STUDENT MEDIA WORKSHOP

FALL 2018 SESSIONS, SPEAKERS AND INFORMATION

MONDAY, SEPT. 24, 2018 • 8:30 A.M. – 1:40 P.M. • LIPSCOMB UNIVERSITY • #THSPA18
Welcome to THSPA’s 2018 Fall Workshop!

This is the 12th fall Tennessee High School Press Association workshop and the 10th at Lipscomb University. Our friend H. L. Hall and his staff hosted fall THSPA workshops at Vanderbilt University in 2007 and 2008 after hosting four spring workshops for the Middle Tennessee Scholastic Press Association. (The statewide and midstate associations merged in 2006.) At the request of a majority of members, THSPA switched the workshop from spring to fall in 2007.

Lipscomb University is proud to follow the University of Tennessee and Vanderbilt University as THSPA host, and we’re glad to have you on our campus today. We are offering over 20 sessions taught by local professionals and high-school teachers as well as representatives from three universities. If you get a chance, say thanks to all the teachers and vendors who made today possible. (And students, get each vendor to mark your vendor card for a chance to win a door prize!)

THSPA student assistant Hannah Pipher has been indispensable in preparing for this workshop. Thanks to Department of Communication and Journalism administrative assistant Kathy Thurman for her help with registration. Thanks to Event Management for reserving and setting up the workshop rooms and to Entertainment and Technical Services for audio-visual assistance. Thanks to Franklin Web Printing for publishing this program.

THSPA thanks Balfour Yearbooks, Herff Jones Yearbook Publishing Company, Walsworth Publishing Company, SNO Sites and Lipscomb University for their support as vendors.

Don’t forget to check out our website at www.tennpress.org for information about the organization, including the annual Lipscomb University J-Camp in June. If you have any suggestions about how THSPA can serve you specifically, please contact me at THSPA@Lipscomb.edu or at 615-966-5607. If you want to follow the workshop on Twitter, use #thspa18.

JIMMY MCCOLLUM
Director, THSPA

FALL 2018 THSPA WORKSHOP EXTRAS!

PUBLICATION SWAP TABLE
Stop by the swap table located in the Allen Arena Hall of Fame Room to see what other high schools are doing in their publications. Leave your publications there so other schools may obtain copies.

ADVISERS’ LUNCHEON
Advisers are welcome to grab lunch and then head to Ezell 107 to network.

ON-SITE CONTESTS
For the sixth year, the Fall Workshop will feature an on-site writing contest in three categories: Feature Writing (Bison Inn Conference Room in Bison Hall), Sports Writing (Ward 223) and Photography (Allen Arena). See the instructions at the top of “Block One” on Page 4.

VENDOR EXHIBIT TABLES...AND THE CHANCE FOR A PRIZE!
Several vendors have set up booths in Allen Arena’s Hall of Fame Room. Students who get each vendor to mark their vendor cards can win a prize! Before you leave, sign your cards and turn them in to the registration table; a drawing will take place at the end of the day.
WORKSHOP OVERVIEW

PLEASE USE THIS SCHEDULE TO PLAN YOUR WORKSHOP EXPERIENCE

VENDOR EXHIBITS (Hall of Fame Room, Allen Arena)
Good times to visit the exhibit area are from 8:30-9:25, 10-10:15 and 11:50-1:00.
A special thanks to all exhibitors for their participation in today’s workshop.
Thanks to Franklin Web for printing the program.

8:30-9:15 a.m.
REGISTRATION (Hall of Fame Room, Allen Arena)
Visit the Vendor Exhibit tables at this time to browse through other publications and to see the services each vendor provides.
Some of the vendors will have demonstrations set up showing the latest trends and software.

9:25-10 a.m.
WELCOME & KEYNOTE SPEAKER FRANK DANIELS III (Allen Arena)
[See his bio on page 7.]

10:20-11 a.m., 11:10-11:50 a.m. & 1-1:40 p.m.
GENERAL SESSIONS
Select your three sessions from the three blocks on pages 4-6.
To get the most from this day, students from the same school should attend as many concurrent sessions as possible.

12:15-12:50 p.m., 1-1:40 p.m.
TV STUDIO TOURS (Ezell 154)
A tour of the Mullican Television Studio will be given throughout by Brian O’Neal, operations manager in Lipscomb’s Department of Communication and Journalism (and former chief engineer at WSMV-TV). The Mullican studio is in Ezell 154. As you enter the lobby of the Ezell Center from the bell-tower, take the hallway to the right all the way to the end, then turn left; 154 will be on your right. No food or drinks, please.

Noon-12:50 p.m.
LUNCH (Hall of Fame Room, Allen Arena) and TV STUDIO TOUR (Ezell Center 154)
If you’ve ordered lunch, be sure to bring your sandwich ticket to the registration area so you can pick up your box lunch. You may take your lunch to the mall in front of Allen Arena or to the patio by the bell tower beside Ezell, weather permitting, or to seats inside the arena. The university cafeteria and food court, in the Bennett Campus Center, and Au Bon Pain, in the Student Athletic Center, will be open. Students interested in broadcasting can visit the Mullican TV Studio in Ezell 154.
Thanks to Herff Jones Yearbook Publishing Company for underwriting part of the cost of the lunch.

ADVISERS’ LUNCH (Ezell 107)
Please pick up your boxed lunch, if you ordered one, in the Hall of Fame Room, and then feel free to join fellow advisers in Ezell 107.
Thanks to Walworth Publishing Company for providing door prizes for speakers and advisers.

March 4, 2019
THSPA AWARDS DAY (Lipscomb University)
Be sure to enter your students’ work in the various THSPA contests. (See the categories on Page 8.) You will also be able to find entry information at www.tenpress.org. First, second and third places will be presented to the winners in the 49 contest areas, including Best Newspaper, Best Yearbook, Best Literary Magazine and Best Television Station. In addition, the 2019 H. L. Hall Outstanding High School Student Journalist, Bonnie Hufford Outstanding Student Media Adviser and the Administrator of the Year awards will be presented.
Thanks to Balfour Yearbooks for underwriting the cost of the trophies.
BLOCK ONE 10:20-11 a.m.
Please select one session to attend...

- **ON-SITE CONTEST: FEATURE WRITE-OFF**
  Report to the Bison Inn conference room, in Bison Hall, immediately after the keynote session
  Students will watch a 15-minute presentation and then will write a feature story of no more than 350 words, written in ink.
  How it will be judged: Attention-grabbing lead; feature style as opposed to news style; colorful details; liberal use of direct quotes and anecdotes without stating the obvious; objective and fair copy; copy that appeals to the readers’ interest; writing that evokes emotional response; accuracy; completeness; elimination of extraneous material; few convention errors; avoidance of passive voice, clichés; variety of sentence beginnings.
  Coordinator: Kelly Huddleston, Franklin Road Academy

- **ON-SITE CONTEST: SPORTS WRITE-OFF**
  Report to Ward 223 immediately after the keynote session
  Students will watch a 15-minute presentation that will be the subject of a sports article and then will write a sports story. The final copy should be no more than 350 words, written in ink.
  How it will be judged: Attention-grabbing lead; good story flow with effective transitions; colorful details; emotional impact; use of informative direct quotes; accuracy; completeness; elimination of extraneous material.
  Coordinator: Joy McCabe, JEA Mentor

- **ON-SITE CONTEST: PHOTO SHOOT-OFF**
  Report to the Allen Arena stage immediately after the keynote session
  How it will be judged: Take pictures of the 9:25 a.m. keynote session, including speaker Frank Daniels. Report to the front of the Allen Arena stage, where Debbie Chessor will give photo tips and further instructions. Students will upload their photos into a Google folder; name photos as ImageName-LastNameFirstName_1.jpg, ImageName-LastNameFirstName_2.jpg, etc.
  Coordinator: Debbie Chessor

- **CREATING A WHEEL OF POSITIVE THINKING: I FEEL GOOD ABOUT THIS!**
  Ezell 363
  Get ready to laugh a little as you learn to stretch your minds and come up with ways to help staff members do better work when they develop a positive attitude. Attitude determines attitude! Before you know it, every staff member will say “I feel good about this!”
  H. L. Hall, former THSPA executive director

- **FINDING WATER DURING YOUR WRITING DROUGHT**
  Ezell 303
  You’ve heard of writer’s block, sure. But what about when you’re in a long slump and can’t seem to get back in the habit you know you love? I’ll talk about how I pulled myself out of a five-year block and made writing a lifestyle again so that you can do the same.
  Taffeta Chime

- **FRAME PERSPECTIVES: BRINGING THE WORLD TO LIFE THROUGH THE EYE OF YOUR CAMERA**
  Ezell 241 (Dorris Swang Chapel)
  Music videos. Commercials. Documentaries. Athletic promotions. Arts trailers. Have you ever wanted to produce the news? If you want to create a high quality interactive news broadcast for your school you will want to attend this session. I will present in detail how my four-day-a-week class during regular school hours produces a bi-weekly 10-minute informative and entertaining news broadcast. This session will prove how important it is to have a class designed to give students a real depiction of work force requirements needed for careers in journalism, digital media production and just about any job that requires creative thinking, attention to details, organization, collaboration, deadlines and communication skills. There is no underestimating your potential to bring healing to the world through your art.
  Michael Elison, Christ Presbyterian Academy

- **GOING ONLINE AND TAKING READERS WITH YOU**
  Ezell 301
  Whether you are revamping an existing site or starting from scratch with limited resources, this session will provide you with key takeaways that will help you create and sustain a successful online publication. Learn about the processes that can help you start a new online publication as well as social media and interactivity tips to help increase your readership.
  Keela Sweeney, East Nashville Magnet High School

- **ON-CAMERA DELIVERY**
  Ezell 154 (Mullican TV Studio)
  The life of a reporter can be very exciting, rewarding and, yes, even glamorous sometimes, but only if you approach it equipped with some important attributes. We’ll talk about those and what you need to do to acquire them in this informative and entertaining session! Participants will be able to try their hand at anchoring on the news set. The Mullican studio is in Ezell 154. As you enter the lobby of the Ezell Center from the belltower, take the hallway to the right all the way to the end, then turn left; 154 will be on your right. No food or drinks, please.
  Alan Griggs, Lipscomb University

- **THE TRUTH HURTS (SOMETIMES): ACCEPTING CRITICISM**
  Ezell 336
  This session examines how feedback can drive the progress of your staff and your publication. You’ll live vicariously through one staff’s struggles and learn to accept and grow from criticism, even when it hurts.
  Dina Tate, Centennial High School

- **YEARBOOKS: WHAT’S HOT**
  Shamblin Theatre, behind the food court in the Bennett Campus Center
  This session, taught by Tennessee’s state director of the Journalism Education Association, will cover current trends in yearbooks, from design to color to typography.
  Heather Nagel, Christ Presbyterian Academy

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**KEYNOTE SPEAKER**

**FRANK DANIELS**

Don’t miss the 9:25 a.m. keynote address! Frank Daniels, president of FW Publishing LLC, will speak on his career and the importance of journalism.
BLOCK TWO  11:10-11:50 a.m.
Please select one session to attend...

- **THE ELEMENTS OF A GREAT PROFILE**  
  Ezell 301  
  How do you create an interesting word portrait? This session will offer tips for polishing profiles and making the subject unique to your readers. Lots of examples will be shown.  
  Leon Alligood, Middle Tennessee State University

- **FROM COVERING LITTLE LEAGUE TO COVERING THE PRESIDENT**  
  McFarland 319  
  Want to know how to get your start and find where you want to go with journalism? This discussion will focus on how to find journalism jobs in high school and how to advance your career.  
  Emily West, The Tennessean

- **HOW GOOGLE BULLETIN CAN BRING YOUR STORIES TO THE WORLD (AND TO THE TENNESSEAN)**  
  Ezell 303  
  The Tennessean has partnered with Google to launch the pilot of Bulletin, the tech giant’s new mobile-based tool that allows residents to share stories that matter to them. Unlike traditional social-media platforms, such as Facebook and Instagram, the items users share on Bulletin aren’t limited to their friends and followers. Join The Tennessean’s Digital Director, JJ Hensley, for a hands-on session to get familiar with the tool and to brainstorm some story ideas that will work on this emerging platform.  
  JJ Hensley, The Tennessean

- **LISTENING TO THE COMMUNITY TO DO BETTER JOURNALISM**  
  Ezell 241 (Doris Swang Chapel)  
  Community listening has become a more important part of news gathering and storytelling. Developing strong relationships with members of the community allows for deeper trust in journalism, richer stories and growing list of sources. This session is about what community listening is (and isn’t) and how to start doing it.  
  David Plazas, The Tennessean

- **LITERARY MAGAZINES**  
  Ezell 336  
  This session will discuss the best practices of a literary magazine. It will include tips for best managing a staff, incorporating a broad student base and working with design elements.  
  Joy McCaleb, Journalism Education Association mentor

- **MOBILE VIDEO**  
  Ezell 363  
  This session will offer storytelling and equipment advice for telling engaging stories with video.  
  Val Hoeppner, Middle Tennessee State University

- **PHOTOSHOP/INDESIGN ANSWERS (AND YOUR QUESTIONS)**  
  Computer Center 143 (ground floor of the Beaman Library; use the side or rear entrance, not the front of the library)  
  Come to this session with your questions about Adobe Photoshop and InDesign. The session takes place in one of Lipscomb’s Mac labs. (Notes: This lab has 24 computers, so please limit the number of students from each school.)  
  Phillip Brackett, Lipscomb University

- **STORY IDEAS: WHERE TO GET THEM AND HOW TO MAKE THEM BETTER**  
  Bison Inn Conference Room, Bison Hall  
  This session will explore how journalists come up with story ideas and how you can find them at your school or in your community. We’ll also talk about making a story idea work for news/social media/features and more.  
  JoEllen Weedman Werkman, Trevecca Nazarene University

- **WE KNOW THE SCORE, SO TELL US MORE**  
  Allen Arena  
  Technology has changed the face of sports coverage on all levels. The scores and highlights of games are only a click away. Sports reporters have to go beyond the score and the play-by-play. In this session we will talk about how to bring sports alive through profiles, trend stories and general features.  
  Mark McGee, Lipscomb University

- **YEARBOOKS: BRANDING YOUR BOOK**  
  Shamblin Theatre, behind the food court in the Bennett Campus Center  
  Use your yearbook staff’s brand to sell more copies. In this session, you will learn the difference between marketing and selling and how to utilize social media to your advantage in marketing strategies.  
  Ashley Cole, Walsworth
Visit THSPA online at www.tenpress.org to get more details about J-Camp, held in June on Lipscomb’s campus.
Our keynote speaker is FRANK DANIELS III. Daniels is president of FW Publishing LLC, the parent company of The Nashville Scene, The Nashville Post and Missus magazine. Before joining the newly created FW Publishing, Daniels was the metro columnist and a member of the editorial board at The Tennessean. Before that, Daniels served as a reporter and editor for newspapers in Missouri, Virginia, North Carolina. While executive editor of The News and Observer in Charlotte, the paper won many industry awards, including the Pulitzer Prize for Public Service. It also became a leader in the transition to digital newsrooms and internet publishing. Daniels was a 2012 inductee into the North Carolina Journalism Hall of Fame. He and his wife, Carol, live in Clarksville; they have five children and four grandchildren.

LEON ALLIGOOD, associate professor, joined the MTSU faculty in the fall of 2008 following a 29-year career as a print reporter. For 22 years he was based in Nashville, first at the Nashville Banner, then The Tennessean. While at The Tennessean, he primarily wrote human interest and narrative stories on a variety of beats. He also was an embedded reporter covering the 101st Airborne Division in Afghanistan and Iraq. His writing has won awards in national, regional and state contests. He currently teaches Reporting, Feature Writing, Interactive Media, and Immersion Journalism. He is married to Bertie, an elementary school principal. Alligood last month was inducted in the Tennessee Journalism Hall of Fame.

JESSICA BLISS is a 16-year veteran of The Tennessean. She is a national award-winning journalist and storytelling columnist for USA Today Network-Tennessee. She has twice been named the best feature writer in the state, acknowledged by the Tennessee Associated Press Broadcasters and Media Editors in 2016 and the Tennessee Press Association (along with colleague Brad Smith) in 2017. In addition to her role as a reporter, Bliss currently is co-producer of Nashville Storytellers, a live storytelling event series that puts remarkable local people on stage to talk honestly about their lives. When not at a notebook in hand, she can be found working on her children’s book, running along a Nash- ville greenway, sparking connections for a community project, and teaching her two blond-haired boys how to rock climb.

PHILLIP BRACKETT is a microcomputer technician at Lipscomb University. He has two decades of experience in the design and progress industries as a network designer, trainer, purchaser and scripter. He specialties are network integration with multiple platforms, design, Macintosh, Apple Script, InDesign, QuarkXPress, Photoshop, Illustrator and Acrobat.

DEBBIE CHESSOR retired from teaching photography with Williamson County Schools in May. She is now involved with The Orbit Village Project, teaching technology to orphans in Kenya.

TAFFETA CHINNE has published novels, several published short stories and poems, and a handful of published plays and essays as well. Taffy studied at MTSU, where she received her BA in English with a concentration in Creative Writing and Theatre, and her MA in English with a concentration in Foreign Languages and Linguistics. She now lives in Murfreesboro and works on her current writing project, an audio/video podcast about linguistics called Taffy the Lapdog.

ASHLEY COLE is a yearbook sales rep for Walsworth Yearbooks. She graduated summa cum laude from the University of Tennessee, Knoxville in 2008 with a bachelor of arts in communication studies and a minor in journalism, and again in 2013 with a master of science in communication and information. She previously worked as an event marketing representative for The Julee Children’s Research Hospital and as the University of Tennessee, Knoxville’s director of stewardship.

KIRA DUNTON is a senior French and English double major at Lipscomb University. She is a writer and poet and has presented her poetry at international conferences beside fellow artists such as Kenon Ashin and Adrian Marrazi. She is currently working on building her body of work to publish a collection, building off of her award-winning presentations of her mini-collections, “Slow Ascent” and “Hive Mind.”

MICHAEL ELLSON is graduate of Belmont University with a major in video production and a minor in entrepreneurship and English. His credits include special events videography and co-producer for the “SIE” DVD service project which assisted foreigners residing in the United States to adjust to functioning in American society. In 2016, the presentation of this DVD placed third in the SITE Les Angeles World Cup Competition. Currently earning his Masters in Edu- cation, Ellson leads the Media Arts program at Christ Presbyterian Academy.

SARAH GIBSON is an associate professor of communication and journalism at Lipscomb University. She received her Master of Fine Arts in Radio, Television and Film from the University of North Texas and a Bachelor of Science in Electronic Media from Abilene Christian University. Gibson is an award winning documentary filmmaker. In 2005, Gibson was awarded the Redemptive Storyteller award by Fireworks International and the Best Documentary at the National Association of Broadcasters. In 2012, Gibson was Best of Festival at the Broadband Education Association for an interactive documentary. Her films often focus on the individual human struggle and triumph associated with everyday life.

ALAN GRIGGS is chair of the department of communication and journalism at Lipscomb University. He has been a producer/writer/reporter for “Tennessee Wild Side.” Griggs was a reporter and anchor at WAGT-TV in Birmingham, be- fore moving to WSMV-TV, later WSMV-1, in Nashville. Beginning as a reporter, he worked his way up to news director, a position he held for nine of his 20 years at the ABC affiliate. During his tenure as news director, WSMV-TV was officially recognized as the winner of more awards than any station in the country. Individually, Griggs has received most of broadcast journalism’s top awards including three Peabody awards (the broadcast equivalent of the Pulitzer Prize), a Dupont-Columbia citation for a documentary on the KKK Klan, two National Headliner awards, the George Polk award, the Edward R. Murrow award for broadcast excellence, several Emmys and the Robert F. Kennedy award for a year-long effort on race relations.

H. L. HALL served as the executive director of the Tennessee High School Press Association. He taught school in Missouri and Kansas for 38 years, advising newspaper, yearbook and literary magazine. He is the author of four journalism books.

JJ HENSCLEY is the digital director for USA TODAY NETWORK - Tennessee, working with a team that creates, produces and optimizes content for six market sizes in the state, including Nashville, Memphis and Knoxville. Hensley’s career began at the Garden City Telegram, in southwestern Kansas, before he moved to the Arizona Republic/azcentral.com. As an editor, Hensley has helped coordinate coverage of a variety of topics including floods and fatal wildfires, Final Fours and Super Bowls, music festivals and mass shootings. But the career highlight remains covering the gespiied-pig competition at the 2004 Scott County (KY) Fair.

VAL HOEPNER is the director of the Center for Innovation in Media at Middle Tennessee State University.

KELLY HUDDLESTON is a technology teacher and veteran yearbook adviser at Franklin Road Academy. She recently earned her Certified Journalism Educa- tion (CJE) distinction from the JEA. Besides yearbook and all things design, Huddleston appreciates chocolate, cupcakes, reading, triathlons, traveling the world, and sleeping.

JOY MCCALEB taught English, journalism, speech and theater and advised newspaper, magazine and television at Upperman High School in Baxter, Ten- nessee, for more than 20 years. She has also written freelance for the Herald- Citizen newspaper and taught theater at Tennessee Tech. Last year she began serving as a state mentor for the Journalism Education Association.

MARK McGEE teaches in the department of communication and journalism at Lipscomb University.

HEATHER NIGEL, CJE, advises the Lion’s Roar yearbook at Christ Presbyterian Academy in Nashville, Tennessee, and serves as the Tennessee State Director for JEA. The Lion’s Roar has won NSPA Pacemaker, NSPA Best of Show, CSPA Gold Medal, CSPA Silver Crown and THSPA Best Overall Yearbook. Nigel re- ceived the JEA Special Recognition Yearbook Adviser honor in 2012 and was THSPA’s Bonnie Hufford Outstanding Adviser.

PAUL NANCE is director of corporate partnerships at Lipscomb University’s ath- letic department, where he has worked for 10 years. He has sold marketing, advertising, and promotional materials for the banking, publishing and edu- cation industries throughout Tennessee, Kentucky and Georgia. Married with three children, he majored in engineering science at Lipscomb.

DAVID PLAZAS is opinion and engagement director of the USA TODAY NET- WORK – Tennessee. He is The Tennessean’s editorial writer and opinion column- ist and serves on the editorial board and directs statewide opinion strategy. His work on transit solutions and affordable housing have received accolades and awards, and he has regularly consulted other newsrooms on the future of opinion, community engagement, membership and diversity. He serves on the board of the American Society of News Editors, the leadership council of the Online News Association’s Journalism Mentorship Collaborative, and as chair of The Tennessean’s Diversity and Inclusion Task Force.

CHAS SISK joined WBLT in 2015 after eight years with The Tennessean, includ- ing more than five years as the paper’s statehouse reporter. Sisk has also covered communities, politics and business in Massachusetts and Washington, D.C. Sisk grew up in South Carolina and attended Columbia University in New York, where he studied economics and journalism.

AELA SWENSON teaches English and journalism at East Nashville Magnet High School, where she advises its new online publication and literary magazine. Af- ter advising an award-winning online student newspaper, she is eager to start a brand new publication with a small, but mighty, group of student journalists at East Magnet.

DINA TATE has been teaching English for 18 years and is currently in her first year of advising at Centennial High School.

STEVE TAYLOR is a filmmaker with a past. His career in music garnered him multiple Grammy nominations as a recording artist, producer and songwriter. His debut feature film, The Second Chance, was distributed theatrically by Sony Pictures Releasing in 2006. His latest feature, Blue Like Jazz, premiered at the South By Southeast Film Festival and was distributed theatrically by Roadside Attractions. He lives in Nashville with his wife, the artist D.L. Taylor, and their daughter Sarah. She is now a faculty member in cinematic arts at Lipscomb University.

JO ELLEN WEEDMAN WERKMAN is an assistant professor of communication studies at Tennessee Nazarene University where she oversees the journalism program and serves as faculty advisor to the award-winning campus newspa- per. She also serves as the communication and marketing director at RoPike School of Ballet, a non-profit ballet school in East Nashville. Jo Ellen lives in East Nashville with her husband, four daughters and two dogs.

EMILY WEST covers the City of Franklin for The Tennessean. She has won three awards from the Tennessee Associated Press Managing Editors for her feature writing and multimedia. A Tennessee native, she graduated with her journalism degree from Middle Tennessee State University.
THE 2019 THSPA STUDENT MEDIA AWARDS

Winners in the following categories will be announced Monday, March 4, on Lipscomb’s campus. Plan to enter your students’ work and be present to receive the awards that day. Contest information will be posted at the THSPA website, www.tennpress.org. The contest is open to THSPA member staffs.

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<th>NEWSPAPER</th>
<th>LITERARY MAGAZINE</th>
<th>MULTIMEDIA</th>
<th>SPECIAL AWARDS</th>
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<td>Best News Story</td>
<td>Best Poem</td>
<td>Best Digital Art/Graphic Design</td>
<td>Administrator of the Year Award</td>
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<td>Best Feature Story</td>
<td>Best Short Story</td>
<td>Best Photo Essay</td>
<td>Bonnie Hufford Outstanding Student Media Adviser Award</td>
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<td>Best Column</td>
<td>Best Illustration/Art</td>
<td>Best Audio for a Video Project</td>
<td>H. L. Hall Outstanding Student Journalist Award</td>
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<td>Best Editorial</td>
<td>Best Photograph</td>
<td>Best Audio for an Audio-Only Project</td>
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<td>Best Review</td>
<td>Best Layout/Design</td>
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<td>Best Photograph</td>
<td>Best Overall Magazine</td>
<td>Best Music Video</td>
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<td>Best Sports Story</td>
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<td>Best Lip Dub Video</td>
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<td>Best Illustration/Cartoon</td>
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<td>Best Overall Website</td>
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<td>Best Front Page Design</td>
<td>Best Magazine</td>
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<td>Best Inside Page Design</td>
<td>The Mark Madison Best Overall Television Station</td>
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<td>Best Advertisement</td>
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<td>YEARBOOK</td>
<td>BROADCAST/Web</td>
<td>SPECIAL AWARDS</td>
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<td>Best Student Life Copy</td>
<td>Best Television Reporter</td>
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<td>Best Organizations or Sports Copy</td>
<td>Best Videographer</td>
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<td>Best Academic Copy</td>
<td>Best Public Service Announcement</td>
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<td>Best Black and White Photograph</td>
<td>Best Commercial</td>
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<td>Best Color Photograph</td>
<td>Best Sports Show</td>
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<td>Best Student Life Design</td>
<td>Best Short Feature Story</td>
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<td>Best Sports Design</td>
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