

Add a touch of class to your media program

Use Quill and Scroll's resources, awards, contests

By **KAREN FLOWERS**

Contests. Scholarships. Evaluations. Honor Society. Publications.

All of these resources and awards are available from Quill and Scroll, an international organization organized in 1926 by a group of high school advisers and renowned pollster George H. Gallup to encourage and recognize individual student achievement in academics, journalism and scholastic media.

Advisers who talk about Quill and Scroll usually talk about the honor society into which their students can be inducted, and access to such an honor is an important aspect of the society, but Quill and Scroll has so much more.

The charter. If you are not one of the 14,267 high schools in all 50 states and 44 foreign countries that have been granted a charter, you need to be. Having this impressive document hanging in the media/news room invites an environment of professionalism.

Once your school has a charter, it never has to apply again. Charters are granted for the lifetime of the school and there are no annual dues. The school's chapter of Quill and Scroll will receive a handbook with organizational suggestions and ideas for services to be performed by chapter members.

If you don't know whether your school is a member or not, email (quill-scroll@uiowa.edu) or phone: (319) 335-3457, or just check the website: www.uiowa.edu/~quill-sc/MemberSchools.html.

The honors. All media advisers in chartered schools, or member schools as they are sometimes referred to, can induct students into the International Honor Society of Quill and Scroll. Membership should be to the high school journalist just as much (or more) of an honor as to be inducted into the Beta Club or the National Honor Society.

The standards are clear. They (1) must be in the upper third of their class in general scholastic standing or maintain the equivalent of a B average, either for the year of their election or for the



Quill and Scroll Honor Society inductees and returning members from the 2010-11 school year, attended the annual membership initiation ceremony at Belvidere North HS for all news media staff — yearbook, newspaper and website. The event is held in the school library and is attended by parents and includes a welcome from the principal. Seated: Callie Lee, Joanna Sawallisch, Nicole Smiley, Chloe Balabuszko, North View newspaper editor Kelsey Ford and Katie Hernandez. Standing: Jennifer Symonds, Sarah Cooper, Jennifer Bowley, Nick McDowell, Quinn Martensen, Gloria Young, adviser Michael Doyle, Hannah Terrinoni, North View website editor Melissa Nellis, Bailey Murphy, Equus yearbook editor Kelsi Shawd and Ainsley Billesbach. Lee, Sawallisch, Smiley, Balabuszko, Hernandez, Symonds, Cooper, Bowley, McDowell, Martensen and Murphy all graduated in 2011. All are in college.

cumulative total of all high school work; (2) must have done superior work in some phase of journalism or school media — news or literary magazine, newspaper, yearbook, website, news bureau or radio/television station; (3) must be recommended by the teacher, adviser, supervisor or by the committee governing media; (4) must be of sophomore, junior or senior classification; and (5) must be approved by the Quill and Scroll executive director. This last qualification means the adviser needs to send in the list of student member recommendations to headquarters. Nomination forms are available on the Quill and Scroll website www.uiowa.edu/~quill-sc, where advisers can also order membership materials such as honor cords for graduating members, pins to recognize staff achievements and T-shirts.

Members receive membership **certificates**, pins and Quill & Scroll magazine. They also have access to resources including: (1) CDs with a PowerPoint presentation of the contest winners, (2) the popular Quill and Scroll Stylebook and (3) the Principal's Guide.

The magazine and website. The Quill & Scroll magazine and website keep advisers and students informed of the latest developments and current practices in the production of good school media. They provide announcements and reports of the society's contests and activities and carry up-to-date and authoritative information about careers in journalism and developments in the field of scholastic journalism. The magazine is provided to members in paper or electronic format as part of the membership fee. Non-members may subscribe to the magazine for one year at \$17 or \$30 for two years. Quill and Scroll also has a Facebook group.

The contests. Society members can enter yearbook, writing and photography contests to win recognition not only for themselves, but also for their schools and their media. Seniors who win are eligible to apply for scholarships. Winners will also receive Quill and Scroll's National Award Gold Key.

Entry fees are \$2 per entry with a \$90 maximum fee for the yearbook contest and \$96 maximum for the writing and photo

contest. Entry forms are online at www.uiowa.edu/~quill-sc.

The Yearbook Excellence Contest deadline is Nov. 1. Awards are presented in 12 divisions in two enrollment categories — schools more than 750 students and schools with 749 or fewer students. Divisions are (1) theme development, (2) student life, (3) academics, (4) clubs or organizations, (5) sports, (6) people, (7) advertising, (8) sports action photo, (9) academic photo, (10) feature photo, (11) graphics and (12) index. Each school is limited to four entries per division except for the theme development division, which allows only one entry.

The Writing and Photo Contest deadline is Feb. 5. Like the yearbook contest, awards are presented in 12 divisions. Divisions are (1) editorial, (2) editorial cartoon, (3) news story, (4) photography/news feature (5) photography/sports, (6) feature story, (7) general columns, (8) review columns, (9) indepth reporting/individual, (10) indepth reporting/team, (11) advertisement, (12) sports story. Submissions from newspapers, news magazines and online are eligible.



KAREN FLOWERS, a former high school teacher and newspaper adviser, now directs the scholastic journalism organizations at the University of South Carolina: the South Carolina Scholastic Press Association (SCSPA) and the Southern Interscholastic Press Association (SIPA). She also directs the SIPA summer workshop, the Carolina Journalism Institute. Flowers is active in national scholastic journalism organizations. She is state director of the Journalism Education Association and chair of the Teaching Standards Committee of the Scholastic Journalism Division of AEJMC. She can be reached at flowersk@mailbox.sc.edu.

The evaluation. The News Media Evaluation is not like any you will receive from state, regional or other national organizations. In fact, advisers who have used this service will tell you the evaluation itself, although helpful, is not as important to the newspaper or news magazine staff as the self-analysis the adviser and staff must go through before sending the newspapers in for a judge to provide feedback. The process of going through the evaluation forces staffs and their advisers to really think about what they do, what they believe and the reasons why. The \$75 entry fee is worth every penny. Entry forms are available at www.quillandscroll.org.

The self-analysis makes a great end of the school year exercise for the staff. Working on the self-analysis in May often provides ideas for the staff to work

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ADVISER PROFILE

Colleen Gacic, CJE

Massachusetts JEA Director

Publication/School: the Scituation (newspaper print & online), previously Chimes (yearbook) at Scituate HS, Scituate, Mass.

Subjects taught: Current assignment Honors Journalistic Writing (newspaper), AP Language & Composition (using IJWI model), English I; previously taught Design & Writing for Publication (yearbook), Public Speaking & TV Production, Media Messages, English II

Years advising: Newspaper: 7; Yearbook: 4.

Advising mission: As an adviser, my goal is to help students to explore their curiosity about the communities they are a part of and ask the questions that get at the heart the stories they cover. I want them to feel comfortable in self-direction, using their editors and myself as guides in the process. When their time on the Scituation comes to an end, I hope they leave proud of their production and continue taking an interest in issues impacting the public.

Reasons for becoming adviser:

My sophomore English teacher in high school, Candace Perkins Bowen, introduced me to the power of the written word and journalistic style, so by junior year, I was taking journalism class with her and hooked on journalistic style. Her predecessor, Laura Smith, also inspired me so that by the time I was applying for colleges, I was looking specifically at programs that were meant for people who wanted to teach both English and a variety of communications courses. My first teaching assignments had long established advisers so it took awhile to get a position. I had never heard of Scituate, but when I saw in the paper they were looking for an English and journalism

teacher I jumped at the chance; it was the best decision I ever made.

Spends most time: Trying to stay ahead of the kids and looking for new ways of challenging the students especially in the spring when they feel like they've done every story.

Administrative support: I am blessed with an amazingly supportive administration. The kids feel comfortable to set up interviews with the principal and assistant principals and they get real answers to their questions. The district administration is completely accessible; it helps that they are in our building. They've also encouraged growth of publications. I created the Design & Writing for Publication course for the yearbook, and they were happy to add it to the curriculum. Another teacher recently helped students start a literary magazine. They really encourage students to be a part of our publication groups.

Advising allies: I've met so many great advisers since I started. My closest crew, though, came out of my experience at the 2006 ASNE Institute at Kent State where I met my East Coast "Core" of Kelly Gionti and Andrew Christopoulos of NYC Public Schools, Amy Cancel at Brick Township HS, N.J., and Shawn Landry of Billerica HS, Mass. We see each other regularly and try as we might to talk about other things, we always end up talking shop.

Biggest challenge: My course/staff is made up primarily of seniors new to the course and the newspaper each year, so the beginning of the year is always hectic getting everyone comfortable with journalistic style, laws and ethics and just the operations of the paper. My returning staff each year has been good



about coaching newbies in writing, but remembering all the little details each September is challenging. By the end of the year, we run like a well-oiled machine.

Biggest headache: Getting advertising revenue. My students get better each year at attracting new advertisers from the town and surrounding communities, but Scituate is a small seaside town and there just isn't a big retail base for support. So as much as we'd love to offer free newspapers, we continue to sell the paper for \$1 and rely on subscriptions for support.

Greatest success: Hearing about how journalism helped students in college and beyond. When students email me to say how much it improved their writing, or learning to interview helped them in applying for a fellowship, I know I've done my job. Actually, when they just send me an article they thought I'd be interested in reveals the connection we as teachers and advisers make.

Most important advising skill: Organization has always been key for me and setting procedures with each new staff and each production helps

efficiency and consistency. If I am out for a day, my sub notes for journalism are more about making the sub feel comfortable with the flow of the class/staff because the kids know exactly what their job is.

Advising wish: More time. All classes in our school meet five of seven days in a rotation and we could do so much more if we met everyday.

Makes me smile: Students taking the time to consider their sources and what it means to put someone else's words in print. They really take into account my saying: "Just because we can, does it mean we should?" So, when they ask each other whether or not they should run a classmate's quote on a sensitive story, I'm pretty proud.

Heroes and why: I'm not sure heroes is the right word, but I've had several mentors in my life that have influenced my perspective on what it means to be an educator and have helped me to see this as a vocation, not a job. Interestingly enough, each of the official or unofficial mentors at the three schools I've taught at have been named Carol, considering this is my grandmother's name, who was also a teacher, makes me think it was kismet.

Hobbies: I'm an avid traveler, both domestic and abroad. In fact, I just spent a weekend in Iceland in October (it's only 4.5 hrs from Boston). Whether visiting family or friends or just hitting a new place, I try to go somewhere each break and make several trips in the summer. I love to read and finally started keeping a spreadsheet of the books because I realize how many I forget.

Advice to other advisers: I'm not sure I can say anything that more experienced advisers haven't taught me, but the longer I advise the more I realize that trusting my student journalists to make sound decisions by trusting I've given them all they need to make those decisions and help each other be successful, makes everything less stressful and makes for a better student newspaper.

TEENS

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the program running."

Motamedi, who has 20-plus years as a reporter, writer and editor for various publications, said putting the First Amendment into practice was tricky. While students could travel to Bangkok, an hour away, to see "The Hunger Games," the decision to review the movie for their digital newspaper was more difficult. Should the story be about the movie or about the ban?

New UNIS journalism adviser Jackson Garland, who was born in California and taught in China, helped his students discuss the issue. If the ban was the story, should the focus be to criticize the ban and, therefore, the Vietnamese government, or to just report on the fact of the movie ban?

Kandell said that the students realized that any criticism of the government could impact their school in a negative way.

"To get in the door, we focused on teaching tools of multimedia storytelling, reporting basics, how to tell a story. No way we could be forceful about the First Amend-

ment," said Kandell in describing these students with their cell phones and computers who wanted to be part of the greater world.

Kandell, who is the 2009 Dow Jones News Fund National Journalism Teacher of the Year and the 2009 California Journalism Teacher of the Year, said that these UNIS students were well-read and well-informed on world issues, but like students everywhere they had their complaints about the cafeteria food, which they wanted to write about.

Motamedi, who teaches at the Urban School of San Francisco, was fascinated by the gentleness

of the people, the remarkable chaos and incredible food and challenged by the lack of electricity in her travels through the country. In the world of digital journalism, Motamedi said she "learned anew how important it is periodically to unplug and talk to people. And in meeting literally hundreds of teens in Vietnam, I learned that teens are teens the world over." Teens' story interests focused on hating long lunch lines, living with irritating parents, secretly liking someone who doesn't know you exist and loving music.

Motamedi, who would like to return to Asia, said, "Voice and

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on in the summer and identifies weaknesses to try to strengthen at summer workshops. After completion, it should be submitted via email and copies of the publication mailed with the entry fee by the June 15 deadline.

While the full evaluation provides the most beneficial experience to students, Quill and Scroll recognized the wishes of some staffs to forego the analysis and receive only a rating and minimal feedback from the judges. Beginning this year, this option is available for a \$55 fee.

The scholarships. Both advisers and students can apply for scholarships. Before May 10 students can apply for one of the Edward J. Nell Memorial and George and Ophelia Gallup scholarships if they have been selected as a national winner in one of the contests.

The Richard P. Johns Scholarship, established in honor of the former longtime Quill and Scroll director, is awarded to deserving members who are graduating seniors and plan to major in journalism or communications.

The student scholarships range from \$500 and \$1,500. The number of scholarships awarded will be based on available funds for the year. In 2011, six scholarships were awarded.

Before April 15, advisers may apply for a \$500 Lester G. Benz Memorial Scholarship for College Journalism Study to help them take courses to upgrade their journalism skills, teaching methodologies and advising techniques.

Application forms can be found on the Quill and Scroll website.

freedom are a powerful message, one that students anywhere in the world deserve to hear." In the meantime, Newsroom by the Bay has received a request from educators in India to teach American-style journalism next summer.

NBTB's website at <http://newsroombythebay.com> describes the program as grounded in the idea that students learn best by doing. The faculty and staff combine real-world experience with a thorough understanding of journalism fundamentals.