



## *PRESS RELEASE*

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### **STUDENT TELEVISION NETWORK ANNOUNCES 2019 CONVENTION KEYNOTE** *Mario Juarez to Address 3000 Broadcast Journalism and Film Students*

CARLSBAD, CA – Student Television Network, a non-profit international association of high school and middle school broadcast journalism, film and media programs, has announced that Mario Juarez will deliver the Keynote Address at the organization's 2019 Convention. The Keynote will be delivered on Thursday, March 28 at the Opening Ceremony of the convention.

The four-day convention brings together students and teachers from across the country and around the world for education, interaction and competition.

#### **MARIO JUAREZ**

After graduating with a journalism degree from Miami University, Mario purchased a one-way ticket to the small town of Skagway, Alaska, where launched a journalism career that ultimately spanned Alaska Public Radio, the Hartford Courant, the Seattle Times and National Public Radio.

For more than 20 years, Mario was a corporate communications leader and innovator at Microsoft. He originated the company's internal communications function (founding the popular newsletter MicroNews), then drove a range of technical PR programs, finally managing executive communications for senior leaders. Known for innovative storytelling, Mario was frequently enlisted for creative projects and out-of-the-box challenges. His videos garnered wide acclaim, including 11 Telly Awards.



In 2018, Mario founded StoryCo to help businesses, teams, and individuals achieve new levels of success through strategic storytelling. Using skills honed at Microsoft, Mario inspires and educates people and organizations to grow and evolve by applying the strategies of effective storytelling across professional scenarios.

StoryCo empowers people to unlock their unique personal and organizational strengths and put them to work through story. The program is grounded in scientific and sociological research, and pays due respect to classic story theory and forms. Mario's Keynote Address will engage both students and teachers in a creative process that connects

them to deeper levels of purpose and worth - and ultimately more rewarding and successful lives. The STN universe of visual storytellers will then be creating their very own stories.

The convention will begin on Thursday, March 28 with the grueling *Crazy 8s* contests, where teams will produce video entries on a strict eight-hour deadline. Over the course of the convention, students will also have the opportunity to participate in more than 60 sessions, where they learn industry knowledge from current professionals. Students are also encouraged to enter one of the 31 individualized contests for small teams that cover reporting, creative and technical skills. Every entry receives professional feedback, critique, and scoring.

This will be STN's 16th annual convention with an expected attendance of 3,000. The goal of the convention is to network students and teachers with professionals who can share real life experience and advice.

Student Television Network welcomes interested parties in attendance, exhibits, sponsorships, speakers, contest judges, and volunteers for the convention. For press information and access, please contact Nancy Held Loucas at 760-692-2299 or [nancy@studenttelevision.com](mailto:nancy@studenttelevision.com). For more information, refer to the website at [studenttelevision.org](http://studenttelevision.org).

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