailing address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_  
Adviser direct phone \_\_\_\_\_ Adviser non-school email \_\_\_\_\_

Media advised: ☐ Newspaper ☐ News Magazine ☐ Yearbook ☐ Broadcast ☐ Lit Magazine ☐ Other

New / Renewing WJEA member? (circle) WJEA dues enclosed? Yes No JEA dues enclosed? Yes No

☐ Yes I will sign up for clock hours (4 @ \$ 4 per hr) on the day of the event, payable (to WJEA) on site: \$16.

Do you hold national certification with the Journalism Education Association? ☐ CJE ☐ MJE ☐ Learn more  
WJEA members and their students pay \$15 per delegate; non-WJEA members and their students pay \$20 per delegate. If paying WJEA dues with this form, please pay \$15 per delegate. (All memberships expire July 31, so this is a good time to renew if you have not done so.) Please indicate the number of delegates by category.

If adviser is a WJEA member:  
# \_\_\_\_\_ Total attendees (students plus adviser) at \$15 per person = \$ \_\_\_\_\_  
If adviser is not a WJEA member:  
# \_\_\_\_\_ Total attendees (students plus adviser) at \$20 per person = \$ \_\_\_\_\_  
Add \$35 for WJEA dues, if applicable = \$ \_\_\_\_\_  
Add \$60 for JEA dues, if applicable = \$ \_\_\_\_\_  
If paying by school purchase order, please add \$3 = \$ \_\_\_\_\_  
If mailed after Sept. 10, add \$10 late fee = \$ \_\_\_\_\_  
TOTAL ENCLOSED or PURCHASE ORDER submitted with this form = \$ \_\_\_\_\_