

# Columbia Scholastic Press Association 2010 CSPA

Columbia University  
86<sup>th</sup> Annual Convention  
March 17-19, 2010

## Advisory Program

For security reasons, this **ADVISORY COPY** does **NOT** contain room locations. It does include titles, names of speakers and descriptions of all sessions by day and hour. Each delegate will get an official program at registration upon arrival at campus that **WILL** include room assignments and a campus map.

As you plan possible sessions to attend once on campus, remember we must strictly enforce posted room capacity limits for classrooms. The University requires that CSPA staff check delegate badges at room entrances and close rooms once all seats are filled. No standees are allowed, per NYFD regulations. So pick a back-up room when making advance choices on what sessions to attend.

Here are some highlighted sessions that require you to bring additional items to get the most out of the convention.

**The Power of Light** by Mark Murray on Wednesday at 10 a.m. (requires a digital camera). Open to students and advisers.

**Student Swap Shops** every hour (requires copies of your publications to exchange with other students). Open only to students.

Also, follow CSPA [[@cspa](#)] on Twitter for convention updates.

# CSPA 86<sup>th</sup> Annual Scholastic Convention

March 17-19, 2010  
at Columbia University  
in New York City



CSPA  
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## Welcome to New York City and to Columbia University!

For the 86<sup>th</sup> time, both Columbia University and the Columbia Scholastic Press Association welcome student journalists and their faculty advisers to Columbia's historic campus in the Morningside Heights section of New York City.



The Thomas Jefferson statue in front of the Graduate School of Journalism was sculpted by William Ordway Partridge. *photo/Rebecca Castillo*

As delegates to this national convention, you seek both knowledge and the fellowship of your peers. This three-day program offers 405 distinctive sessions on the purposes, techniques and values imparted by the journalistic experience. Sessions are available for those interested in work with newspapers, yearbooks, magazines, broadcast and digital media. Some of you have received instruction in journalism classes offered at your schools. Others take up the craft of journalism without any training. Whether you approach the excitement of reporting and presenting the news with or without prior, formal instruction, there are many sessions offered here at Columbia to help you to better practice journalism.

For these reasons, this convention was designed with you in mind. As do your colleagues in the professional media, student journalists should take clear responsibility for how and why you communicate with your readers or viewers. We hope you will learn not only from the speakers and the sessions they will present, but also from one another. Please use this opportunity to learn about journalism through knowledgeable speakers, good fellowship and the exciting atmosphere of the Big Apple.



The Journalism School  
Columbia University

Columbia Scholastic Press Association is an academic center associated with the Graduate School of Journalism at Columbia University in the City of New York

On the Cover—  
Alma Mater in front of Low Memorial Library was sculpted by Daniel Chester French.  
*Photo by Mark Murray*

### Environmental Benefit Statement

*This book was manufactured using eco-friendly materials to protect ancient forests and our environment.*

Paper:	Cover Board:	Inks:	Adhesives:	Waste:
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As part of CSPA's effort to Go Green, we are proud to create a program guide with a lower carbon footprint. The chart to the left shows how this program was eco-friendly.



Follow CSPA [@cspa] on Twitter for convention updates!

# Who's Who at the Convention

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ACP = Associated Collegiate Press  
AEJMC = Association for Education in Journalism and Mass Communication  
AFCON = Academic Freedom Coalition of Nebraska  
AHPA = Arkansas High School Press Association  
AIPA = Arizona Interscholastic Press Association  
AJAA = Arkansas Journalistic Advisers Association  
ASPA = Alabama Scholastic Press Association  
AmerSPA = American Scholastic Press Association  
BPA = Baptist Press Association  
CASE = Council for the Advancement and Support of Education  
CCJA = Community College Journalism Association  
CHSPA = Colorado High School Press Association  
CMA = College Media Advisers, Inc.  
CSJI = California Scholastic Journalism Initiative  
CSPA = Columbia Scholastic Press Association  
CSPAA = Columbia Scholastic Press Advisers Association  
DJNF = Dow Jones Newspaper Fund  
EDPRESS = Educational Press Association of America  
ESSPA = Empire State School Press Association  
FSPA = Florida Scholastic Press Association  
GLIPA = Great Lakes Interscholastic Press Association  
GSPA = Georgia Scholastic Press Association  
GSSPA = Garden State Scholastic Press Association  
IHSPA = Iowa High School Press Association  
IJA = Idaho Journalism Association  
IB = International Baccaalaureate  
ILPC = Interscholastic League Press Conference  
IHSPA = Indiana High School Press Association  
JAOS = Journalism Associations of Ohio Schools  
JEA = Journalism Education Association  
JEANC = Journalism Education Association of Northern California  
KSPA = Kansas Scholastic Press Association  
MIPA (MI) = Michigan Interscholastic Press Association  
MIPA (MO) = Missouri Interscholastic Press Association  
MSPA = Maryland Scholastic Press Association  
NAA = Newspaper Association of America  
NAAF = Newspaper Association of American Foundation  
NCSMA = North Carolina Scholastic Media Association  
NCSMAA = North Carolina Scholastic Media Advisers Association  
NCTE = National Council of Teachers of English  
NEA = National Education Association  
NEH = National Endowment for the Humanities  
NESPA = New England Scholastic Press Association  
NEWA = National Education Writers Association  
NFPW = National Federation of Press Women  
NHSPA = Nebraska High School Press Association  
NISPA = Northern Illinois School Press Association  
NJPA = New Jersey Press Association  
NMSPA = New Mexico Scholastic Press Association  
NOSPA = Northern Ohio Scholastic Press Association  
NSPA = National Scholastic Press Association  
NWSPA = Northeast Wisconsin Scholastic Press Association  
NIPA (IL) = Northern Illinois Press Association  
NIPA = Northern Interscholastic Press Association  
OIPA = Oklahoma Interscholastic Press Association  
OIPAA = Oklahoma Interscholastic Press Advisers Association  
PNPA = Pennsylvania Newspaper Publishers Association  
PSPA = Pennsylvania School Press Association  
SCSPA = South Carolina Scholastic Press Association  
SPJ = Society of Professional Journalists  
SIPA = Southern Interscholastic Press Association  
SMCTE = Shelby-Memphis Council of Teachers of English  
SND = Society for News Design  
SPLC = Student Press Law Center  
TAJE = Texas Association of Journalism Educators  
THSPA = Texas High School Press Association  
TILPC = Texas Interscholastic League Press Conference  
TPPA = Texas Professional Photographers Association  
UFT = United Federation of Teachers  
VAJTA = Virginia Association of Journalism Teachers and Advisers  
VHSL = Virginia High School League  
WHSSPA = Wyoming High School Student Press Association

## A

**Adolee Ammah-Tagoeis** is a student editor of Richard Montgomery High School's *Fine Lines Literary Magazine* in Rockville, MD. As a four-year member of the award winning magazine's staff, she has served as writing and art editors and is currently one of the magazine's editors in chief.

**Matt Aerni** teaches English and creative writing at Talawanda High School in Oxford, OH. He has advised the *Setting Stone Liberal Arts Magazine* for the past eight years.

**Ann Gramlich Akers**, MJE, is Herff Jones Yearbooks' Education Specialist. Formerly NSPA's associate director, Akers has done stints as student editor/journalism teacher/publications adviser and yearbook rep. She was the 2005 recipient of the Carl Towley Award, JEA's highest honor, and has been awarded CSPA's Gold Key and NSPA's Pioneer Award.

**Charlene Anolik** is an art teacher at Roy W. Brown Middle School in Bergenfield, NJ. She's been the faculty adviser for *Bear Tracks Art Literary Magazine*, which she helped created in 1999 to spotlight her talented artists and writers. Anolik has a BA from the Boston University, School of Fine and Applied Arts. She studied photography and film-making at the University of London in the UK and holds two Masters in education from Long Island University.

**Linda Altoonian** is an award winning writer whose syndicated column was featured in the *Fort Worth Star Telegram* in Texas. Her new book, *Living Agelessly*, is based on those columns. She has also been the editor in chief of numerous national and collectors' magazines. Presently, she teaches journalism at Martin High School and advises the literary magazine and yearbook, named by *Time* magazine as the Best in Nation. She was selected the State Journalism Teacher by the Press Women of Texas.

**Kimberly Aust** has advised the yearbook and newspaper staffs, in addition to teaching English, at three different high schools in Albemarle County, VA since 1995. She has been at Albemarle High School since 2000 and currently teaches beginning journalism, newspaper and yearbook production. Previously she spent fourteen years working for Worrell Enterprises, a company owning more than forty small newspapers and television stations including the Daily Progress, Charlottesville, Virginia's local daily newspaper.

**Ellen Austin** has been advising student publications for 10 years. She currently teaches journalism at Palo Alto (CA) High School, where she advises the Viking, a 64-page sports magazine, which began in 2007. She is the JEA Southwest Region director and chair of the SPLC advisory council steering committee.

## B

**Michelle Balmeo** is the adviser of *El Estoque* and *El Estoque Online*, the student newspaper

and online news site of Monta Vista High School in Cupertino, CA. She also advises the literary magazine, *La Pluma*.

**Linda Barrington**, NBCT, MJE was a high school newspaper adviser for 17 years and now teaches at Mount Mary College in Milwaukee, WI, where she is the design adviser for the student newspaper. She is JEA's liaison to the National Council of Teachers of English, the co-chair of JEA's Mentoring Program, and the workshops director for the Kettle Moraine Press Association. She is a National Board Certified teacher and has a Master Journalism Educator designation from JEA.

**Ron Bennett** is currently the Communication Department chair at BYU-Idaho. Previously, he was an editor with the *Idaho Falls Post Register* and the *Reno Gazette Journal*. As an educator, Bennett advised two high school publications, and both won the Gold Crown Award from the CSPA and the Pacemaker Award from NSPA. After moving to the college level, Bennett advised BYU-Idaho's award-winning campus newspaper, *Scroll*, for nine years. He was named a Dow Jones Newspaper Fund Distinguished Adviser as a high school teacher and won the Distinguished Advisers Award from the College Media Advisers in 2002.

**Sanjana Bijlani** is the current managing editor of *The Spoke*, the student newspaper at Conestoga High School in Berwyn, PA. *The Spoke* has received a Pacemaker Award from the NSPA, and is currently a CSPA Crown Award finalist.

**Bonnie Blackman** is a 2006 recipient of the CSPA Gold Key Award. She is on the board of the GSSPA and received their 2002 Golden Quill Award for contributions to journalism in New Jersey. Blackman works with schools in New Jersey and the New York City metropolitan area as well as teaching at journalism camps and workshops across the United States.

**Sharon Boyd-Peshkin** is an associate professor in the Journalism Department at Columbia College Chicago, where she advises the award-winning student magazine, *Echo*. She also teaches magazine writing and editing, interviewing, travel writing and grammar courses. Her freelance work has appeared in *Chicago* magazine, the *Chicago Tribune*, *In These Times* magazine, the *Chicago Sun-Times*, *Roadside* magazine, *Adventure Kayak*, *Magazine Matter* and the *Journal of Magazine & New Media Research*. A former editor, Boyd-Peshkin is currently on the Board of Editors of *In These Times* magazine.

**Jason Boland** advises the Calhoun High School newspaper, *Hoofbeats*, in Merrick, NY. His staff has been recognized by many different press organizations in the last four years, including being named a CSPA Gold Medalist and the Most Outstanding Newspaper in its student population for 2008 by the American Scholastic Press Association. He has a bachelor's degree in journalism and a master's in education and has been teaching English for 12 years. He has also worked as a reporter and editor for several local newspapers before teaching.

# Educational Seminars

brought to you by our convention sponsors

All sessions will take place in the Satow Room, 5th floor Lerner Hall

## **fast, faster, FASTEST**

Imagine covering the entire school year, even graduation, without delaying the May or June arrival of your book. You can get timely coverage and an on-time book with FASTSupplements, manufactured in just 5 days at Taylor. Consider allowing teams and student organizations the opportunity to publish all their major events, trips, conventions and activities to augment yearbook coverage. Offer them GroupSupplements. Reasonably priced and easily produced, they are designed on our YearbookPlus Web site by members of the group. Parents and students may order them online, and the supplements are shipped directly to their homes. You are no-hassle heroes!

Presented by Judi Coolidge and Mike Taylor

## **Go Fish! [For all publications]**

Using the philosophies inspired by the fishmongers at the Pike Place Market in Seattle, you will learn how to make student journalism even more rewarding. If people working with raw fish can have fun in the cold and damp, then journalists can “Be There,” “Make Their Day,” “Play” and “Choose Your Attitude.”

## **For Editors Only [For news and yearbook]**

This class offers student editors a chance to reenergize their attitude and learn practical ways to motivate and lead those around them. The class is especially appropriate for those students who will be taking over editor duties next year.

Presented by Kathy Daly.

## **The “HOWs” to the GREATEST Yearbook of All**

Hey, advisers and staffs. Come join us for SUPERB ideas to make the yearbook the GREATEST with designs, stories, and sales techniques so your book will be loved by the students and ranked well by the judges. Take away dozens of ideas for creating and selling “your” book.

Presented by Laura Schaub, Creative Accounts Manager, Jostens, and Sheryl Fulton, Marketing Services Manager, Jostens

## **Chicken Little Is Still Wrong**

Relax; take a deep breath. The sky is not falling. The high school community is still buying yearbooks...for now. What is it that high school students have always loved about yearbooks? What do high school yearbooks do better than any other medium? Learn how to capitalize on the best qualities of the yearbook while taking advantage of today's technology to keep your publication relevant for your school community.

Presented by David Massy.



Wednesday, March 17

10—11:45 a.m.



Wednesday, March 17

1:30 - 2:15 p.m. and

2:30 - 3:15 p.m.



Thursday, March 18

10—11:45 a.m.



Thursday, March 18

1:30—3:15 p.m.

CSPA thanks Herff Jones for sponsorship of the Wednesday advisers' buffet, Taylor for sponsorship of the advisers' hospitality lounge on Wednesday and Friday, Walsworth for sponsorship of the advisers' hospitality lounge on Thursday, Jostens for the Cyber Café at the Registration Headquarters and Friesens for the printing of the program.

# Who's Who at the Convention

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**Rick Brooks** is a Creative Design Manager with Jostens who has worked within the publishing, creative and design fields since 1986. A graduate of Fairmont (WV) State University, he has degrees in commercial design, graphics and fine arts along with journalism and art education. Brooks received the CSPA Gold Key and the PSPA Keystone award for exemplary work helping student journalism through education and training. Brooks spends the majority of his time traveling, primarily in the Northeast, while teaching, lecturing and working directly with schools on creative concept materials.

**Karen Bruno** is a Herff Jones Yearbook Representative in NJ. Bruno has been involved in yearbook journalism since acting as editor in her high school publication. She has an extensive background in customer service and printing and earned a BS in Education.

**Aaron Cahall** is a freelance reporter and a partner with *The Dagger* ([www.daggerpress.com](http://www.daggerpress.com)), a new media news Web site covering Harford County, MD. A native of Baltimore, he has written for professional and student publications for more than 10 years. He has worked for several newspapers covering local government, cops/fire, energy issues, and sports, interned at *Newsday's* Washington, DC bureau, op/ed, and sports departments, and *Maxim* magazine. He is a 2007 graduate of the Columbia University Graduate School of Journalism.

**Megan Callanan** is a student editor of Richard Montgomery High School's *Fine Lines Literary Magazine* in Rockville, MD. As a four-year member of the award winning magazine's staff, she has served as writing and art editors and is currently one of the magazine's editors in chief.

**Matthew Chayes** is a staff reporter for *Newsday* in New York, where he covers crime. Before joining the newspaper's staff in 2007, he worked in *The Chicago Tribune's* Washington bureau, then as a freelance reporter in New York City. He's been a guest on the BBC and the Fox News Channel. In high school, he edited the campus newspaper.

**Chad Chelius** had a formal education in publishing technology, and has served as the lead consultant for major InDesign migrations and digital asset management implementations for clients such as Rodale Press (publishers of *Prevention* magazine and *Runner's World*, amongst others), and the publishing group of the National Geographic Society. He is skilled in all aspects of print production, working with automation and XML. Chelius holds professional certifications from both Adobe and Apple, which he uses in his role as a consultant and instructor for American Graphics Institute.

**Gary Clites** holds degrees in journalism from West Virginia University and the University of Maryland. He was president of the Maryland/D.C. Scholastic Press Association for over a decade. Clites teaches journalism, film, broadcasting and newspaper at Northern High School in Calvert County, Maryland where he advises the award-winning *Patriot Press* newsmagazine and the

daily TV broadcast, WNHS-TV. Clites writes extensively on educational journalism for national publications and has been technology columnist for the Dow Jones Newspaper Fund's Adviser Update for over a decade. He was named a Distinguished Adviser in the Dow Jones Newspaper Fund's 2004 National Journalism Teacher of the Year competition and received a CSPA Gold Key in 2008. His first novel, *Seneca Wood*, was published in 2009.

**Mary Collie** advises the Marin Academy Voice newspaper staff at Marin Academy in San Rafael, CA. Her career as a journalist began as an undergraduate, but when she had to choose between the Associated Press and the Advanced Placement, she chose the latter AP. It is at Marin Academy that her passions for both English and journalism have come into sharper focus. She enjoys both the writing and design sides of advising and is always looking for ways to streamline the production cycle while still maintaining a high level of excellence.

**Mike Comos** advises the *Hilltopper* yearbook and *Pawprints* newspaper staffs at Clarkston High School in Clarkston, MI. He has been advising student publications for 18 years. His yearbooks have been awarded a Gold Medalist certificate with CSPA, a First Class with distinction from NSPA and the Spartan Award from the MIPA.

**Judi Coolidge** was an AP English teacher, creative writing and yearbook adviser at Bay High School, Bay Village, OH for 34 years. Yearbook was done as an extracurricular activity. Currently she serves as an education specialist for Taylor Publishing. Her yearbooks won Gold Medalist and All American ratings since 1977, as well as NSPA Pacemaker and Pacemaker Finalist, CSPA Trendsetter, Silver Crown and Gold Crown awards. She has been inducted into the Great Lakes Interscholastic Press Hall of Fame as well as the Scholastic Journalism of Fame in Norman, OK. In addition to receiving a Gold Key and a Pioneer Award, Coolidge was named JEA's National Yearbook Adviser of the Year in 2002. She was Bay Village School's Teacher of the Year (1991) and the Ohio PTA's Educator of the Year (2003). She is a Martha Holden Jennings scholar. She has written articles for all scholastic journalism publications including *The Student Press Review*, *Trends*, *Taylor Talk*, and *Yearbook Fundamentals*. In addition, she co-authored the *Taylor's Get it? Got it. Great!* Adviser resource Guidebook and contributed to the SAM curriculum. Coolidge speaks at workshops and conventions from coast to coast.

**Rosalie Cooper** advised the *Challenger* yearbook for over 15 years at Elizabeth Blackwell Middle School 210 Queens in Ozone Park, NY. The yearbook was a CSPA Gold Medalist with All-Columbian honors. She received the CSPA Gold Key in 2007. Cooper continues to critique yearbooks and magazines for CSPA and NSPA. Currently she is teaching computer technology where her students won first place in the Digital Art Interfaith contest and second place as well as Honorable Mention in the Digital Media Contest sponsored by Thinkquest NYC.



A student journalist takes a photo of then president of Columbia University Dwight D. Eisenhower when he spoke at the 25th Annual CSPA Convention. photo/CSPA

**Ellen Cowhey** worked and explored Southeast Asia, specifically Thailand, before advising the Masters School newspaper along the banks of the Hudson River. There she co-wrote a book about the alternative school community in which she taught English as a second language. Before all that, she worked in the editorial departments of Simon & Schuster and Hyperion.

**Anne Cullen** is a National Board Certified teacher of journalism and the coordinator of the Communication Arts Program (CAP) at Montgomery Blair High School in Silver Spring, MD. CAP is a four-year, honors-level interdisciplinary magnet program concentrated in media literacy and the humanities. She has advised Blair's award-winning student newspaper, *Silver Chips*, and the equally celebrated *Silver Chips Online*, and has taught CAP journalism since 2002.

**Thomas Curran** advises the *Irish Eyes* newspaper staff at Grace King High in Metairie, LA. The paper recently received a grant from the ASNE to partner with the *Times Picayune* in New Orleans. The paper was awarded the Outstanding High School Newspaper for the state of Louisiana at the LSPA conference held at LSU in 2009. The paper has also had several stories featured in the National Edition of ASNE's website, [myhsj.org](http://myhsj.org).

**John Cutsinger**, Jostens Creative Account Manager, is a DJNF National Journalism Teacher of the Year, CSPA Gold Key recipient, NSPA Pioneer, SIPA Distinguished Adviser and JEA Medal of Merit and Friend of Scholastic Journalism award winner. His contributions to scholastic journalism over the past 35 years have included advising state and national award winning yearbooks, newspapers and magazines; authoring yearbook curriculum and journal articles; teaching/speaking at conferences and conventions across the nation; and sharing ideas with thousands of advisers and staffs. Jostens recognized Cutsinger as one of its prestigious Legend Award winners.

**Alena Cybart-Persenaire** teaches English and journalism at Kennedy High School in Waterbury, CT, where she chairs the English department plus advises *The Eagle Flyer* newspaper, winner of 36 NESPA, SPF and Hartford Courant awards including the 2010 Margaret M. Generali Literacy

# Technology Short Courses

taught by American Graphics Institute



On Wednesday and Thursday, March 17-18

## **Video Production**

This four hour workshop will teach you the basics of video production, filming, lighting staging, editing, and deployment (how to get your work out there).

All classes will be on Wednesday and repeated again on Thursday in room

**717 Hamilton.**

*Taught by Jerron Smith*

## **Using Adobe Photoshop**

This four hour workshop will go from novice to advanced on the different aspects of using Adobe Photoshop.

All classes will be on Wednesday and repeated again on Thursday in room

**501 Schermerhorn**

*Taught by George Lambrakis*

On Thursday, March 18

## **Using Adobe InDesign**

This four hour workshop will go from novice to advanced on the different aspects of using Adobe InDesign.

Classes will be on Thursday only in room

**702 Hamilton**

*Taught by Chad Chelius*

CSPA has partnered with American Graphics Institute (AGI) to present three technology sequences during the 2010 annual Convention.

Three of AGI's Adobe-certified instructors will join CSPA's Convention program to present hourly sessions on three of the most requested technology topics in student journalism.

# Who's Who at the Convention

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Grant. A former staff writer for the *Bristol Press*, Hartford Courant and *Columbia Spectator*, Cybart-Persenaire was named the University of Connecticut's 2006 Graduate of the Last Decade. She was editor in chief of UConn's *The Daily Campus*, winning second place Newspaper of the Year from the Associated Collegiate Press.

## D

**Scott Dalton** serves as adviser to *The Heart Beat*, Sacred Heart High School's newspaper in Kingston, MA. He also advises the school's arts/literature magazine and yearbook. In the past, he has served as ombudsman for *The Cape Cod Times* and as managing editor for *The Harwich Oracle*. In addition to teaching, he works as a freelance writer for various newspapers and magazines, and does marketing and public relations work for several firms.

**Kathy Daly** teaches at workshops and conventions around the country. She also consults with Herff Jones Yearbooks. While an adviser, her yearbooks at Overland High School in Aurora, CO won CSPA Gold and Silver Crowns and NSPA Pacemakers. She has received a CSPA Gold Key and NSPA Pioneer Award. In 1998 she was selected JEA's Yearbook Adviser of the year. She received the JEA Medal of Merit in 2000 and its Lifetime Achievement Award in 2007.

**Nancy Anderson Danzo** advises the *Scribe* magazine at Francis Parker School in San Diego, CA. Her career as a journalism and English teacher began in 1996 with the San Diego Unified School district at Scripps Ranch High School where she earned District Teacher of the Year in 2002. In 2004 she made the switch to private school and has since built a strong program and earned the Mulliken Excellence in Teaching Award in 2007. She has recently been appointed 10th grade Academic Dean for the 2010-11 school year. She has a BA in Journalism and English from San Diego State University and also a Masters in Education. She worked at NBC 7/39 in San Diego prior to her teaching career and has implemented much of her experience in the classroom.

**Christopher Daren** advises *The Winged Post*, the student newspaper, *TALON*, the yearbook and the new web site TALONWP.com for The Harker School in San Jose, CA. He has advised the yearbook since the inception of the high school 12 years ago and

was asked to revitalize the paper seven years ago. *The Winged Post* has received the NSPA Pacemaker and is up for a Crown Award this year. The *TALON* has received numerous CSPA Gold Medalist awards over the past 11 years. The CSPA honored him with its Gold Key in 2009.

**Leslie Dennis** is the scholastic press manager for the SCSPA and the SIPA and the assistant director of the Carolina Journalism Institute. She graduated in 2007 from the University of South Carolina with a Bachelor of Arts in English with a creative writing concentration and is currently working on her Master of Arts in Teaching English. She attended Lugoff-Elgin High School and was editor in chief of the Pitchfork newspaper. In 2003, Dennis was recognized as the SC Scholastic Journalist of the year.

**Jenny Dial** is an award-winning sports reporter for *The Houston Chronicle*. A graduate of the University of Oklahoma, Dial worked for the Crown-winning *Oklahoma Daily* for five years. She has freelanced and completed internships with *Sports Illustrated*, *USA Today*, the United States Olympic Committee, *The San Antonio Express-News* and many others. Along with her reporting for *The Chronicle*, Dial also has an array of online duties and does analysis and reporting for several television and radio stations. Dial attended East Central High School in San Antonio, where she edited the Crown-winning yearbook. She received CSPA's Gold Key in 2009.

**Mary Kay Downes**, MJE, has advised the Pacemaker and Crown award-winning yearbook *Odyssey* for over 20 years. Named the 2007 JEA Yearbook Adviser of the Year, Downes is also a CSPA Gold Key, NSPA Pioneer, and VAJTA Jefferson Award recipient. Currently she serves as President of CSPAA, President of the Association of Fairfax Professional Educators, and Chantilly (VA) High School English Department chair. She has written several articles for journalism publications and teaches annually at the Gettysburg Yearbook Experience and the California Yearbook Academy. She also judges yearbooks for CSPA and NSPA.

## E

**Erin Einhorn** is a City Hall reporter for the *New York Daily News* where she has also covered the nation's largest public school system. She has worked for the *Philadelphia Daily News*, the *Philadelphia Inquirer* and *Fortune* and has contributed to public radio's "This American Life." She's the author of *The Pages In Between: A Holocaust Legacy of Two Families, One Home*, which was published by Simon & Schuster in 2008. It chronicles the year she spent living in Poland, getting to know the family that saved her mother as a hidden child during WWII. She first told her family story in an article for her high school newspaper.

**Paula Sacks Eisen** is the adviser of Granby High School's (Norfolk, VA) literary-art magazine, *The Cupola*, and its newspaper, *The Spectator*. A former magazine and newspaper editor and freelance writer, she

has been an English teacher for 19 years and is Granby's Teacher of the Year for 2009-2010. The *Cupola* has been awarded the Charles E. Savedge Award for Sustained Excellence in Journalism by the VHSL and has been a CSPA Gold Medalist for the past four years. Eisen has served on the CSPA Board of Judges for the past three years.

**Janet Elbom** advises *The Liberator* and Stetson at Liberal Arts and Science Academy High School in Austin, TX. Her publications have garnered six Crowns, four Pacemakers, and six Gold Stars from the Interscholastic League Press Conference (ILPC) as well as placing in the NSPA Best of Show competitions for the last eight years. Elbom received the Dow Jones Distinguished Adviser Award in 2005 and was named a finalist for Dow Jones National High School Journalism Teacher of the Year. She was also a Texas High School Journalism Teacher of the Year, a Max R. Haddock State Journalism Teacher of the Year, an Edith Fox King Award recipient and was named a Texas Legend in Scholastic Journalism from ILPC. She served as president of the Texas Association of Journalism Educators and has taught for 37 years.

**Kara Eller** has advised all seven volumes of *The Aerie* at Hanover High School in Mechanicsville, VA. *The Aerie* has won awards including Gold Medalists from CSPA, All-American from NSPA, and Trophy Class awards from the Virginia High School League. Eller also teaches English 10 and Mass Communication I.

**Paul Ender** advised the *American* yearbook at Independence High School in San Jose, Calif., for more than 25 years. A long-time Special Consultant for Herff Jones, Ender's personal honors include JEA Yearbook Adviser of the Year, Northern California Yearbook Adviser of the Year, CSPA Gold Key, JEA Lifetime Achievement Award, NSPA Pioneer Award and OIPA National Scholastic Journalism Hall of Fame. His students' books earned state and national awards, and he teaches at workshops and conventions from coast to coast.

## F

**Melissa Falkowski** advises the *Aerie* yearbook staff and the *Artifex* literary magazine staff at Marjory Stoneman Douglas High School in Parkland, FL. She has been a yearbook adviser for five years and a literary magazine adviser for three years. She is a former yearbook student journalist. For the last three years the *Aerie* yearbook has been rated All-American by NSPA, All-Florida by FSPA, and a Gold Medalist with All-Columbian Honors by CSPA.

**Joseph M. Fanning** is currently the adviser to *Silver Chips*, the print newspaper of Montgomery Blair High School. Fanning is happy to carry on the proud tradition of student empowerment and excellence at *Silver Chips*. Previously he was also the newspaper adviser for Stephen Decatur High School from 2000 - 2004.

**Paul Fantaski** advises the *Campus* yearbook staff at Kiski Area High School in Vandergrift, PA. He has advised 11 yearbooks at the school and teaches



John Hampson and Violet Turner speak to students during the 2008 Fall Conference.  
photo/CSPA Archives

# Wednesday, March 17, 2010

## Highlights for delegates

### Exhibits and Publication Display

Arledge Auditorium of Alfred Lerner Hall

8 a.m. through 3 p.m.

Check out the offerings from our exhibits in the auditorium of Columbia's student center. Also, tables of award-winning newspapers, magazines and yearbooks will be on display. Crown Finalists will be shown on screen all day.

### Lunch

John Jay Dining Hall

12 noon - 1:30 p.m.

Delegates who have purchased tickets in advance or at Registration can eat in the University's main cafeteria. In addition, a list of neighborhood restaurants is printed with the campus map on the back cover of this program book.

### Advisers' Hospitality Lounge

Ferris Booth Commons, 3rd floor Lerner Hall

8 a.m. to 3 p.m.

Enjoy some refreshments during the morning hours.  
*Sponsored by Taylor Publishing.*

### On-site Critiques

Ongoing from 10 a.m. to 2 p.m.

Sign up in room 555, 5<sup>th</sup> floor Lerner Hall

This oral critique is free for all delegations, whether newspaper, magazine or yearbook. Staffs and/or advisers will meet with a volunteer adviser-judge for about 15 minutes of discussion about the publication brought by the staff. Critiques are available if only one staff member or adviser is present at the Convention, or for groups as large as nine persons (we use tables that seat 10 persons). These are not ratings, and they don't carry awards. But they are a good chance to ask questions, get clarifications, learn new terms or techniques and inquire about possible changes or innovations you may be considering. Also meet CSPAA officers.

### Welcome to New York Buffet For Advisers and Speakers

Low Library, Rotunda

12 noon - 1:30 p.m.

Join us for a buffet lunch as we begin our 86<sup>th</sup> Scholastic Convention in New York City. Meet new people, and catch up with your colleagues and friends. Free to advisers and speakers.

*Sponsored by Herff Jones.*

### Columbia's Visitors Center

Hours 9 a.m. to 5 p.m.

Located in room 213, on the west side of the foyer at the main entrance of Low Library, the Visitors Center offers information and campus tours to prospective undergraduates of Columbia College and the Fu Foundation School of Engineering and Applied Science and to the public.

### Student Swap Shops

Wednesday, March 17, every session hour

Broadway Room, 2<sup>nd</sup> fl., Lerner Hall (morning)

Party Space Room, basement, Lerner Hall (afternoon)

Here's a chance to meet other students from across the country. Student moderators lead a conversation with other students at a roundtable. It's an informal discussion of whatever questions or problems the group at your table wants to talk about. You can also bring copies of your paper, magazine or yearbook to show or even exchange with others. Issues can be the most recent or from previous months or even last year. If you don't have enough copies to exchange, swap names and addresses (including email addresses) so that you can follow up after you return home.

**Follow CSPA [@cspa] on Twitter for convention updates!**



ADVISERS

Build a Legacy: Pride and Literacy

Alena Cybart-Persenaire

Whether you run a club or class (or just need fresh ideas), get strategies to instill student pride in their newspaper while enhancing literacy skills plus promoting community awareness.

Writing with Your Hands Tied: Freedom of the Press in a Parochial High School

Chris Grasseschi

As high schools across the country grapple for the right to run an open forum for student expression, the problem intensifies in parochial schools. We have developed what we call “responsible journalism.”

Playing by the Rules

Lisa Medina

Learn how to teach the basics of journalism using layout sheets and adding InDesign technology to modernize it.

Using the Web to Bring World Journalism Into Your Classroom

Jessica Siegel

Make you students sophisticated consumers of news. Use the web to analyze how a variety of international and national newspapers cover important events — for example the Haitian earthquake.

Stars and Comets: How to Teach Journalism for 40 Years with No Burn-out!

Martha McMullan Singleton

Comets make a big flash, and disappear. Stars burn steadily on. Learn the secret to loving your job for decades!(Keeping up with technology, time management, grading, recruiting, getting along with administrators, working with editors, healthy and unhealthy practices)

Resources for Early-Career Advisers

Anita White

Textbooks, websites, workshops, college programs, professional media resources, grading policies - so much to do and so hard to know where to turn. Join us for a discussion of resources, including some that you have found useful. Information will be passed out at the session.

ALL PUBLICATIONS

AGI Photoshop Short Course

Part 1 of 4

George Lambrakis

Learning Photoshop basics, the Adobe Bridge fundamentals and using Photoshop modes, navigating the workspace, exploring the selection tools and an introduction to layers. (For more information see page 5.)

Goal Setting 101

Marcia Meskiel-Macy & Kurt Panton

There is a method to the madness of getting from here to there...it does not just happen! How to focus on what you really want (award-winning publications, college choice, possible career) and how to make it so!!! Your notes will be your first step.

Is a Copy Editor Lurking Inside of You?

Merrill Perlman

Do you like solving puzzles? Do you excel at trivia? Are you the person your friends ask to read their papers for mistakes? Then you may have a copy editor lurking inside you. The former head of all the New York Times’s copy editors tells you what it’s like and how it’s done, and challenges you to a quiz or two.

Just Your Type

Laura L. Schaub

Choosing the right type can be confusing for those who haven’t studied typography as it relates to design and readability. Learn the rules on typography and how, in some instances, to break the rules for all the right reasons.

Creating Copy that is Clear, Clean and Concise

Justin Snider

What are the fundamentals of good writing? How can you ensure readers don’t quit reading articles half-way through them? In this session, we’ll look at student writing with an eye toward editing it quickly and efficiently; we’ll also discuss how to improve the quality of student writing as painlessly as possible.

Cutting Edge Design

C. Randy Stano

Are you designing for a magazine, the yearbook, the web or a newspaper? What can you do with your design that you could readapt for another medium? Is it possible to design for more than one media outlet at a time?

Student Swap Shop

Mary Kay Downes, MJE

Calling all newspaper, yearbook and magazine staffers. Take this chance to network with students from across the country in a discussion about your publications.

DIGITAL MEDIA

Convergence Basics

Jacob Palenske

Just like the title says, this is the intro class. Learn answers to the questions, “What is convergence?” “How and why is it happening?” “Why should we learn this?” and “What will we need with regards to equipment and software, etc.?”

LAW & ETHICS

Designating Your Publication as Public Forum

Frank LoMonte

The courts say the forum status of each individual student publication makes all the difference in your free press rights. Learn how to determine whether your publication qualifies -- you may be surprised at the answer – and how to work towards a public forum policy that matters.

## MAGAZINES

### Care and Feeding of a Literary Magazine Staff

*Robert Hankes*

How does the editor cultivate the right climate so that each individual attracted to literary magazines feels welcome and productive? A tougher question: how does an adviser help the editor create such an environment and still remain outside of things? And what about when trouble appears? A list of ideas will be discussed

### Expanding Your Literary Magazine

*Mark Murray*

Explore ways to increase funds and improve content with 101 rapid-fire ideas.

## NEWSPAPERS

### Creative Newspaper Design

*Jonathan Gordon*

Learn some creative techniques to improve your layout design and produce an eye-catching newspaper that will attract more readers.

### Why Nobody Reads Your Paper

*Robert Greenman*

How to make the very next issue of your paper more interesting, relevant, timely, consequential and journalistically impressive than the one you just published, and how to make your readers love your paper.

### 90 in 45

*Jim McGonnell*

90 page designs and story ideas in 45 minutes in a slick and fast paced Power Point presentation. Come ready to go home with some creative ideas and ways to display them.

### Controversial Issues

*John Tagliareni*

Learn how to cover controversial and sensitive issues with strategies and legal advice for both students and advisers.

### Tell Me A Story

*Ray Westbrook*

It's not enough today to use the standard Who-What-When-Where-Why-How inverted pyramid approach. You've got to lure readers in — tell them a story by using vivid openings (not leads), fluid writing and an ending that leaves an impact and stay

## PHOTOGRAPHY

### Good Pictures Tell The Story

*Rosalie Cooper*

This session will explain all about how to take good pictures and deal with Photoshop for beginners.

## VIDEO/BROADCAST

### AGI Video Short Course Part 1 of 4

*Jerron Smith*

This hour learn about production including camera and media formats, lighting and staging. (For more information see page 5.)

### The Amazing Magic of Eyes

*John Soliday*

An award winning professional director's tricks-of-the-trade for TV and film actors, directors, cinematographers, journalists, photographers and artists.

## YEARBOOKS

### Yes. You CAN Write About That.

*Carrie Faust, MJE*

There are no "off-limits" topics for yearbook. But, there IS a right way and wrong way to treat a subject for this "memory" media. Know the law. Know your rights. Know your audience. Know how to do it well.

### You Can Quote Me On That

*Pat Hinman*

Is getting good quotes a problem for your staff? The adviser of an award-winning yearbook shares some of her tricks for getting lots of good quotes and material that can be used all through the book. Learn how to write the questions so you get the answers you want.

### Ad It Up

*Jeff Moffitt*

Senior ads are more than baby pictures and sappy notes. The key to making your customers happy and turning a profit is planning, organization, and design that enhances your final product. Learn about successful techniques for producing senior ads that increase your bottom line.

### Controlled Chaos - Planning and Design for a More Manageable Book

*Gina Parker*

This session offers easy solutions for organizing, planning, and designing your book in such a way that allows staffers to keep their sanity ANY create a book the student body will love.

### Taylor Publishing Presentation:

**Fast, Faster, FASTEST** Part 1 of 2

*Presented by Judi Coolidge &*

*Mike Taylor*

Imagine covering the entire school year, even graduation, without delaying the May or June arrival of your book. You can get timely coverage and an on-time book with FASTSupplements, manufactured in just 5 days at Taylor. Consider allowing teams and student organizations the opportunity to publish all their major events, trips, conventions and activities to augment yearbook coverage. Offer them GroupSupplements. Reasonably priced and easily produced, they are designed on our YearbookPlus Web site by members of the group. Parents and students may order them online, and the supplements are shipped directly to their homes. You are no-hassle heroes! Want more? Come and hear what else we have to offer.

## ADVISERS

### Growing Your Own Journalism Program

*Ellen Cowhey*

Whether you have no academic journalism program, or a very modest one, here is one adviser's story of how she built a staff of 8 into one of 35 in a few years. By slowing expanding minor course offerings and co-curricular activities, as well as increasing incentives for other students to get involved, the paper now includes a lot more faces.

### Build a Legacy: Pride and Literacy

*Alena Cybart-Persenaire*

Whether you run a club or class (or just need fresh ideas), get strategies to instill student pride in their newspaper while enhancing literacy skills plus promoting community awareness.

### Making an Impact with Journalism

*Nancy Anderson Danzo*

Learn how to build a strong journalism program that will have an IMPACT on the school and student body as well. We will discuss how to nurture and create a sense of ownership within a program and maintain and preserve the integrity of your program.

### Unity Amongst Advisers Breeds Strength

*Denise Markt*

Advisers will collaborate on common issues which surface daily when guiding a student publication. Strategies which will strengthen your advising position will be discussed.

### Moving from Club to Classroom: Creating Curriculum for Teaching Literary Magazine

*Gail E. Snyder*

Learn about an overview of creating a working and creative curriculum to teach Literary Magazine in the classroom.

### Things No One Told Me About Teaching and Advising

*Ann Weinblatt*

Resources, rubrics and lessons will be

provided plus practical advice will be dispensed for teaching journalism and advising the newspaper.

## ALL PUBLICATIONS

### AGI Photoshop Short Course

Part 2 of 4

*George Lambrakis*

Learn about image size and resolution; using RGB & CMYK; creating a workflow; choosing colors and achieving good color corrections. (For more information see page 5.)

### The Music of Writing

*Michael Lydon*

Exercises, ideas, and tips on "musicalizing" your writing with rhythm, phrasing, word sounds, opposites, emotion, and more.

### Drip By Drip

*Jeff Moffitt*

Marketing is like filling a pot of coffee; it takes one drop at a time. It goes beyond selling yearbooks or newspaper ads. It includes marketing your publications program. Promote your program and see more than financial results.

### The Power of the Huddle

*Alan Murray*

Learn principles of leadership, teamwork and ingenuity in managing both web publications on a low budget. The session will discuss strategies and effective low-cost tools that any team can use to energize staff and attract an audience without spending a lot of money.

### Beginning InDesign

*Hal Schmidt*

Learn the tools, workflow and basics of type in the Adobe InDesign software.

### Student Swap Shop

*Mary Kay Downes, MJE*

Calling all newspaper, yearbook and magazine staffers. Take this chance to network with students from across the country in a discussion about your publications.

## DIGITAL MEDIA

### Challenges of the Internet

*Gary Clites*

Web-based journalism brings up issues of censorship, cost, time management and the future of the media. Discuss your issues with Adviser Update's technology columnist.

### Ease on Down the Road

*Jim McGonnell*

Getting on the information super highway was not as hard as our newspaper and broadcast staffs thought it would be. With a lot of help and advice it was a smooth journey onto the world wide web. Come touring with us and see how simple it really can be.

### Writing and Reporting for Online Media

*Jacob Palenske*

Learn how to adapt the normal reporting schedule and structure to facilitate up-to-the-minute online journalism, as well as how to use converged information sources like Twitter and Facebook to generate content ideas. We'll also talk about how to choose the appropriate format/distribution method for content.

## LAW & ETHICS

### From Tinker to Hazelwood to Dean

*Frank LoMonte*

Join in on a discussion of three cases — including one decided in 2004 — that have defined the First Amendment rights of America's high school student media and hear what they mean to you.

## MAGAZINES

### Marketing Identity: Effective Fundraising for Your Publication

*Matt Aerni & Clare Squance*

This session will focus on fundraising concepts and how a small literary-art magazine developed a comprehensive fundraising scheme based on community and student involvement.

## The Magazines Roundtable

*Marjorie J. Huhn*

The process of selecting literary works for your magazine are demonstrated through a simulated Roundtable led by the editorial staff of The Back Porch Review. Audience participation is encouraged and welcomed!

## NEWSPAPERS

### Writing Award-Winning Editorials

*Ron Bennett*

A great editorial is more than just a matter of opinion. In this session, you will learn how to research and write editorials that get the attention and respect of your readership. You will learn by analyzing student-written editorials from the great to the not-so-great to the really bad.

### The Neediest Cases

*Jennifer Mascia*

Meet one of the reporters from the New York Times as she speaks about philanthropic journalism, specifically the 98-year-old Neediest Cases campaign, which first appeared in the New York Times Magazine in 1912. Learn how she prepares for these interviews and writing the stories, which presently appear in the Metro section from November to February each year.

### Scholastic Newspaper Design

*C. Randy Stano*

Please bring 20-25 copies of your newspaper to the session to exchange. I will do on the spot critiques of no more than 2-3 items per newspaper in front of the group and show some slides of collegiate newspapers. We'll take a look at what is happening with the design and looks of high school newspapers across the country.

### Sports Coverage A-Z

*Charles E. Stevens*

Sports coverage in newspaper and yearbooks is more than just a recap of a game or a season. Learn how to expand your coverage beyond the playing field of on-campus as well as off-campus sports. Lots of samples provided.

## PHOTOGRAPHY

### The Power of Light x2 Part 1 of 3

*Mark Murray*

Amazing. Exciting. Enthralling. Are these words that describe your photographs? They could if you learn to harness the power of light in your images, in the same way that master artists have learned to work with oil, watercolor or stone. In a special class at CSPA this year, you'll join us on Wednesday for instruction on how to see light and have it make a difference in your photographs. Then take the rest of the day to practice what you've learned. On Thursday morning you'll drop off your best images (as digital files) and later that morning gather again for a lively critique of the images from the entire class. We'll even have some prizes for the image(s) the class likes the best. A digital camera, required.

### The Power of Great Photography

*Mike Simons*

It's 2010, and from cell phones to DSLRs, cameras are everywhere. If your publication is full of barely Facebook-worthy snapshots and you want to take it to the next level, come see and learn from photographs and publications nationally recognized for their excellence. Come ready to talk and participate - the time will fly by!

## VIDEO/BROADCAST

### AGI Video Short Course Part 2 of 4

*Jerron Smith*

This hour will concentrate on standard editing workspace elements, capturing video files and importing audio and video files, media management, working with timeline. (For more information see page 5.)

### Professional Tricks of the Stars

*John Soliday*

This is a not-to-be-missed session of a professional director's tips for TV and film actors, directors, cinematographers, journalists, photographers and artists.

## YEARBOOKS

### From Inspiration to Execution: How Smoky Hill Found its Theme

*Carrie Faust, MJE*

Want to learn how to take an abstract concept, a television ad, and the Golden Globes website and make it into a yearbook? Watch the evolution of the 2010 Smoky Hill High School yearbook and learn how to apply the same ideas to your next book.

### Beyond Basics

*Heather Nagel*

Make your basic pages dynamic with just a few additions. This session provides tips on how to design spreads for classes, group shots, and the index, all tying into your theme and exciting. Because let's face it, every yearbook has to have these pages, and they aren't always the most interesting ones because of limitations.

### What Makes a Great Book Great!

*Laura L. Schaub*

Great books do more than win state and national awards. Staffs producing those books think first of pleasing their audience through outstanding design, coverage and theme/concept. See how to make a good book great and improve your yearbook sales, too.

### Taylor Publishing Presentation:

**Fast, Faster, FASTEST** Part 2 of 2

*Presented by Judi Coolidge & Mike Taylor*

Imagine covering the entire school year, even graduation, without delaying the May or June arrival of your book. You can get timely coverage and an on-time book with FASTSupplements, manufactured in just 5 days at Taylor. Consider allowing teams and student organizations the opportunity to publish all their major events, trips, conventions and activities to augment yearbook coverage. Offer them GroupSupplements. Reasonably priced and easily produced, they are designed on our YearbookPlus Web site by members of the group. Parents and students may order them online, and the supplements are shipped directly to their homes. You are no-hassle heroes! Want more? Come and hear what else we have to offer.

ADVISERS

Growing Your Own Journalism program

Ellen Cowhey

Whether you have no academic journalism program, or a very modest one, here is one adviser's story of how she built a staff of 8 into one of 35 in a few years. By slowing expanding minor course offerings and co-curricular activities, as well as increasing incentives for other students to get involved, the paper now includes a lot more faces.

Making an Impact with Journalism

Nancy Anderson Danzo

Learn how to build a strong journalism program that will have an IMPACT on the school and student body as well. We will discuss how to nurture and create a sense of ownership within a program and maintain and preserve the integrity of your program.

The New Adviser: So Much to Learn So Quickly

Robert Greenman & Candence Turner

A brief guide to the many facets of becoming professionally adept while keeping education first. (Experienced advisers welcomed.)

How to Be a Hands-On, Hands-Off Adviser

Diane Harrington & Kristina Skrela

A session for both new and experienced advisers, especially those teaching a yearbook class. Realistic tips for structuring roles, deadlines, and assignments to encourage students to take responsibility for and ownership of the yearbook.

Wiki What?

Suzanne Lindsay

Connect to content that includes PDF files and online sources for activities related to writing, design, photography and business. Discover how a wiki can provide curriculum support and a vehicle to share information. Since advisers generally are sole managers, this online

environment will provide the curricular support many require and cannot currently access.

Traveling with Students - Here Alone?

Mary Kay Downes MJE

Curious about how to arrange a trip with your students? Come to hear how this veteran adviser has taken her charges to over 15 cities across the nation by air, bus and train. Tips presented for safety, accountability, budgets, and sheer fun.

ALL PUBLICATIONS

From Good to Great

Bonnie Blackman & Sheryl Fulton

The year is about over with some good and some bad days on staff. Come share comments how to finish off the year with as few problems as possible. Then start preparing for fall with GREAT leadership ideas. For editors-in-chiefs. No advisers please.

Herff Jones Presentation: Go Fish! (all)

Presented by Kathy Daly

Using the philosophies inspired by the fishmongers at the Pike Place Market in Seattle, you will learn how to make student journalism even more rewarding. If people working with raw fish can have fun in the cold and damp, then journalists can "Be There," "Make Their Day," "Play" and "Choose Your Attitude."

AGI Photoshop Short Course

Part 3 of 4

George Lambrakis

Using quick mask, using the pen tool and clipping paths. (For more information see page 5.)

Winning!

Marcia Meskiel-Macy

This interactive session covers making your best first impression, getting into the college of your choice, using your journalistic skills to set yourself apart. Learn how to be at the top of your game and the top of the list for internships, summer jobs and the college acceptance cut. win prizes while you learn!

Advanced InDesign Training

Hal Schmidt

Taking full advantage of Pathfinder and other tools.

How to Hold a Successful Journalism Banquet

Clay Zigler

This session is designed for both advisers and students wishing to learn how to wrap up the end of the year with a journalism banquet and awards. Hosted by the school's Quill & Scroll society both students and alumni are recognized for their work along with the Quill & Scroll induction ceremony.

Student Swap Shop

Tracy Anne Sena

Calling all newspaper, yearbook and magazine staffers. Take this chance to network with students from across the country in a discussion about your publications.

DIGITAL MEDIA

Video for Convergence

Jacob Palenske

Learn how to plan and storyboard a video package for the web, and to use whatever video editing software available to you (Windows Movie Maker, iMovie, Premiere Pro/Elements, Final Cut Pro/Express) to export the videos correctly and upload them to the web. Compression formats will also be discussed as well as the best way to host videos online for free, and how to embed video code into webpages so content shows up WordPress templates, and not as a clickable link to their video hosting site. Please note this is \*not\* a Final Cut Pro/Premiere video-editing class, it's an overview of the video process.

Reporting Online

Greg D. Stobbe

Embrace journalistic writing rules but then tailor your message to the medium. Collaborate with interactive producers and their tools and take risks to deliver a story with pizzazz.

## LAW & ETHICS

### High School Press Freedom

*Frank LoMonte*

What are your rights as a public high school student journalist? The presentation discusses the major court cases that have helped define the First Amendment protections that apply in school. It also provides practical suggestions for maintaining a free and responsible student press.

## MAGAZINES

### Creative Ideas for Student Editing and Revision: Ways to 'Clean Up' Writing Submissions before the Editorial Board Process

*Margaret Ludlam*

Various Peer Editing and Self-Editing Activities to promote the following in both Prose and Poetry: Voice, Clarity, Tone, Concrete Images, Figurative Language, Language Control, etc.

## NEWSPAPER

### So You Still Want to Be a Newspaper Reporter? (Or Editor)

*John C. Long*

If you are brave enough to choose what has become an increasingly challenging career, you can use all the help you can get. Offering you his is a veteran writer and editor who shares concrete tips drawn from more than 40 years on daily papers, including The Wall Street Journal, with a view to changes in the offing.

### Writing About Contemporary Popular Music

*Michael Lydon*

How to review and report on pop music, including tips on conducting interviews, writing profiles, reviews, essays on trends and styles, and how to avoid puff pieces.

### How to Produce an Award-Winning Newspaper

*Jaclynn Rozansky*

This session will detail how one staff used national guidelines for excellent student newspapers and show how it modified its content and layout to meet those

guidelines. Suggestions will be given as to how to earn the best possible score for your student newspaper.

### Modern In-depth Reporting

*John Tagliareni*

Strong writing, theme concepts, plus exciting graphics are an effective way to cover issues in outstanding double trucks.

### Verbal Visual Connection

*Ray Westbrook*

To get readers into a story, words alone won't do. You must work with designers, artists and photographers to create a well thought-out visual package, utilizing striking headlines, photography, artwork, infographics and the article itself to complete the "sell" to the readers.

## PHOTOGRAPHY

### Preparing Images for Any Publications

*Mark Murray*

Consistency. A magic word when it comes to working with images, whether you are in the darkroom or on a computer. Learn a step-by-step workflow for photographs that will make both you and your printer smile.

### Photo Safari

*Bruce Watterson*

Don't consider yourself a visual journalist? No worries. Regardless of your position on staff, join us to discuss the emerging role of the photojournalist, and be prepared to be awed by a collection of great student work. Get creative alternatives to the predictable photos that seem to re-appear year after year in newspapers, magazines and yearbooks.

## VIDEO/BROADCAST

### AGI Video Short Course Part 3 of 4

*Jerron Smith*

This session will concentrate on editing: adding audio in projects and using basic motion effects. (For more information see page 5.)

## YEARBOOKS

### It's a Mod, Mod World

*Michael Comos*

Mod design...learn an exciting design approach that will not only improve the appearance of your pages, but will also provide for greater and deeper topic coverage. In addition, mod design increases the number of students you cover in the book. This design method can be easily adapted to any size yearbook.

### The Facebook of Yearbook

*Kara Eller & Denise J. Reed*

We'll discuss five positive aspects and five challenges of incorporating Facebook into your yearbook coverage and publicity. Come to share your experience, or to get ideas if you're thinking about using this social networking tool for your publication next year.

### Diving Headfirst into Yearbook

*Anne Malbon & Kelly McDermott*

Are you new to the yearbook world or in need of tips to get your yearbook off on the right foot? Learn how two editors made it through the year balancing yearbook, clubs/sports and excellent grades. Get inspired to improve your pictures with Picasa, expand your coverage and include more of your student body.

### Get Organized!

*Heather Nagel*

Not sure who should be doing what job? This session will give strategies on the organization of a yearbook staff, from editor positions and duties to tasks of the staffers and adviser. Also, it will explore systems for your staff to use in order to make it to deadline on time.

# Who's Who at the Convention

continues on page 24

at various seminars across the state of Pennsylvania and also in Dallas, TX. Under his direction, the 2009 Campus became a CSPA Crown Finalist and has won the state of PA for the past two years. Fantaski proudly advises yearbook without a yearbook as a class, and the staff uses only one computer and two cameras to create the book each year.

**Carrie Faust**, MJE advises the *Summit* yearbook and *Express* newspaper staffs at Smoky Hill High School in Aurora, CO. Her staffs have earned a CSPA Silver Crown, an NSPA Pacemaker, and Gold Medalist and All-American critiques, and many state and local awards. She is the Write-offs co-chair for JEA and a member of the Scholastic Press Rights Commission, and is the president of the CHSPA. She was an ASNE Fellow in 2005, a JEA Rising Star in 2008, and a JEA Distinguished Adviser in 2009. She has a Master Journalism Education designation from JEA, and speaks at conferences and workshops around the country each year.

**Pam Felcher** is the adviser for *The Canary*, the Hamilton High School Interdisciplinary Journal. In addition to teaching grades 9-12 and electives, including Shakespeare & creative writing, she has taught freshman writing at Loyola Marymount University and currently teaches at a local Los Angeles Yeshiva. In addition to advising the staff of the Canary for the last six years, she is also the English department chair at Hamilton in Los Angeles, CA.

**Steve Ferguson** has been a representative for Taylor Publishing in the Tampa Bay area for 20 years. He is a graduate of the UNC-Chapel Hill School of Journalism and has worked at *The Miami Herald*. As a yearbook adviser at North Miami Beach High School his yearbooks received Silver Crowns from CSPA, All Florida from FSPA and Pacemaker awards from NSPA. He has led yearbook workshops in 22 states. His schools frequently solicit his expertise on layout, design, copywriting, and InDesign tips & tricks.

**Beth Fertig** is WNYC's education reporter, and also covers city affairs. She's been on staff with the station since 1995, and previously covered City Hall during the Giuliani administration, and the U.S. Senate campaigns of Charles Schumer and Hillary Clinton. She also covered transportation and infrastructure. Fertig covered education all along, but as the station's news department grew bigger she was able to spend more time examining the city's public schools and the reforms of the Bloomberg administration. Fertig is a New York City native who discovered her love for journalism at her college newspaper at the University of Michigan. She also has a Masters degree in Social Sciences from the University of Chicago. Fertig is a frequent contributor to National Public Radio. She's won many local and national awards, including the prestigious Alfred I. duPont Columbia University Award for Broadcast Journalism for her series of reports on an effort to privatize some struggling city schools.

**Karen Flowers** is director of the South Carolina Scholastic Press Association (SCSPA) and of the Southern Interscholastic Press Association (SIPA), which are housed in the University of South Carolina

School of Journalism and Mass Communications. She also directs the Carolina Journalism Institute. Flowers is also active in national scholastic journalism organizations. She is chair of the Teaching Standards Committee of the Scholastic Journalism Division of AEJMC and is state director of the Journalism Education Association. Flowers spent 30 years in the public high school classroom, 28 of which were spent teaching journalism and advising high school newspapers. The CSPAA will award her its Paschal Award for Outstanding Service to a State Scholastic Press Association in 2010.

**Debra Frey** teaches a yearbook publishing elective at Suffern High School in Suffern, NY. She is in her third year as adviser of *Panorama*, which has been the recipient of many scholastic publishing awards over the years. Before joining the English department at Suffern High in 2007, Frey enjoyed a 20-plus year career as a public relations professional and writer/editor in and around metro New York City. She has a BA in journalism and a Master of Science in Teaching (secondary English).

**Sheryl Fulton** is the Marketing Services manager for Jostens Printing & Publishing in Topeka, KS. Fulton formerly taught at Fort Collins (CO) High School, where she advised the *Lambkin* yearbook and she also advised the *Archive* yearbook at St. Louis University. Her books won awards from NSPA, CSPA and CHSPA. She speaks frequently at summer workshops and conventions.

**G Tom Gayda**, MJE, is director of student publications at North Central High School in Indianapolis. He is the Region 6 director of JEA. He has been awarded a JEA Medal of Merit, DJNF Distinguished Adviser, Indiana Journalism Teacher of the Year and Ball State University Graduate of the Decade.

**David Gershfeld** is an English teacher at West Islip High School, NY. As sole adviser of *Spectrum*, West Islip's literary magazine, he has helped the club earn two Gold Medalists in the last two years. He has a BA in creative writing and a MS in English Education from CUNY Queens.

**Matt Glassett** is the co editor in chief of the *Culmen* yearbook at Scotch Plains-Fanwood High School in Scotch Plains, NJ.

**Howard Goldberg** has been an editor and news executive at The Associated Press since 1986 after working at three newspapers in North Carolina. As New York bureau chief he oversees coverage of the state and AP's relations with newspaper and broadcast subscribers in the nation's largest media market. Goldberg also has worked for AP in Ohio and California, supervising coverage of all kinds of news including elections, disasters and celebrity crimes. The AP Managing Editors Association honored the New York bureau last year for coverage of the splashdown of a jetliner in the Hudson River.

**Adam Goldstein** is attorney advocate for the Student Press Law Center and is licensed to practice in New York. Beyond media law, his Internet

work has included representing domain name complainants in arbitration and authoring several legal articles on online copyright and trademark issues. Before entering legal practice, Goldstein spent three years as a freelance producer and editor for FoxNews.com, handling day-to-day and breaking news coverage. Goldstein graduated from Fordham University School of Law in 2002; during his studies, he served as the Technology Editor of the Fordham Intellectual Property, Media and Entertainment Law Journal. Goldstein received his undergraduate degree in Internet Journalism from Fordham College at Lincoln Center, where he was the Editor-in-Chief of the FLC Observer. He is a member of the New York State and American Bar Associations.

**Sara Elizabeth Gonzales** advises the *Legacy* and *Lake View* publication staffs at Cypress Lakes High School in Katy, TX. She obtained her Bachelor of Arts from Texas State University- San Marcos. Prior to teaching, she worked at the William J. Clinton Foundation in Little Rock, Arkansas, as personal photographer for former President Clinton.

**Mark Goodman** is a professor and the Knight Chair in Scholastic Journalism in the School of Journalism and Mass Communication at Kent State University in Kent, OH. Also a lawyer, from 1985 through 2007, Goodman served as executive director of the Student Press Law Center. In addition to teaching courses and conducting research in law and scholastic journalism, Goodman speaks to groups of students, teachers, school administrators and attorneys about student press law and the importance of scholastic journalism in preparing citizens for our democracy. Goodman has received many awards for his work with the student press including CSPA's Gold Key, Charles O'Malley Award and Joseph M. Murphy Award.

**Jonathan Gordon** advises *The Prowl* newspaper and *Jagged Edge* literary magazine staff at Coral Glades High School in Coral Springs, FL. Since his arrival three years ago, the paper has won two Crown Awards and was a NSPA Pacemaker finalist. *The Prowl* won the Sun Sentinel Best School Newspaper 2009 in Broward County, FL. He has been a journalism adviser for over 15 years, advising other national award winning newspaper, yearbook literary magazine and broadcast staffs. Gordon obtained his National Board Certification in 2002.

**Brenda W. Gorsuch**, MJE, has been the newspaper adviser at West Henderson High School since 1983 and the yearbook adviser since 1989. She is active in scholastic journalism as a workshop presenter and JEA board member. She has served four years as the chairperson of the Southern Interscholastic Press Association executive committee and two terms as president of the NCSM Advisers Association. In 2004, she was named the DJNF National High School Journalism Teacher of the Year.

**Chris Grasseschi** advises *The Miter* newspaper staff at Bishop Blanchet High School in Seattle, WA. The current Newspaper Adviser of the Year for the Washington Journalism Education Association, Grasseschi has been the adviser of his school's paper for nine years, and has worked in the schools of the Catholic Archdiocese of Seattle for the past 27 years.

## ADVISERS

### **Blogs: Organizational & Educational Tool**

*Mary Collie*

Do you struggle to get your writers to read the news? Do you often get repeat article ideas because the staff isn't communicating well? Do you need a better way of teaching new skills? The blog is your answer. We'll look at a staff blog as a way of organizing and educating your staff while keeping you sane and on top of things.

### **Working with the Professional Press**

*Thomas Curran*

The Irish Eyes received a grant from the ASNE to partner with the Times Picayune. The students have been out in the field shadowing reporters and photographers. It has been a very worthwhile experience. I am hoping to present some of the students' work resulting from this partnership.

### **Sinking, Need a Buoy? Lifesavers from an Old Salt**

*Ginny James*

Learn from a 23-year veteran adviser how to foster the best from your staff, student leaders, contract photographer, school officials, and publishing company to produce an award-winning book. Also, for those without a class: tips to organize an Independent Study course which produces a Staff Manual.

### **Small School, Big Paper**

*Dr. Ellen Samsell Salas*

Learn what it takes to produce an award-winning paper with tiny staff.

### **Media and News Literacy**

*Anita White*

Media literacy is a term being used a lot these days, especially with the focus on 21st century skills. News literacy teaches students to be informed consumers of media. Discuss the similarities and differences between media literacy and news literacy. Strategies and resources will be discussed.

## ALL PUBLICATIONS

### **So You Want to Be a Journalist?**

*Aaron Cahall*

It's a tough time for the media industry, and it'll take a new set of skills and experience to make your mark. Hear from a young reporter about how to get the most from your high school journalism experience today and prepare for success tomorrow. Session will include extensive Q&A time.

### **Getting Published**

*Gary Clites*

Join the author of the novel *Seneca Wood* to discuss traditional and non-traditional ways to get your work published and on bookstore shelves.

### **Deadlines and Fun?**

*Sara Elizabeth Gonzales*

Seriously, can that happen at the same time? Having fun while working on staff is possible while dealing with the stress of yearbook and newspaper deadlines. How to create a fun working environment for all staff members and still get work completed for deadlines.

### **Herff Jones Presentation: For Editors Only**

*Presented by Kathy Daly*

This class offers student editors a chance to reenergize their attitude and learn practical ways to motivate and lead those around them. The class is especially appropriate for those students who will be taking over editor duties next year.

### **AGI Photoshop Short Course**

Part 4 of 4

*George Lambrakis*

Learning about painting, editing tools and the retouching tools as well as how to use them. (For more information see page 5.)

### **EMC—Watch It. Read It. Click It.**

*Kristin Ostrander, Mark Swain & Damian Ubriaco*

The Eagles Media Center of Galway High School offers students real world experience in three different mediums: video, internet and newspaper. Learn more about this innovative collaboration from the advisers and students who make it work.

### **Student Swap Shop**

*Edmund J. Sullivan*

Calling all newspaper, yearbook and magazine staffers. Take this chance to network with students from across the country in a discussion about your publications.

## DIGITAL MEDIA

### **Photography and Audio for Convergence/SoundSlides**

*Jacob Palenske*

Learn to properly plan and gather a story using audio and photos, and then learn how to build their audio/photo/caption content into interactive presentations using SoundSlides. Also learn how to make your photos available for sale online, to generate some revenue from your online publication.

### **Thriving in Cyber Space**

*Suzanna Quiring & Austin Ward*

The editors of *The Feather Online* discuss the day-by-day steps for producing and sustaining a fun and interactive online publication.

## MAGAZINES

### **Sun Tzu and the Art of Lit Mag**

*David Gershfeld*

The course is designed to discuss strategies for new and growing programs. We will discuss how to generate material and funds, where to go for support and information, and how to schedule important tasks. There will be a brief presentation followed by Q&A, discussion, and brainstorming.



## Five Key Considerations in Launching a Literary Magazine at Your School

*Robert Hankes*

The principal tells you that you're advising the literary magazine. Great! Where does one begin? I'll discuss a few areas that you must consider in order to create a successful publication.

## Generating Poetry

*Margaret Ludlam*

List Poems, Map / City Poems, Definition Poems, Apologies, Poem "Sketching," Moment Poems (Imagism), Dramatic Monologues, Poems from Art or Music or other Literature ("Borrow-a-Line Poetry"), Word Association Poems, Fill-in-the-Blank "Poems," and Structured Poems such as Villanelles, Sonnets, Pantoums, and Cinquains.

## NEWSPAPER

### Living with Prior Review

*Scott Dalton*

Nobody likes it, but some schools require an administrative review of the school newspaper before it goes to print. Discover what you can do as a staff to make this process less painful, more rewarding, and ultimately better for both your paper and your school.

### Sports Opinion Writing

*Jenny Dial*

There is a way to write your opinion in sports. Come find out how to base it on facts and analysis of players' records.

### Beg, Borrow and Steal: How to Make Mainstream Media Stories Work for You

*Marina Hendricks*

Discover new approaches to tired subjects -- and maybe even some fresh topics -- in this session, which will draw upon examples from feature sections, newspaper teen programs and other sources.

## Becoming a Student Leader

*Erich May*

This session is intended for seasoned veterans who seek to run student publications. The leadership skills seen here will prove applicable in the news room but also in other pursuits. Think you have what it takes? Come and see.

### Citizen Journalism: New Paradigm for American Journalism

*Roger Mummert*

Newspapers face an uncertain future. Do bloggers have the answer?

### Cultivating Interest in Journalism

*John Overman*

Discover how every challenge is an opportunity for students to strengthen writing, inform readers, and engage communities. How can your school newspaper generate excitement and empower students? Strategies and stories will be shared.

## PHOTOGRAPHY

### Photography Portfolio Basics

*Mark Murray*

There is much more to creating a portfolio than simply "collecting your 10 best pictures." Know how a portfolio should look while gaining tips to improve your photography. Bridge the gap between high school photography and college photography.

## VIDEO/BROADCASTING

### AGI Video Short Course Part 4 of 4

*Jerron Smith*

This session will concentrate on how to deploy your finished products to web sites, mobile devices, interactive PDFs, and DVDs. (For more information see page 5.)

## YEARBOOKS

### Chronological Yearbooks

*Melissa Falkowski*

Get up to speed on the latest yearbook trend. Learn how to change over from a traditional yearbook format to a chronological yearbook. View example spreads from different chronological yearbooks. Learn how to plan the yearbook, stay organized and get started on your first chronological yearbook.

### Telling Stories: Giving Your Book a Voice

*David Graves*

Interesting stories are lurking everywhere in your school. This session will give you a few hints on finding them and how to tell them so people actually want to read them.

### Everyone's a Critic

*Kara Petersen & Chad Rummel*

Moving your book forward means mastering the critique process. Much like copy should be edited and re-edited, so should the entire spread. Come learn tips and strategies for editing your pages from the time the spread is brainstormed until it is submitted.

### Forward-Thinking Design

*Bruce Watterson*

We know. It is not easy to implement first-class looks every time. Make publication planning and design more engaging, urgent and fun for readers. Learn how to combine text, graphics, and photos and to use new design technologies to tell compelling, dynamic stories.

# Who's Who at the Convention

continues on page 28

**David Graves** advises the *Belltower*, the yearbook at St. Thomas' Episcopal School in Houston, TX. His students have received several Crown awards, Pacemaker Finalist awards, a Silver Star from the Texas ILPC, All Southern designations from the SIPA, and numerous firsts in state from the Texas Association of Private and Parochial Schools. In his spare time, he runs a graphic design and communications firm specializing in education and political matters.

**Kim Green** advises *The Triangle* newsmagazine, *Log* yearbook and Bull Dog News Network (BNN) at Columbus (IN) North High School. Named JEA Distinguished Yearbook Adviser in 2009, DJNF Distinguished Adviser in 2006 and Indiana Journalism Teacher of the Year in 2004, she holds a Master Journalism Educator designation and currently serves on JEA's Certification Commission.

**Robert Greenman** taught high school and college English and journalism, and advised school publications, for more than 30 years. He is a newspaper in education consultant for *The New York Times* and created its curriculum guide, *Using The New York Times as Your Journalism Textbook*. He is the author of *The Adviser's Companion*, a guide for high school newspaper advisers, and of *Words That Make a Difference* and *More Words That Make a Difference* (Levenger), vocabulary enrichment books based on words and passages from *The New York Times* and the *Atlantic Monthly*. As a board member of the New York City chapter of the Society of Professional Journalists he involves professional journalists with high school newspaper advisers and their staffs. He is a contributor to the Web site *Visual Thesaurus*, and his own Web site, robertgreenman.com, contains helpful materials for students and advisers.

**H**  
**Charles Haddad** has worked as an award-winning editor and writer at many news organizations for 25 years, including the *St. Louis Post-Dispatch*, the *Atlanta Journal-Constitution* and *Business Week* magazine. He has also taught nonfiction writing at

Emory University and served as director of a Knight Fellowship that promoted excellence in medical and public health journalism. As part of that fellowship, he ran training programs for journalists from around the world, including conferences in India and China. He's a graduate of Harvard University and Sarah Lawrence College and has written three children's novels, all published by Random House. At present, Haddad is an associate professor of journalism at Stony Brook University.

**John Hampson** is an English teacher at Wantagh High School and the adviser to *Escapades*, the WHS literary magazine. In addition to teaching, he is the writer and singer of the 2000 Billboard # 1 hit song, "Absolutely (Story of a Girl)" and has released seven albums since 1996 with his band, ninedays. He is the recipient of ASCAP's (American Society of Composers and Publishers) Top 5 songs of the Year in 2000, and his songs have been published worldwide by Warner Chappell Music. He continues to write and perform his music.

**Robert Hanks** has advised *Charisma*, the literary magazine at Big Spring High School, Newville, PA for almost two decades. For many years he coordinated the Literary Magazine Summer Evaluation for the PSPA which he now serves as president.

**Diane Harrington** advises the *Stagecoach* yearbook staff at Rye High School in Rye, New York, where she is also the high school librarian. She developed and teaches a yearbook journalism class there as well. Previously she was librarian and yearbook adviser at White Plains High School in New York. She has also worked as a professional writer and editor for the New York City public schools, the UFT, school reform programs at Columbia University, and various non-profit organizations.

**Charla Harris** has advised the *Hawk* yearbook and the *Edge* newspaper staffs at Pleasant Grove High School in Texarkana, TX, for the past 25 years. Her staffs have won numerous Crown and Pacemaker awards. She was the Texas Max R. Haddick Teacher of the Year in 2007 and received the JEA Medal of Merit in 2009. She also advises the broadcast program, PGTV.

**Erinn Harris** advises the *Techniques* yearbook staff at Thomas Jefferson High School for Science and Technology in Alexandria, VA. She has been advising yearbooks since 2006, but has been working on yearbook staffs since 1994.

**Marina Hendricks** is manager of the Newspaper Association of America Foundation, where she oversees and supports Newspaper In Education, youth editorial and scholastic journalism initiatives. In a previous life, she was a features writer and the teen editor at *The Charleston (W.Va.) Gazette*. Under her supervision, the *Gazette's* "FlipSide" program grew to include a monthly tabloid magazine, a weekly page in the newspaper and a Web site — all with original content by teens, for teens.

**Dennis Hevesi** has been a reporter for 45 years; for 21 years at *Newsday* and for 24 at *The New York Times*. He has been a member of two reporting teams that have won Pulitzer Prizes: The first, in

1984 at *Newsday*, for the Baby Jane Doe Case; the second at *The Times*, in 1994, for the coverage of the first World Trade Center attack. In 1975, he covered the evacuation of 300,000 Vietnamese refugees after the fall of Saigon.

**Pat Hinman** is a journalism teacher at Robinson Middle School in Fairfax County, Virginia. In her position as teacher and adviser for the past 19 years, she has developed an extensive middle school yearbook curriculum. Under her leadership, the Sentry yearbook has won numerous CSPA Gold and Silver Crowns as well as NSPA Pacemakers. The Sentry was recently inducted into the NSPA Hall of Fame for 10 years of continued excellence. She also teaches broadcast journalism and coordinates a weekly television newsmagazine, "Mondays in the Middle." Hinman is a regular presenter at scholastic press association conferences. The CSPA will honor her with its Gold Key in 2010.

**Danny Hollweg** advises *The Smoke Signal* newspaper staff at Loveland High School in Loveland, CO. He has been instructing Introduction to Journalism courses for the past eight years and advising a school newspaper seven of those years. *The Smoke Signal* was a recipient of a 2009 CSPA Silver Crown Award. He also has instructed creative writing courses, as well as travel journal writing as a Primary Leader for the Rocky Mountain Region for the People To People Student Ambassador Program out of Spokane, WA. He holds a MA in English Literature and Language.

**Marjorie Huhn** has been teaching in the Vernon Township (NJ) School District for 23 years. She is the adviser to *The Back Porch Review*, Vernon Township High School's literary art magazine which has won numerous CSPA Gold Medalists and Gold Circle Awards. Huhn is an alumna of Syracuse University and the University of Scranton where she obtained her master's degree in Curriculum and Instruction.

**Beth Hunley** advises the *Falcon Flier* newspaper staff and *Talon* yearbook staff at Fredericksburg Academy in Fredericksburg, VA. She was a daily newspaper reporter before earning her teaching certification and Master's degree in education. The *Falcon Flier* was named Best Overall Newspaper in the Fredericksburg area for three consecutive years by *The Free Lance-Star* newspaper.

**J**  
**Ginny James** has served as the yearbook adviser for 23 years at Frank W. Cox High School in VA Beach, VA. She teaches government (all seniors), AP Comparative Government and Politics (via distance learning), and Teachers for Tomorrow. Lately she's served on the Attorney General's Youth Internet Safety Task Force, on a Congresswoman's Education Advisory Committee, and as Teacher of the Year. She was published recently in *Idea File*, a Walsworth publication. Currently, she's busy with the FBI Citizens' Academy Alumni, writing grant proposals, teaching two Independent Study courses, serving as Secretary and Education Chairperson for our World Affairs Council, and precinct captain for elections. Her degrees are from the College of William and Mary.



Founding CSPA director Joseph M. Murphy stands with President Harry S. Truman right before he addresses the delegates at the 1952 CSPA convention. photo/CSPA archives

# Thursday, March 18, 2010

## Highlights for delegates

### Exhibits and Awards

Arledge Auditorium of Alfred Lerner Hall

8 a.m. through 3 p.m.

Check out the offerings from our new exhibits in the auditorium of Columbia's student center. Also tables of award-winning newspapers, magazines and yearbooks will be on display. Crown Finalists will be shown on screen all day.

### Advisers' Hospitality Lounge

Ferris Booth Commons, 3rd floor Lerner Hall

8 a.m. to 3 p.m.

Enjoy some refreshments during the morning hours.  
*Sponsored by Walsworth Publishing.*

### Columbia's Visitors Center

Hours 9 a.m. to 5 p.m.

Located in room 213, on the west side of the foyer at the main entrance of Low Library, the Visitors Center offers information and campus tours to prospective undergraduates of Columbia College and the Fu Foundation School of Engineering and Applied Science and to the public.

### On-site Critiques

Ongoing from 10 a.m. to 2 p.m.

Sign up in room 555, 5<sup>th</sup> floor Lerner Hall

This oral critique is free for all delegations, whether newspaper, magazine or yearbook. Staffs and/or advisers will meet with a volunteer adviser-judge for about 15 minutes of discussion about the publication brought by the staff. These are not ratings, and they don't carry awards. But they are a good chance to ask questions, get clarifications and ask about new terms or techniques. Also meet CSPAA officers.

### Lunch

John Jay Dining Hall

12 noon - 1:30 p.m.

Delegates who have purchased tickets in advance or at Registration can eat in the University's main cafeteria. In addition, a list of neighborhood restaurants is printed with the campus map on the back cover of this program book.

### Advisers' Luncheon

Rotunda, 2<sup>nd</sup> floor Low Library

12 noon - 1:30 p.m.

**"A Conversation on Change"**

Paul Kandell *Dow Jones National Journalism Teacher of the Year for 2009*

CSPA Executive Director Edmund

J. Sullivan will interview Paul

Kandell about the transition

student publications are experiencing from print to online.



Presiding: Mary Kay Downes, President

*Columbia Scholastic Press Advisers Association (CSPAA)*

Inquire at the Registration Desk in Arledge Auditorium about available spaces.

### Student Swap Shops

Thursday, March 18, during every session hour

Broadway Room 2nd fl. Lerner Hall

Student moderators lead a conversation with as many as 10 students at a roundtable. It's an informal discussion of whatever questions or problems the group at your table wants to talk about. You can also bring copies of your paper, magazine or yearbook to show or even exchange with others. Issues can be the most recent or from previous months or even last year. If you don't have enough copies to exchange, swap names and addresses (including email addresses) so that you can follow up after you return home.

Follow CSPAA [@cspa] on Twitter for convention updates!

## ADVISERS

**Advising Unleashed***Sara Elizabeth Gonzales*

Understanding the basic principles of surviving your first year advising and how to create successful student publications with little to no money.

**Wiki What?***Suzanne Lindsay*

Connect to content that includes PDF files and online sources for activities related to writing, design, photography and business. Discover how a wiki can provide curriculum support and a vehicle to share information. Since advisers generally are sole managers, this online environment will provide the curricular support many require and cannot currently access.

**Creating Top Journalists: Training During the Summer***Lynne Brusco Moore*

What began as an idea to jump start the school's newsmagazine before the start of the school year has become a week-long creative and collaborative camp filled with writing, editing, and desktop publishing — and more fun than anyone should have at school during the summer.

**Choosing, Training, Motivating an Award Winning Middle School Staff***Mark Sherwood*

For any adviser it's difficult at best but if you've ever been around middle school yearbook staffers, it's like herding cats. If you wait until the school year begins you're several months late. Getting an early start makes for a successful publication and it has one benefit for you — and for your sanity staying intact!

**Case Method and Teaching Journalism***Kirsten Lundberg*

Learn how to use our “teaching” case studies to help high school students learn about the nitty-gritty of media, while building lifelong habits of critical thinking, leadership, and media literacy.

## ALL PUBLICATIONS

**So You Want to Be a Journalist?***Aaron Cahall*

It's a tough time for the media industry, and it'll take a new set of skills and experience to make your mark. Hear from a young reporter about how to get the most from your high school journalism experience today and prepare for success tomorrow. Session will include extensive Q&A time.

**Reporter's Ethics and Protecting Your Work***Jenny Dial*

Learn what steps to take as a writer to protect your work from theft by others in the age of the Internet.

**Roundtable: Press Rights and Private Schools***Tracy Anne Sena*

Advisers and students are invited to discuss your rights as student journalists at private schools including the constraints, special issues and challenges.

**Student Swap Shop***Mary Kay Downes, MJE*

Calling all newspaper, yearbook and magazine staffers. Take this chance to network with students from across the country in a discussion about your publications.

## DIGITAL MEDIA

**Introduction to Radio Reporting***Beth Fertig*

Join this WNYC reporter as she discusses her experience covering the nation's largest school district — the NYC public schools. Come learn what makes a good radio story and how to find your voice.

**Convergence Basics***Jacob Palenske*

Just like the title says, this is the intro class. Learn answers to the questions, “What is convergence?” “How and why is it happening?” “Why should we learn

this?” and “What will we need with regards to equipment and software, etc.?”

## LAW &amp; ETHICS

**Privacy and the Law***Frank LoMonte*

The law recognizes that every person sometimes has the right to be left alone — even by journalists. Understand where the legal lines have been drawn.

## MAGAZINES

**The Little Things***Adoley Ammah-Tageo & Megan Callanan*

It's not always the amount or quality of content, or the enthusiasm of the staff that makes a magazine successful, but rather the ability to smooth rough edges throughout the creative process. Topics will include establishing an effective digital workflow, communicating with staff, selecting fonts and paper. Organization will mirror the layout process.

**Poetic Form: Sapphic Stanza***Paul D. Smith, PhD*

Learn to write poetry in the challenging and beautiful metrical form introduced 2600 years ago by the ancient Greek lyric poet Sappho of Lesbos.

## NEWSPAPER

**The Real Story***Matthew Chayes*

“The news is more than what happens” is how legendary New York City newspaperman Jock Whitney described his paper: Anyone can regurgitate what went on. But how can you deliver a smart news report that your audience will want to spend their time reading?

**Maintaining Civil Discourse***Scott Dalton*

From Olbermann to Limbaugh, political commentators on both sides of the spectrum play an increasing role in setting the rules of debate and engagement in political reporting. How can you and your staff remain balanced, without sacrificing reader interest?

## Take it From The Times

*Robert Greenman*

How to create and write compelling articles for your paper, using story ideas, background material and writing styles from The New York Times.

## The “Ah Ha!” Moment

*Kel Lemons*

C'mon, admit it. You do the same boring stories every year. But it's time to break out of the boring box and come up with great, creative stories for your paper. You'll learn some new ways to brainstorm ideas and end up with divine design inspiration.

## The Neediest Cases

*Jennifer Mascia*

Meet one of the reporters from the New York Times as she speaks about philanthropic journalism, specifically the 98-year-old Neediest Cases campaign, which first appeared in the New York Times Magazine in 1912. Learn how she prepares for these interviews and writing the stories, which presently appear in the Metro section from November to February each year.

## Introduction to News Writing

*Erich May*

In this session, students will learn how to write hard news. Among other things, we will cover the summary lead and the inverted pyramid, the importance of quotations and attribution, and ways to ensure objectivity and accuracy.

## The Art of the Editorial

*Melissa McLaney*

The editorial sections of high school newspapers are often home to teenage gripes, personal rants, and unsupported complaints. Learn how to back your claims with reporting & researching and write a top-notch editorial.

## Jazz Up Your Sports Page

*Jeff Nardone*

Sports pages in high school newspapers tend to be boring and uninteresting. This session will give you pointers on how to make this page more exciting. We'll talk about story ideas, page make-up, and design pointers.

## Create the Compelling Profile

*Jennifer Seavey*

Come to a hands-on session/simulation that will leave you with the nuts and bolts of profile writing, including interview techniques and structural guidelines.

## PHOTOGRAPHY

### What Makes A Great Photo?

*Tim Morley*

It seems that everyone has an opinion on what makes a good photo, but almost everyone can agree on some basic principles. Check this session out and your publication's images will never be the same.

## YEARBOOKS

### It's a Mod, Mod World

*Michael Comos*

Mod design...learn an exciting design approach that will not only improve the appearance of your pages, but will also provide for greater and deeper topic coverage. In addition, mod design increases the number of students you cover in the book. This design method can be easily adapted to any size yearbook.

### Think 3

*Judi Coolidge & Mike Taylor*

3 Stooges. 3 Blind Mice. 3 Cheers. 3 Strikes. 3 Tenors. 3 R's. All kinds of things gravitate to 3. In a similar manner, yearbook writing, photo and design should follow the Rule of 3's

## I Shot The Serif

*Steve Kent*

There's no shame in being a font savant. This session focuses on how type sets the visual tone for your verbal message, and where to find inspiration. Come, feed your yearn to kern.

## Controlled Chaos – Planning & Design for a More Manageable Book

*Gina Parker*

This session offers easy solutions for organizing, planning, and designing your book in such a way that allows staffers to keep their sanity AND create a book the student body will love.

## Bring in the Big Bucks: 20 Simple Ideas for Increasing Your Yearbook Revenue

*Denise J. Reed &*

*Elizabeth Schwind*

Looking for a bit of a buffer in your yearbook account? Selling yearbooks and advertising space are no easy task in this economy, so here are a handful of out-of-the-box solutions to help generate more income and bolster sales.

## How to Find, Hire and Keep Editors

*Jennifer A Wojtulewicz*

This session is for yearbook editors, staffers and advisers. Learn how to define editorial positions, how to distinguish editorial qualities in students, an interview/application process for future editors and staff morale/community building strategies that will help keep editors on staff happy and working hard.

# Who's Who at the Convention

continues on page 36

**Kathryn Jenson White** is a multiple award-winning magazine and newspaper feature writing, film critic and collegiate publication adviser. She has taught at professional writing workshops and in the college classroom for more than 25 years, and has advised both newspapers, and yearbooks. She is working now as the Oklahoma Tourism and Recreation Department's arts and culture expert. On OTRD's web site, she posts stories, blogs and reviews. She is also reviewing films for *The Oklahoma Gazette*, Oklahoma City's alternative weekly newspaper. She has taught in the Gaylord College of Journalism and Mass Communication since 1996. She is also executive director of Oklahoma Scholastic Media, the state's high school media organization.

**Sue Lockett John**, Ph.D., is programming & research associate at Dart Center West, which develops academic programs and coordinates western U.S. activities for the Dart Center for Journalism & Trauma. A former newspaper and free-lance journalist, she also works with the Washington State Coalition to Improve Mental Health Reporting.

**Dave Johnson** is the author of the play, *Baptized To The Bone* (Dramatists Books 2005) and *Marble Shoot*, a book of poems (Hummingbird Press/Wake Forest University 1996). He is the editor of an anthology of poems, *Movin': Teen Poets Take Voice* (Scholastic/Orchard Books 2000) which was awarded prizes by New York Public Library and the American Library Association. His play, *Baptized To The Bone*, won awards for best actor and best new play of the year from the Dallas/Fort Worth Critics Forum 2004. In 1996, Johnson found critical acclaim as an actor, by *The New York Times*, for his role in Romulus Linney's play, *True Crimes*, and by *The Village Voice* in 1997 for his role in Linney's *Mock Trial*. Johnson was recently a featured poet on CNN International News and he appeared as guest artist for The Manhattan Borough President's inauguration 2006 at the Metropolitan Museum of Art. His new work includes a CD recording of original poems, *Dead Heat* (Champion Records 2008) and a screenplay adaptation of *Baptized To The Bone* with filmmaker, Vincent Nebriada. He teaches writing at Yale University and is currently a visiting faculty member of the MFA writing program at The New School.

## K

**Paul Kandell** advises *Verde* newsmagazine and the online journalism publication, *The Paly Voice* (<http://voice.paly.net>), at Palo Alto High School in Palo Alto, CA. He worked as a stringer for Newsweek in the early 1990s and has a master's in journalism from the University of Missouri-Columbia. Kandell, who began teaching journalism in 1996, is the DJNF's 2009 National Journalism Teacher of the Year.

**Julia Kasper** taught journalism in South Florida, during her career in the school system, where she advised 10 yearbooks and became a Nationally Board Certified teacher after graduating from the University of Florida with a major in magazine and feature writing. With over 20 years experience in the field of journalism, she brings the latest from

the working world into the classroom. Her work in marketing and publishing for WHYI (Y-100) radio station and the Miami Dolphins, allows her to show students and teachers how to use their skills from work on student publications to create jobs for themselves. Kasper is currently a yearbook representative for Taylor Publishing in the South Florida area.

**Joelle Keene** advises *The Boiling Point* at Shalhevet High School in Los Angeles, CA. She is former associate editor of *OLAM Magazine* and has written about religion in daily life for Chabad Web sites, the *Los Angeles Times*, *Baltimore Jewish Times* and other publications. Earlier she covered education and politics for the *Los Angeles Herald-Examiner*, winning a first prize from the National Education Writers Association and investigative reporting awards from the Los Angeles Press Club. She also served as staff writer or music critic at the *Seattle Times*, *Tacoma News Tribune* and *Seattle Weekly*. Keene holds a master's degree from the Columbia University Graduate School of Journalism.

**Lisa Kellert** advises the *Introspection* literary magazine staff at Poolesville High School in Poolesville, MD. She holds degrees in English and Education. The most recent volume of *Introspection* won a Silver Medal from CSPA and a gold from M-DC SPA.

**Sean Kelly** is an illustrator whose work appears in *The Washington Post*, *The Wall Street Journal*, *Rolling Stone* and *Businessweek*, among other publications. His visual commentaries are frequently seen on the Op-Ed page of *The New York Times*. Kelly's corporate clients include American Express, Viacom, IBM and The Smithsonian Institution. His work has been exhibited by The Society of Illustrators and featured on the CBS News program Face The Nation. The National Cartoonists Society named him Best Newspaper Illustrator in 2007. Kelly graduated from Brown University and studied at Rhode Island School of Design.

**Steve Kent's** mission is to help staffs modernize their yearbooks. In the past five years, his schools have made the Crown list seven times, the Pacemaker list four times and the VHSL state champion list 16 times. The college convention earlier in the week marked the 20th anniversary of Steve's first Crown win (when he was editor of The University of Alabama's *Corolla*), and he got to share the moment with his Crown-winning school, Liberty University. After receiving many Crown Awards and Pacemaker Awards, Kent serves as both a workshop instructor and a consultant for Herff Jones, based in Roanoke, VA, home of his Pica Planet summer workshop. He is one of the country's few Adobe-certified yearbook consultants, having achieved ACE status in both InDesign and Photoshop more than five years ago.

**Christine Keyser-Fanick** is publications adviser at John Paul Stevens High School in San Antonio, TX, where she advises the campus newspaper, *The Talon*, and the yearbook, *Tradition*. In the fifth year of the school's history, the Stevens Journalism Program has earned numerous national, state, and district awards. Keyser-Fanick attributes the program's success to her extremely bright, dedicated

students and supportive administrators who are advocates for scholastic journalism. In addition to more than 12 years experience in scholastic journalism, Keyser-Fanick invested 18 years in the business world as an executive officer overseeing marketing, communication, strategic planning, and investments for companies in the Midwest and in Texas. Keyser-Fanick holds a BA in English and journalism from the University of Northern Iowa and a MA in Mass Communication from Drake University. She is currently pursuing her Ph.D. in Education at The University of the Incarnate Word in San Antonio. Recently, she was named her high school's "Teacher of the Year" for 2009-2010.

**Corey Kilgannon** has worked at *The New York Times* since 1994 and became a staff reporter in 2000. Currently Kilgannon covers NYC news and features for the Metro Desk, often producing articles and video for City Room, the paper's daily NYC news blog.

**Alison Koransky** is the co editor in chief of the *Culmen* Yearbook at Scotch Plains-Fanwood High School in Scotch Plains, NJ.

**Dean Kostos's** books include: *Last Supper of the Senses*, *The Sentence That Ends with a Comma* (required reading at Duke University), and *Celestial Rust*. He co-edited *Mama's Boy* and edited *Pomegranate Seeds*. His poems have appeared in *Western Humanities Review*, *Boulevard*, *Southwest Review*, *Chelsea*, *Stand Magazine*, on Oprah Winfrey's Web site Oxygen.com, and elsewhere. He teaches at The City University of New York, Wesleyan, and served as judge for CSPA.

## L

**George Lambrakis** is a creative professional with over 15 years experience in Photoshop, Flash, and 3DsMax. He is the founder of two companies involving media production. His company, *Luminous Arts*, has contributed artwork to clients including CBS, Intel, Electronic Arts and more. Lambrakis has worked professionally in both artistic and technical roles. He has educated creative teams on the pipeline process from beginning to end, and has been a technical consultant for streamlining production. He holds a degree in media studies from NSU, and is an active participant in the CG community.

**Pete LeBlanc** is in his 18th year of teaching and 16th advising publications. He is in second year at Antelope High School in Northern California where he advises the *Titanium* yearbook, *The Titan Times* newspaper and the Channel 5 Titan TV News. The *Titanium* yearbook and *The Titan Times* newspapers are 2010 Crown Award Finalists.

**Frank LoMonte** is the executive director of the Student Press Law Center in Arlington, VA. Previously he was an associate attorney with Sutherland Asbill & Brennan LLP, Atlanta, where he had a diverse commercial practice focusing on energy and telecommunications litigation. Prior to joining that firm in 2003, LoMonte was law clerk, in 2002-2003, for the Hon. R. Lanier Anderson, III, at the Eleventh Circuit U.S. Court of Appeals, and law clerk, in 2000-2002, for the Hon. C. Christopher

## ADVISERS

### Real-World Yearbooking: A Business Model

*Debra Leitner Frey &  
Kristina Skrela*

This workshop offers suggestions and materials for developing an authentic experience for students that shifts emphasis from grades to accountability and responsibility. This sessions is primarily for teachers of a yearbook course, but also helpful for club advisers.

### Writing with Your Hands Tied: Freedom of the Press in a Parochial High School

*Chris Grasseschi*

As high schools across the country grapple for the right to run an open forum for student expression, the problem intensifies in parochial schools. We have developed what we call “responsible journalism.

### Spring into a NEW Look for Your Book.

*Julia Kasper*

A yearbook session for advisers who want to utilize April and May to get an update look for next year’s book. You will leave with free lesson plans to enhance your class for the remainder of the year. Have you ever said, “I want to have the book planned before I start school?” Then this is YOUR session.

### Teaching InDesign

*Hal Schmidt*

Resources and publications available for advisers in teaching InDesign.

### Kicking Off Captions: How to Teach Beyond the Clichés

*Laura Siqueiros*

Explore the process of writing innovative captions from photo selection to the interview process. After pertinent data has been collected, it is time to write an objective caption. One goal is to influence students to write captions that bypass the cliché and subjective views. Waltz through the editing process. Strategies are targeted for the EL to the AP student.

### Things No One Told Me About Teaching and Advising

*Ann Weinblatt*

Resources, rubrics and lessons will be provided plus practical advice will be dispensed for teaching journalism and advising the newspaper.

## ALL PUBLICATIONS

### Seven Habits of Highly Effective Interviewers

*Sharon Bloyd-Peshkin*

Learn techniques that will enable you to control an interview and get the information and quotes you need.

### AGI InDesign Short Course

Part 1 of 4

*Chad Chelius*

This session will concentrate in using frames: creating them, multi-shaped sized, and editing them. (For more information see page 5.)

### Crowdsourcing and the High School News Web Site

*Paul Kandell*

Pros are experimenting with crowdsourcing — using the Web to engage their readers in providing expertise and information. Why shouldn’t we? Hear students from Palo Alto High School explain how to conduct easy-to-reproduce experiments you can try at your school.

### AGI Photoshop Short Course

Part 1 of 4

*George Lambrakis*

Learning Photoshop basics, the Adobe Bridge fundamentals and using Photoshop modes, navigating the workspace, exploring the selection tools and an introduction to layers. (For more information see page 5.)

### Choosing the Right Words

*Georgia Scurletis & Ben Zimmer*

This session will examine how journalists’ use of particular words can enliven their writing and help readers visualize their subjects. Participants will examine examples of powerful writing and revise bland descriptions with the aid of the Visual Thesaurus.

### Student Swap Shop

*Mary Kay Downes, MJE*

Calling all newspaper, yearbook and magazine staffers. Take this chance to network with students from across the country in a discussion about your publications.

## DIGITAL MEDIA

### Writing and Reporting for Online Media

*Jacob Palenske*

Learn how to adapt the normal reporting schedule and structure to facilitate up-to-the-minute online journalism, as well as how to use converged information sources like Twitter and Facebook to generate content ideas. We’ll also talk about how to choose the appropriate format/distribution method for content.

## LAW & ETHICS

### What is Fair Use?

*Frank LoMonte*

What can you use in your publications that is copyrighted materials, especially those gathered from the Internet.

## MAGAZINES

### Poetry: The Language of Music

*Dave Johnson*

Create poems by finding the music in your own voice. We will listen to music as part of the music process.

### The Fiction Magazine: Choosing the Strongest Writing Using Student Editors

*Christine Maul-Rice*

In this session you will learn how Columbia College Chicago’s Fiction Writing Department student editors read thousands of manuscripts, choose the strongest fiction, creative nonfiction, and plays and produce the annual edition of Hair Trigger.

## Crafting Character

*Julie L. Stemple*

Everything in good fiction arises from the characters. Are yours fully realized? Are they fleshed out? Do you really know them? In this class we will look at a nuts-and-bolts strategy for discovering and uncovering your characters' quirks, personalities, their motivations that will ultimately drive the plot of your fiction.

## NEWSPAPER

### Crime That Pays

*Matthew Chayes*

What's it like to be a crime reporter in New York? Hear about the daily grind of the police beat and learn why its lessons should matter to whatever kind of reporting you do.

### Sports Writing

*Jenny Dial*

Learn how to tell the story of a team in a short amount of space over a long amount of time. Find the story beyond the boxscore and find ways to display information that will satisfy the biggest sports fans.

### Creative Newspaper Design

*Jonathan Gordon*

Learn some creative techniques to improve your layout design and produce an eye-catching newspaper that will attract more readers.

### Create the Compelling Column

*Jennifer Seavey*

If you're looking for a way to channel your creativity and voice, come to this session. Using the pillars of argument, learn how to fashion strong criticism through editorials and columns.

## PHOTOGRAPHY

### What Makes a Good Photograph?

*Steven S. Lindgren & Susse Mabie*

Learn simple tips that will increase your quality and productivity. Improve your layout content and selection process for your publications. Examples will be shared to assist new advisers and editors to build their confidence.

## Shoot Sports Like the Pros

*Tim Morley*

Use these tips from the professionals to take your publication's sports photography to the limit. Follow this adviser's quest to be a member of the Sportsshooter online community.

## VIDEO/BROADCAST

### AGI Video Short Course

Part 1 of 4

*Jerron Smith*

This hour learn about production including camera and media formats, lighting and staging. (For more information see page 5.)

## YEARBOOKS

### Secrets to Great Photography for Yearbook

*Paul S. Fantaski*

This PowerPoint presentation will demonstrate 8 qualities to examine when taking photographs for a yearbook: Angle, Emotion, Action, Depth of Field, Framing, Repetition, Lighting, and Cropping. All photo examples shown are taken by students.

### Someday My Prints Will Come

*Steve Ferguson*

What every "regular" staff member and adviser should know about taking good pictures in a digital world. See humorous examples of what should, and should not, be done in a yearbook. How many freshmen can you fit on a page? Why shouldn't you fake the girls softball team photos? Attend and learn.

### Jostens Presentations: The "HOWs" to the GREATEST

Yearbook of All Part 1 of 2

Presented by *Sheryl Fulton &*

*Laura Schaub*

Hey, advisers and staffs. Come join us for SUPERB ideas to make the yearbook the GREATEST with designs, stories, and sales techniques so your book will be loved by the students and ranked well by the judges. Take away dozens of ideas for creating and selling "your" book."

## Off-The-Rack Designs – Designers, Gather 'Round

*Steve Kent*

Tired of yearbooks looking like... YEARBOOKS? Me too! This up-to-the-minute review of emerging trends translates fashion-forward type, color and spatial cues into a bespoke look for your book.

### Make the Yearbook COOL Again!

*Julie Mancini*

Want to sell more yearbooks? Come learn tips for making your yearbook the most wanted item in your school.

### Three is the Magic Number - Yearbook Design has a Magic Number - 3

*Steven Wallace*

Come learn how to get the most impact on your pages by putting the magic of 3 to work for you. From photo treatment, to coverage impact, to design levels, we will share how this number can add impact to your pages.

### The Art and Importance of Yearbook Storytelling

*Donald Witten*

Societies and cultures have depended on storytelling as a means of learning, identity, and passing on of traditions for thousands of years. We will discuss its implications and importance to Yearbook production in philosophical as well as hands-on terms. Come get a healthy dose of Oregon chi as we consider our own stories.



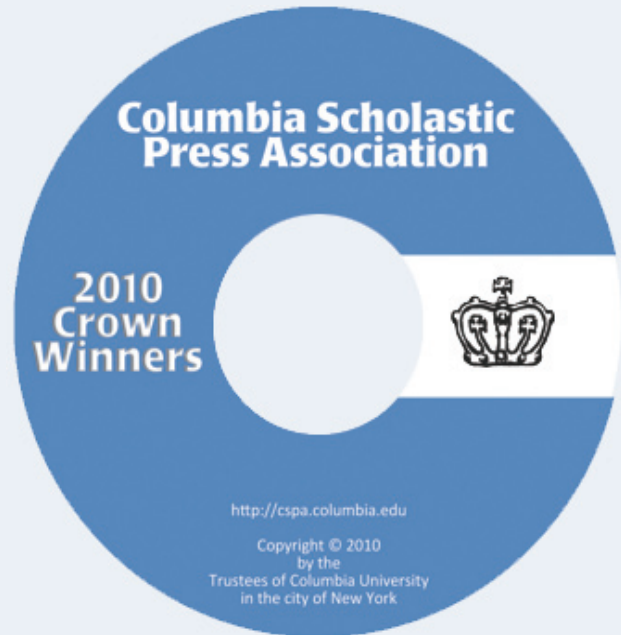


# CSPA

## Crown Awards



Crown judges discuss the judging process as well as the current state of scholastic publications during the 2010 meeting of the Crown Judges Panel.



### 2010 Crown Award CD

CSPA offers every member a copy of the DVD as part of regular and associate membership.

The DVD includes scans of all of the Crown winners as well as the judges' comments for each publication.

Again in this year's DVD is the judges' panel discussion about the 2010 Crowns on video.

The 2010 DVDs will begin to be mailed out in April. All publications with a current 2009-10 CSPA membership will receive this CD.

### **Middle School/Junior High Magazine Crowns**

*Doorways*, East Ridge Middle School, Ridgefield, CT;  
*Out of Uniform*, The Nightingale-Bamford School, New York, NY;  
*Prism*, Tejada Middle School, San Antonio, TX.

### **Middle School/Junior High Newspaper Crowns**

*The Current*, Coronado Middle School, Coronado, CA;  
*The Daytime*, F.A. Day Middle School, Newtonville, MA.

### **Middle School/Junior High Yearbook Crowns**

*Cub Caper*, Central Middle School, Riverside, CA;  
*Eagle*, Maize South Middle School, Wichita, KS;  
*Life and Style*, Las Flores Middle School, Las Flores, CA;  
*Lion's Den*, Hyde Middle School, Cupertino, CA;  
*Odyssey*, Orchard Lake Middle School, West Bloomfield, MI;  
*Panther Pride*, Lawton Chiles Middle School, Oviedo, FL;  
*Prowler*, Pioneer Middle School, Tustin, CA;  
*Regulus*, Lexington Junior High School, Cypress, CA;  
*Sentry*, Robinson Middle School, Fairfax, VA;  
*Spartan*, Milwee Middle School, Longwood, FL;  
*Stingray Tales*, New Smyrna Beach Middle School, New Smyrna Beach, FL;  
*The Patriot*, Harvest Park Middle School, Pleasanton, CA;  
*The Surfer*, Coronado Middle School, Coronado, CA;  
*Verkana*, Komachin Middle School, Lacey, WA.

### **High School Magazine Crown Finalists**

*Artistic License*, American International School of Guangzhou, Guangzhou, CHINA;

*Blue Review*, Mercersburg Academy, Mercersburg, PA;  
*Earthwinds*, Jackson Preparatory School, Jackson, MS;  
*Eymology*, Crossroads School, Santa Monica, CA;  
*Fine Lines*, Richard Montgomery High School, Rockville, MD;  
*Gallimaufry*, Cranbrook Kingswood School, Bloomfield Hills, MI;  
*Inspire./l.khlaq*, Dubai American Academy, Dubai;  
*Literati*, Our Lady of Lourdes Academy, Miami, FL;  
*Maret Literary & Visual Arts*, Maret School, Washington, DC;  
*Montage*, Greenhill School, Addison, TX;  
*Painted Words*, North Brunswick Township High School, North Brunswick, NJ;  
*Rapier*, Marist School, Atlanta, GA;  
*Riverbend Review*, Benjamin Franklin High School, New Orleans, LA;  
*Scroll*, The Holton-Arms School, Bethesda, MD;  
*The Muse*, Vestavia Hills High School, Vestavia Hills, AL;  
*Vibrato*, Hockaday School, Dallas, TX;  
*Windowpanes*, Loyola High School of Los Angeles, Los Angeles, CA;  
*Zephyr*, Rye High School, Rye, NY.

### **High School Newspaper Crowns**

*Arrow*, Utica High School, Utica, MI;  
*Common Sense*, Thomas S. Wootton High School, Rockville, MD;  
*Crossfire*, *The Student's Voice*, Crossroads School for Arts & Science, Santa Monica, CA;  
*Cub Reporter*, Lawrence Central High School, Indianapolis, IN;  
*Eagle Edition*, Episcopal School of Dallas, Dallas, TX;  
*El Estoque*, Monta Vista High School, Cupertino, CA;  
*Globe*, Clayton High School, Clayton, MO;  
*Hi-Lights*, Boone High School, Orlando, FL;  
*High Tide*, Redondo Union High School, Redondo Beach, CA;  
*HiLite*, Carmel High School, Carmel, IN;  
*Inklings*, Crown Point High School, Crown Point, IN;  
*Lion's Roar*, Goddard High School, Goddard, KS;  
*Newsstreak*, Harrisonburg High School, Harrisonburg, VA;  
*Newtonite*, Newton North High School, Newtonville, MA;  
*North Pointe*, Grosse Pointe North High School, Grosse Pointe Woods, MI;  
*North Star*, Francis Howell High School, St. Charles, MO;  
*Owl*, Warren Central High School, Indianapolis, IN;  
*Panther Pride*, Midlothian High School, Midlothian, TX;  
*Rocky Mountain Highlighter*, Rocky Mountain High School, Fort Collins, CO;  
*Silver Chips*, Montgomery Blair High School, Silver Spring, MD;  
*Spark*, Lakota East High School, Liberty Township, OH;  
*Stampede*, Burges High School, El Paso, TX;  
*The A-Blast*, Annandale High School, Annandale, VA;  
*The Central Times*, Naperville Central High School, Naperville, IL;  
*The Charger*, Oxford HS, Oxford, MS;  
*The Chronicle*, Harvard-Westlake School, North Hollywood, CA;  
*The Chronicle*, Tom C. Clark High School, San Antonio, TX;  
*The Connection*, John B. Connally High School, Austin, TX;  
*The Edge*, Pleasant Grove High School, Texarkana, TX;

*The Evergreen*, Greenhill School, Addison, TX;  
*The Galleon*, Spanish River High School, Boca Raton, FL;  
*The Gazette*, Granite Bay High School, Granite Bay, CA;  
*The Liberator*, Liberal Arts & Science Academy High School, Austin, TX;  
*The Nexus*, Westview High School, San Diego, CA;  
*The Prep News*, Rockhurst High School, Kansas City, MO;  
*The Prowl*, Coral Glades High School, Coral Springs, FL;  
*The Purple Tide*, Chantilly High School, Chantilly, VA;  
*The Rampage*, Rockville High School, Rockville, MD;  
*The Remarker*, St. Mark's School of Texas, Dallas, TX;  
*The Rock*, Rock Bridge Senior High School, Columbia, MO;  
*The Rock*, Rock Canyon High School, Highlands Ranch, CO;  
*The Royal News*, Prince George High School, Prince George, VA;  
*The Saratoga Falcon*, Saratoga High School, Saratoga, CA;  
*The Southerner*, Henry W. Grady High School, Atlanta, GA;  
*The Spoke*, Conestoga High School, Berwyn, PA;  
*The Student Voice*, The Buckley School, Sherman Oaks, CA;  
*The Tiger Times*, Texas High School, Texarkana, TX;  
*The Titan Times*, Antelope High School, Antelope, CA;  
*The Viking Vanguard*, Puyallup High School, Puyallup, WA;  
*The Westword*, Westhill High School, Stamford, CT;  
*The Winged Post*, The Harker Upper School, San Jose, CA;  
*TJ Today*, Thomas Jefferson High School for Science and Technology, Alexandria, VA;  
*U-High Midway*, University High School, Chicago, IL;  
*Verde*, Palo Alto High School, Palo Alto, CA;  
*Wingspan*, West Henderson High School, Hendersonville, NC.

### **High School Yearbook Crown Finalists**

*Campus*, Kiski Area High School, Vandergrift, PA;  
*Carillon*, Bellaire High School, Bellaire, TX;  
*Chieftain*, West High School, Torrance, CA;  
*Crag*, Turner Ashby High School, Bridgewater, VA;  
*Details*, Whitney High School, Rocklin, CA;  
*El Paisano*, Westlake High School, Austin, TX;  
*Fentonian*, Fenton High School, Fenton, MI;  
*Governor*, John B. Connally High School, Austin, TX;  
*HauberK*, Shawnee Mission East High School, Prairie Village, KS;  
*Hawk*, Pleasant Grove High School, Texarkana, TX;  
*Hoofbeats*, Burgess High School, El Paso, TX;  
*Hornet*, Bryant High School, Bryant, AR;  
*Indian*, Shawnee Mission North High School, Shawnee Mission, KS;  
*Laconian*, Salem High School, Salem, VA;  
*Legend*, William R. Boone High School, Orlando, FL;  
*Marksman*, St. Mark's School of Texas, Dallas, TX;  
*Palm Echo*, Miami Palmetto Senior High School, Pinecrest, FL;  
*Pride*, Franklin High School, El Paso, TX;  
*Rampages*, Casa Roble High School, Orangevale, CA;  
*Resumé*, George Walton Academy, Monroe, GA;  
*Teleios*, Mount Paran Christian School, Kennesaw, GA;  
*The Arena*, Mansfield Legacy High School, Mansfield, TX;  
*The Belltower*, St. Thomas Episcopal School, Houston, TX;  
*The Bronco*, McKinney Boyd High School, McKinney, TX;  
*The Clan*, McLean High School, McLean, VA;  
*The Crimson*, DuPont Manual High School, Louisville, KY;  
*The Lair*, Shawnee Mission Northwest High School, Shawnee, KS;  
*The Lion*, McKinney High School, McKinney, TX;  
*The Pilot*, Redondo Union High School, Redondo Beach, CA;  
*Titanium*, Antelope High School, Antelope, CA;  
*Westwind*, West Henderson High School, Hendersonville, NC;  
*Wings*, Arrowhead Christian Academy, Redlands, CA;  
*Wingspan*, James Enochs High School, Modesto, CA.

### **High School Online Newspaper Finalists**

*Berkeley High Jacket Online*, Berkeley High School  
[www.bhsjacket.com](http://www.bhsjacket.com)

*Blue and Gold Today*, Findlay High School  
[www.blueandgoldtoday.org](http://www.blueandgoldtoday.org)

*Crossfire The Students' Voice*, Crossroads School  
[www.xfireonline.org](http://www.xfireonline.org)

*El Estoque Online*, Monta Vista High School  
<http://elestoque.org>

*FHHS Today*, Francis Howell High School  
[www.fhstoday.com](http://www.fhstoday.com)

*FHNtoday*, Francis Howell North  
[www.fhntoday.com](http://www.fhntoday.com)

*Harker Journalism:Winged Post & Talon*,  
The Harker Upper School  
[www.talonwp.com](http://www.talonwp.com)

*HiLite Online*, Carmel High School  
[www.hilite.org](http://www.hilite.org)

*Inklings News Online*, Staples High School  
<http://www.inklingsnews.com>

*Lasso Online*, George Mason High School  
<http://www.fcpcs.org/lassoj>

*NCHS Courant Online*, New Canaan High School  
<http://nchscourant.com>

*Neirad*, Darien High School  
<http://dariens.org/neirad/>

*Oakton Outlook*, Oakton High School  
<http://www.oaktonoutlook.com/wordpress>

*smnw.com*, Shawnee Mission Northwest  
High School  
[www.smnw.com](http://www.smnw.com)

*Tattler Extra*, Bethesda Chevy Chase High School  
<http://tattlerextra.org/>

*The Bulletin Online*, El Toro High School  
[www.etbulletin.org](http://www.etbulletin.org)

*The Chronicle*, Harvard-Westlake School  
<http://chronicle.hw.com>

*The Feather Online*, Fresno Christian High School  
[www.thefeather.com](http://www.thefeather.com)

*The Harbinger Online*, Shawnee Mission East  
High School  
[www.smeharbinger.net](http://www.smeharbinger.net)

*The Paly Voice*, Palo Alto High School  
<http://voice.paly.net>

*The Patriot*, John Carroll School  
[www.jcpatriot.com](http://www.jcpatriot.com)

*The Rider*, Legacy High School  
[www.therideronline.com](http://www.therideronline.com)

*The Rockville High School Rampage*, Rockville  
High School  
[www.rockvillerrampage.com](http://www.rockvillerrampage.com)

*The Sidekick Online*, Coppell High School  
[www.coppellstudentmedia.com](http://www.coppellstudentmedia.com)

*TRNWIREd*, Prince George High School  
[www.trnwired.com](http://www.trnwired.com)

*Wayland Student Press Network*, Wayland  
High School  
[www.waylandstudentpress.com](http://www.waylandstudentpress.com)

*Westlake Featherduster Online*, Westlake  
High School  
<http://www.westlakefeatherduster.com/>

**Workshop Online Newspaper Finalists**  
BAMMA—Bay Area Multicultural Media  
Academy, San Francisco State University  
<http://xpress.sfsu.edu/bamma/2009/>

## ADVISERS

### Ideas to enhance journalism between deadlines

*Christopher Daren*

What to do; come see and hear some fun and exciting journalistic ideas than can enhance your students' journalism skills and produce some amazing results.

### How to Be a Hands-On, Hands-Off Adviser

*Diane Harrington*

This session is for both new and experienced advisers, especially those teaching a yearbook class. Realistic tips for structuring roles, deadlines, and assignments to encourage students to take responsibility for and ownership of the yearbook.

### The Right Price: Free Resources for Journalism Educators

*Marina Hendricks & Kristina Skrela*

The Newspaper Association of America Foundation offers a variety of materials designed to make your life easier. These include online tutorials, interactive tools and lesson plans. This session will showcase these and many other resources.

### Debut Yearbook Must Capture the Drama of Life on Campus

*Christine Keyser-Fanick*

Setting up or re-inventing a yearbook program can be an enormous challenge without a plan in place to guide the process. New yearbook advisers or advisers who are opening a yearbook program at a new campus will benefit most from this session.

### Creative Commons and the Future of Sharing

*Esther Wojcicki*

The Journalism 2.0 Project supported by the MacArthur Foundation. This session will discuss Creative Commons licenses for sharing focusing on copyright issues, digital publishing and participatory learning as it relates to student journalism.

## ALL PUBLICATIONS

### Bootcamp for Editors

*Sharon Bloyd-Peshkin*

Learn a step-by-step approach to editing stories, from big-picture focus to fine-detail line editing.

### AGI InDesign Short Course

Part 2 of 4

*Chad Chelius*

This session will concentrate in using graphics, text wraps, strokes, fills, swatches and colors. (For more information see page 5.)

### AGI Photoshop Short Course

Part 2 of 4

*George Lambrakis*

Learn about image size and resolution, using RGB & CMYK, creating a workflow, choosing colors and achieving good color corrections. (For more information see page 5.)

### Covering the Difficult Story

*Claire Regan*

Suicide, crime and other "dangerous?" topics require sensitivity, courage and good ethical judgment.

### How Do I

*Hal Schmidt*

On the spot questions on how do anything in InDesign.

### When Words Become News

*Georgia Scurletis & Ben Zimmer*

Sometimes a particular word or phrase can become newsworthy: think of "public option" or "death panel" from the health care debate. When words are news, it's essential to provide historical context. This session looks at how to navigate through online resources to tell the stories behind buzzwords and catchphrases.

## Student Swap Shop

*Tracy Anne Sena*

Calling all newspaper, yearbook and magazine staffers. Take this chance to network with students from across the country in a discussion about your publications.

## DIGITAL MEDIA

### Video for Convergence

*Jacob Palenske*

Learn how to plan and storyboard a video package for the web, and to use whatever video editing software available to you (Windows Movie Maker, iMovie, Premiere Pro/Elements, Final Cut Pro/Express) to export the videos correctly and upload them to the web. Compression formats will also be discussed as well as the best way to host videos online for free, and how to embed video code into webpages so content shows up WordPress templates, and not as a clickable link to their video hosting site. Please note this is \*not\* a Final Cut Pro/Premiere video-editing class, it's an overview of the video process.

## LAW & ETHICS

### Keeping Secrets: A Guide to the Reporter's Privilege

*Adam Goldstein*

Should reporters be allowed to keep their confidential sources or unpublished notes or photos secret? When is it appropriate to use a confidential source? This presentation will introduce student journalists to one of the hottest and most controversial topics of the day: the reporter's privilege.

## MAGAZINES

### Make It Work

*Pamela Felcher*

Creating teacher and student "buy-in" for an academic Interdisciplinary journal. Finding money, motivating staff, gathering and editing work, and creating across curricular, award-winning journal.

## Dressing on the Salad, Meat in the Stew

*Marjorie J. Huhn*

This workshop will enable participants to explore the Possibilities of Poetry by creating vivid language and imagery. Help your staff develop ways to turn ordinary poetry into “works of art.”

## The Visible Word: Poetry and Visual Art

*Dave Johnson*

Learn to write poetry with visual art.

## Is This Any Good? How to Critique a Literary Magazine

*Gail E. Snyder*

Learn how to critique your magazine publications with your staff.

## Refining the Plot

*Julie L. Stemple*

You have an idea for a story, but you're not sure where to take it, or why. In this class we'll go over techniques for figuring out and honing what drives the plot, for uncovering chaff and focusing on what will move your story forward, and for possible ways to structure your plot. Student input is welcome and expected.

## NEWSPAPER

### Free Books! Life as a Critic

*Bob Minzesheimer*

A book reviewer and reporter for USA Today discusses what it's like to get paid to read and review new books and to interview authors from J.K. Rowling to Stephen King.

### From Soup to Nuts: Restaurant Reviews

*Camille Pepe Sperrazza*

Get the scoop on what you need to know to write them.

## Staff Motivation

*Helen F. Smith*

An organized staff is an excited staff. Learn how to get your reporters and editors ready to tackle each deadline.

## PHOTOGRAPHY

### Using Nikon Digital SLR Cameras for Award Winning Pictures

*Alexander Thorp*

This session will cover how to take award-winning photos, especially Sports/Action shots, using Nikon Digital SLRs. Topics to be covered include white balance, ISO, Aperture, Shutter Speed, flash photography, and bracketing. Examples of students' award winning photographs will be shown.

## VIDEO/BROADCAST

### AGI Video Short Course Part 2 of 4

*Jerron Smith*

This hour will concentrate on standard editing workspace elements, capturing video files and importing audio and video files, media management, working with timeline. (For more information see page 5.)

## YEARBOOKS

### Yearbook Management 101: Tips From Editors Who Have Already Been There

*Matt Glassett, Alison Koransky & Kevin Welch*

Scared of stepping up and becoming an editor? Bring all your biggest questions to this invaluable session and have them answered by award-winning editor in chiefs who have been through it all.

### Jostens Presentation: The “HOWs” to the GREATEST Yearbook of All Part 2 of 2

*Presented by Sheryl Fulton & Laura Schaub*

Hey, advisers and staffs. Come join us for SUPERB ideas to make the yearbook the GREATEST with designs, stories, and

sales techniques so your book will be loved by the students and ranked well by the judges. Take away dozens of ideas for creating and selling “your” book.

## Crop It Like It's Hot

*Steve Kent*

This is Photo appreciation for designers. Learn what makes impact photography and some tips to achieve the wow factor. For anyone who loves photography, and those who think they can butcher it any way. You'll never say “It doesn't fit the template” again.

## Increase Your Coverage

*Steven S. Lindgren & Susse Mabie*

Bring excitement to your yearbook and tell the untold story. We will share ideas and make powerful suggestions to increase your coverage and build interest in your yearbook.

## Next Year, I will...

*Julie Mancini*

A veteran adviser will provide ideas on how your journey through yearbook world can be made easier with a little bit of planning.

## Great Tips for Writing Compelling Copy

*Eileen R. Osterhout*

Join us for a discussion on the steps to be followed and the skills necessary to write articles, headlines, and captions that complement the photographs and graphics in an effective layout.

## Ten Rules to a Perfect Layout

*Jennifer A Wojtulewicz*

Yearbook students who are just beginning to learn basic design rules. We will go step-by-step through ten elements of a layout with description of each element including definitions of key yearbook vocabulary. We will cover how these terms apply to a layout.

# Who's Who at the Convention

Hagy, U.S. District Court for the Northern District of Georgia. LoMonte also has more than 12 years' experience as a journalist, including serving two years as a state Capitol reporter for the *Florida Times-Union*, nine years as bureau chief for the Morris News Service in Atlanta, and two years as Washington correspondent for Morris. In 2000, LoMonte received his law degree, magna cum laude, from the University of Georgia School of Law, where he was symposium editor of the *Georgia Law Review*. He received his bachelor's degree from Georgia State University in 1994, and also attended the University of Florida where he held multiple staff positions, including editor in chief, of *The Independent Florida Alligator*. He also spent two years on the staff of his high school newspaper at Buchholz High School in Gainesville, FL.

**Kel Lemons** was a newspaper photographer at the Waco Tribune-Herald for five years before becoming a journalism teacher. She advises the newspaper and yearbook staffs at John B. Connally High School in Austin, TX. The newspaper and yearbook have won several Crown and Pacemaker awards.

**Steven S. Lindgren**, CJE, is in his 24th year advising student publications at Buchholz High School in Gainesville, FL. Lindgren is a National Board Certified Teacher in Journalism. Lindgren is a graduate of Drake University with his BFA in Graphic Design and MAT in Art Education. Lindgren's instructional courses include Journalism I-IV, Photojournalism, and Graphic Design. Student publications he has advised include yearbook, newspaper, and literary magazine. Currently, Lindgren serves on the Florida Scholastic Press Association Executive Board and as District Two Director. During the summer, Lindgren travels internationally to pursue his passion of photography.

**Suzanne Lindsay** teaches English, journalism and graphic design at Dulaney High School in Maryland and advises the *Heritage* yearbook that was awarded a 2009 CSPA Gold Medal and NSPA First Class. Lindsay also advises *Roar* magazine, a student and alumni publication, which she created to connect the school community. During her 14-year teaching career she has advised a newspaper and yearbook simultaneously and specializes in managing student staff responsibilities and using technology in the classroom.

**John C. Long** worked for more than 40 years on daily newspapers, including 10 years at *The Wall Street Journal* and 30 at *The (Louisville) Courier-Journal* as reporter, editor, manager and ombudsman; at each newspaper he shared in a Pulitzer Prize. He edited two weekly newspapers and co-founded and directs the Main Street Free Press Museum, in Ohio, which fosters press freedom at the grass roots. He currently edits online newsletters for Information Strategies, Inc.

**Margaret Ludlam** advises the *Portfolio* staff, which produces the literary magazine for South Lakes High School in Reston, VA. Having 20 years teaching experience, she is also a consultant for the Northern Virginia Writing Project, having presented at the 2009 George Mason Language

and Learning Conference and at various local high schools. She has a passion for teaching writing in all of its aspects, including editing and revision, as well as creative writing.

**Kirsten Lundberg** is director of the Knight Case Studies Initiative at the Columbia Graduate School of Journalism. She created the Initiative in 2007; it now hosts a collection of nearly 30 cases on dilemmas in journalism. Before that, she wrote public policy case studies at Harvard's Kennedy School of Government.

**Michael Lydon** is a writer and musician who lives in New York City. The author of eight books, including *Rock Folk*, *Boogie Lightning*, and *Ray Charles: Man and Music*, Lydon has written for *The New York Times*, *The Atlantic Monthly*, and *Village Voice*, and he was a founding editor of *Rolling Stone*. Lydon has also written *Writing and Life*, a book about the art of writing, and he teaches creative writing at St. John's University. A guitarist and singer-songwriter, Lydon performs frequently in and around New York.

**Jennie Lyons** has taught at Hackley School in Tarrytown for 14 years. In addition to computer courses, she has advised the school newspaper, the *Dial*, for 8 years, and teaches Electronic Publishing-Print that includes layout and writing. The paper was awarded First Place for Overall Excellence in the 2007-2008 Journal News High School Journalism Awards in Westchester County, NY.

**M**  
**Susse Mabie** is the former yearbook adviser of Oviedo High School in Orlando, FL. She was the 1993 FSPA Florida Teacher of the Year. After serving as Vice President and President of FSPA, Mabie became a yearbook representative for Taylor Publishing in central Florida. Her contributions to scholastic journalism include over 30 years of advising state and national award winning yearbooks, authoring yearbook curriculum, and instructional presentations across the nation. Mabie has been recognized nationally by Taylor Publishing for outstanding service and dedication.

**Anne Malbon** is co editor in chief of the Frank W. Cox High School *Talon* in Virginia Beach, VA. She has the responsibility of creating layouts for spread designs, teaching a staff of freshmen all about "yearbooking," and working with parents to design student ads. She finds time for yearbook around dance, schoolwork and serving as President of the Key Club and secretary of the National Honor Society.

**Julie Mancini** advises the yearbook and newspaper at Dunnellon (FL) High School for over 10 years. Her yearbook was featured in the Herff Jones *Ideas That Fly* in 2006 and 2010. The school newspaper, the *Tiger Times*, won a grant from ASNE in 2001, and in 2007, she attended the ASNE Reynolds Institute at Arizona State University. She was the FSPA District II Adviser of the Year in 2009. Mancini also operates a photography business, doing mostly studio, wedding and event photography.

**Denise Markt** credits her years advising student publications for her passion for First Amendment rights and responsibilities. Adviser of *The Survey* for the past decade, she taught as an adjunct instructor at Alfred University, Presbyterian College, St. Lawrence University, Orange County Community College, and Virginia Military Institute. She was part of the New York State Department of Education English Final Eyes Review Committee in 2006 and 2009, granted a spot in Who's Who Among American Teachers in 2005, and commended by the Academy of Shuppan of Tokyo for teaching the English language in 2002.

**Jennifer Mascia** is a news assistant on the Metropolitan desk of *The New York Times* and served as lead writer for *The Times'* 98th Neediest Cases Campaign. She graduated from Columbia University's Graduate School of Journalism in 2007. Her work has appeared in *The New York Times* and the *New York Daily News*. Her memoir, *Never Tell Our Business to Strangers*, which grew out of a "Modern Love" Column in the Sunday Styles section of the Times, was released by the Villard imprint of Random House in February.

**Chris Maul-Rice** is the faculty adviser/editor of Columbia College Chicago Fiction Writing Department's award-winning publication *Hair Trigger*. Her most recent audio essays can be heard on Chicago Public Radio's Eight Forty-Eight program. Chris' fiction and essays have appeared in *FMagazine*, *BanditLit.com*, *Pigeon*, *Emergence II*, *MetroTimes* and *Hair Trigger*, among others. Her feature stories have appeared in *Chicago Tribune's* Health and Family Section, Columbia College Chicago's *Gravity* magazine and *Detroit's MetroTimes* and *MetroParent* newspapers. She has taught in the CCC Fiction Writing Department since 1992, has chaired the fiction writing department's Young Authors Writing Contest since 2000, and has been the faculty adviser for Columbia College Chicago's student anthology *Hair Trigger 23* through 33.

**Erich May** is in his fifth year of teaching journalism and senior English at Bellefonte Area High School in central Pennsylvania. He advises the school newspaper, the *Red & White*, and also leads a program with charity and leadership components, Senior Institute. He has worked as a newspaper reporter and copy editor, ultimately making front pages for *The Evening Sun* of Hanover, PA.

**Christopher Mazura** has 12 years of experience teaching in private schools, NYC public schools, prisons, universities, and several other alternative settings. Currently, he teaches Writing in Multimedia and Mass Media and Communications courses at Guilderland (NY) High School where he advises the award-winning newspaper, *The Journal*, and is developing a convergence model for print, web, and broadcast media. He holds degrees in Political Science, Writing and Poetics, Teaching, and Teacher Leadership, but of his certifications the one he holds most important is that of meditation instructor.

**Tamra McCarthy** has advised the *Wingspan* yearbook staff at James Enochs High School in Modesto, CA since its infancy in 2006. She also

# Who's Who at the Convention

continues on page 42

teaches American Literature. Before Enochs opened she also advised the *Knights Herald* at Thomas Downey High School for two years after being chosen as a fellow for the ASNE Adviser Institute at Southern Florida University in 2004. Both publications have been recognized with Crown Awards.

**Kelly McDermott** is co editor in chief of the Frank W. Cox High School *Talon* in Virginia Beach, VA. Her responsibilities include coordinating sports pictures and layout designs, as well as teaching freshmen staff, since there is no yearbook class. She also serves as the president of the National Honor Society and is a member of the track and lacrosse teams.

**Christian McEwen** is currently teaching a course in creative non-fiction at Williams College. She has recently completed a book on slowness, creativity entitled *World Enough & Time: the Necessary Art of Slowing Down*.

**Jim McGonnell** has been a newspaper adviser for 33 years. He advises the national award-winning newspaper, *Blue & Gold*, 2AToday the student produced TV news program, and his staff's latest undertaking, the blueandgoldtoday.org website at Findlay High School, Findlay, OH. The *Blue & Gold* is in NSPA's Hall of Fame and has won 2 Pacemakers, 3 Gold Crowns, 15 Gallup Awards, 16 All Americans, 16 Medalists, 6 Best of Show trophies and is a consistent Best of Show top 5 placer. 2AToday has won 2 Pacemakers after four nominations and two Best of Show trophies. His staff also produces a video yearbook, The Vid. McGonnell is president of Ohio's state media organization, the Ohio Scholastic Media Association. He is the 2007 DJNF's National Journalism Teacher of the Year and was awarded a CSPA Gold Key in 2008 and Master Teacher of Ohio in 2008. He speaks at state and national conventions and is an instructor at summer workshops at Michigan State, Walsworth's Orlando, FL and ASNE's Summer Institute.

**Melissa McLaney** works in Career Services at The Columbia University Graduate School of Journalism. She is in constant communication with media organizations from around the world, organizes the largest journalism career expo in the country, and maintains internship and job databases and the web presence for her department. Prior to working at Columbia, she taught high school English and journalism in North Carolina. She also advised *The Ridge Review*, a high school newspaper publication

that received numerous grants and accolades. She has a BA in English and an MA in teaching from The University of North Carolina at Chapel Hill. She was also a North Carolina Teaching Fellow.

**Tracey McNulty** teaches journalism and advises the *Legacy* yearbook and *Echoes Literary Magazine* at Potomac Falls High School in Sterling, VA. Prior to working there, McNulty managed several J.C. Penney stores while working in sales, marketing and customer service.

**Lisa Medina**, a veteran teacher of 25 years, advises the *Maple Leaves* yearbook at Fairmont Senior High School in Fairmont, WV. She is a certified journalism teacher who has advised high school and middle school newspapers and yearbooks. She is listed in Who's Who among America's Teachers after being nominated by a former yearbook editor.

**Marcia Meskiel-Macy**, a University of Iowa Journalism Graduate of the Year, has worked with award-winning yearbook staffs on the southeast coast of Florida for the past 30 years. A frequent speaker at national conferences and workshops, Meskiel-Macy is also a former award-winning newsmagazine, newspaper and yearbook adviser both in Florida and Iowa. As a Taylor Publishing representative, Meskiel-Macy has won Representative of the Month on nine occasions and Office of the Year in 1993.

**Jim Miely** is a Herff Jones Yearbook Representative and professional graphic designer. He trains his clients with an emphasis on typography, publication design and coverage while mindful of the client's yearbook budget. He shares his personal yearbook experience of how to increase advertising revenue by expanding coverage in the advertisement/community section. He works closely with friend and colleague Kristina Skrela. They are both yearbook veterans, beginning their yearbook journey back in middle school. They serve the majority of high schools in Westchester County, NY and Rockland County, NY.

**Bob Minzesheimer** began his career in journalism as sports editor of his high school newspaper, *The Francis Lewis Patriot* in Flushing, NY. He went on to cover presidential campaigns, Congress and other forms of life. In 1997, he convinced his editors at *USA Today* to let him write about books, as both a reviewer and reporter. He has interviewed a wide range of authors including J.K. Rowling, Norman Mailer, Toni Morrison, Stephen King, Suzanne Collins, Studs Terkel, John Irving and Sapphire.

**Jeff Moffitt** advises *The Torch* yearbook and *The Oracle* newspaper at Olympia High School in Orlando, FL. Both publications have received national honors from CSPA. Moffitt has a Bachelor of Journalism from The University of Texas at Austin. He is a National Board Certified Teacher in Career and Technical Education. Moffitt was the 2007 Olympia High School Teacher of the year. He has received The Rising Star Award and also a Special Recognition Adviser from JEA. He was also the FSPA District 3 Teacher

of the Year. Moffitt, who spends his summers traveling and teaching journalism, believes the best thing about advising is getting to work with the best kids in the school, who teach him new things every day.

**Christine Mooney** advises *Exemplar*, the yearbook at Monsignor Donovan High School in Toms River, NJ. *Exemplar* has been consistently recognized with the All-New Jersey Awards from the GSSPA. Along with teaching computer applications and yearbook classes, she helps teachers integrate technology into their curriculum and serves as the school's webmaster.

**Lynne Brusco Moore** advises *The Knightly News* in Hollywood, FL. Her middle school reporters have created a CSPA and FSPA award-winning newsmagazine. One former student is the 2009 JEA National Aspiring Young Journalist. Moore has worked as a middle and high school English teacher and dean of students in South Florida. She is a graduate of Purdue University and Columbia University Teachers College. A former Klingenstein Fellow and a Middlebury Bread Loaver, Moore has conducted graduate research in writing, discourse and culture at Lincoln College, Oxford University.

**Rhonda Moore** advises the newspaper and yearbook at McCallum High School in Austin, TX. She is the executive director of the Texas Association of Journalism Educators. Her students have won CSPA's Silver Crown, NSPA's Pacemaker and ILPC's Silver and Bronze Star Awards. She is a former Texas Journalism Teacher of the Year. She has also received CSPA's Gold Key, ILPC's Edith Fox King Award and SIPA's Distinguished Service Award.

**Tim Morley**, CJE, advises the *Nexus* yearbook at Inland Lakes High School in Indian River, MI. In nine years of advising at this small, rural school, his staffs have taken the publication from a scrapbook to a Pacemaker, Gold Crown and multiple Spartan award winner. He is a trustee on the board of directors for the MIPA. Along with his wife and son, he runs a photo studio in his free time.

**Roger Mummert** is a writer and lecturer whose work appears regularly in *The New York Times* and elsewhere. He also has hosted a radio show and appeared on television, commenting on food, travel and American culture. For more information check [www.rogermummert.com](http://www.rogermummert.com).

**Alan Murray** is executive director of Uncharted, a network of journalists who work together with an online community of explorers to document people, cultures, and places worldwide at [www.uncharted.net](http://www.uncharted.net). Murray has worked as an editor, photographer and reporter for a variety of publications and has won awards for his photojournalism, including public service honors for his work documenting organ donation issues.

**Mark Murray** is the coordinator of technology systems for the Arlington (TX) school district. As the photography teacher at Lamar High School in Arlington for 12 years, he was one of the advisers for élan, Lamar's Silver Crown literary magazine. He is the executive director for the Association of Texas Photography Instructors and is a co-consultant



CSPA student staff open and process membership mail. photo/CSPA Archive

## ADVISERS

### Success on a Modest Budget

*Charlene Anolik*

Staffs can still showcase the quality and integrity of its original student artworks and writings with limited funds. Streamlining production with technology provided by a supportive art department, learn how Bear Tracks developed since inception in 1999 when it was created with art supplies and a word processor.

### Using The New York Times As Your Daily Textbook

*Robert Greenman & Holly Epstein Ojalvo*

How virtually every aspect of journalism teaching, from reporting and writing, to the First Amendment and ethics, can be taught through the use of The New York Times. (Advisers only)

### Networking with New Media: Does Your Publication Need Anything?

*Christopher Mazura*

Believe it or not, your area newspapers and TV stations need you, and your students, for their 21st century models to work. See examples of how networks have supported student publications, and create a plan for networking in your area.

## ALL PUBLICATIONS

### Creating the Coolest Columns

*Linda Altoonian*

Learn how to craft columns that beg to be read. There are techniques you can use to ensure that your columns are informative, compelling and enjoyable.

### From Good to Great

*Bonnie Blackman & Sheryl Fulton*

The year is about over with some good and some bad days on staff. Come share comments on how to finish off the year with as few problems as possible. Then start preparing for fall with GREAT leadership ideas. For editors in chiefs. No advisers please.

### AGI InDesign Short Course Part 3 of 4

*Chad Chelius*

This session will concentrate in using basic effects, tables and transforming objects. (For more information see page 5.)

### Tao of Writing Poorly

*Charles Haddad*

How to make your writing as thrilling as a dead hamster. Learn the best of the worst practices.

### What's The Big Idea?

*Sean Kelly*

How groups and individuals can use visual thinking to brainstorm, develop ideas and solve problems.

### AGI Photoshop Short Course

Part 3 of 4

*George Lambrakis*

Using quick mask, using the pen tool and clipping paths. (For more information see page 5.)

### Personality Profiles - Tell My Story

*Susan Goins Newell*

Everybody has a story. Like Steve Hartman, the television reporter who throws a dart at a map and chooses someone at random from the phone book to interview, you too can randomly select people you don't know and turn them into people you know. Find out how it can work for any media.

### Is My Writing Really That Bad?

*Claire Regan*

How to give — and take — criticism.

### Handheld Journalism

*Joshua Wilwohl*

The death rattle of all print media is distinctly audible and newsrooms are quickly turning into funeral homes. Netbooks, PDAs and cell phones are where all of the world's major stories are breaking. We will examine how the new media taking the world by storm.

### Student Swap Shop

*Mary Kay Downes, MJE*

Calling all newspaper, yearbook and magazine staffers. Take this chance to network with students from across the country in a discussion about your publications.

## DIGITAL MEDIA

### Photography and Audio for Convergence/SoundSlides

*Jacob Palenske*

Learn to properly plan and gather a story using audio and photos, and then learn how to build their audio/photo/caption content into interactive presentations using SoundSlides. Also learn how to make your photos available for sale online, to generate some revenue from your online publication.

## LAW & ETHICS

### Private School Student Media and the Law

*Adam Goldstein*

Private schools face significantly different hurdles from their public school counterparts when it comes to gathering and reporting the news. Get help to sort through the legal maze.

### Advisers and the Law

*Frank LoMonte*

Student media advisers may have the toughest — and riskiest — job in school. As advocates of students and employees of the school, things can get pretty complicated. Get some practical and legal guidance.

## MAGAZINES

### Make It Work

*Pamela Felcher*

Creating teacher and student "buy-in" for an academic Interdisciplinary journal. Finding money, motivating staff, gathering and editing work, and creating across curricular, award-winning journal.

## Poetry Revision: Now What Do I Do with It?

*Dave Johnson*

Rewriting your own work as well as learning to edit your contributors. This list of revision tips can be done on existing poems and fiction.

## Those Early Books

*Christian McEwen*

Attend this hands-on workshop on how to use children's literature as source and inspiration.

## NEWSPAPER

### Bringing It Home: How to Localize World News

*Joelle Keene*

Whether it's an earthquake in Haiti or war in Afghanistan, your readers are talking about the news — and if they aren't, they should be. How can your paper make the world relevant without trivializing catastrophes or repeating what other media have already reported? You have to find just the right angle.

### News and Feature Leads

*Helen F. Smith*

How you start your stories will decide if you keep or lose your readers. Learn to write leads that capture the subject.

### Checkbook Journalism

*Karen Thompson*

What is checkbook journalism? How prevalent is it? Is it acceptable in any context? Why or why not? These and other thought-provoking questions will be posed to students in this give-and-take workshop.

## PHOTOGRAPHY

### The Power of Light x2 Part 2 of 3

*Mark Murray*

Amazing. Exciting. Enthralling. Are these words that describe your photographs? They could if you learn to harness the power of light in your images, in the same way that master artists have learned to work with oil, watercolor or stone. In a special class at CSPA this year, you'll join us on Wednesday for instruction on how to see light and have it make a difference

in your photographs. Then take the rest of the day to practice what you've learned. On Thursday, morning you'll drop off your best images (as digital files) and later that morning gather again for a lively critique of the images from the entire class. We'll even have some prizes for the image(s) the class likes the best. A digital camera is required.

### Make Them Care: Compelling News Photography

*Alberto Riva*

See like an artist and shoot like a photojournalist to produce images that tell a story. A multimedia journalist and photographer explains how changing your point of view will turn your photos into strong front page pictures.

## VIDEO/BROADCAST

### AGI Video Short Course Part 3 of 4

*Jerron Smith*

This session will concentrate on editing: adding audio in projects and using basic motion effects. (For more information see page 5.)

## YEARBOOKS

### The 2010 Designer's Guide to Theme 10.3

*Rick Brooks*

The very best in the world of theme, see materials from mass media and from yearbook publications that use theme in outstanding and creative ways.

### Revitalize Your Interview Techniques

*Karen Bruno & Christine Mooney*

Tired of the same old boring stories? Need to entice your audience to read your articles? It all starts with the interview. Learn how to redefine your interview techniques so you can get the captivating information that will help you write attention-grabbing stories.

### Hear / Say — It's the Convention Conundrum

*Steve Kent*

You go to sessions, your brain overloads and before you get home you begin

to think you don't need an academics section, deadlines don't matter and you should rip everything up and start all over. What you hear isn't always what we speakers say. Let's define the jargon, explain the trends and clear the air. Bring your questions!

### Walsworth Presentation: Chicken Little Is Still Wrong

Part 1 of 2

*Presented by Dave Massy*

Relax; take a deep breath. The sky is not falling. The high school community is still buying yearbooks...for now. What is it that high school students have always loved about yearbooks? What do high school yearbooks do better than any other medium? Learn how to capitalize on the best qualities of the yearbook while taking advantage of today's technology to keep your publication relevant.

### It Takes a Community

*Jim Mielty & Kristina Skrela*

Parent ads/dedication pages may have been a dependable source of revenue until the economy took a nose dive. Learn how to subsidize your budget by approaching local businesses for big revenue returns with minimal investment of copy pages. Add interest to your Community/Advertisement section by featuring students who may otherwise be overlooked.

### Great Tips for Writing Compelling Copy

*Eileen R. Osterhout*

Learn the steps to be followed and the skills necessary to write articles, headlines, and captions that complement the photographs and graphics in an effective layout.

### Organizing Electronically

*Alexander Thorp*

Learn how we built a custom server that organizes and categorizes all of our students' writing and photography for our yearbook. Using Coppermine and Media Wiki software, we will show how schools can harness technology to allow students to edit articles, upload photos, and more, from any computer with Internet.



for the international Photo Imaging Education Association. He is a CSPA Gold Key recipient and will be teaching at the CSPA summer workshop for the second time in 2010.

**N** **Heather Nagel** advises the *Lion's Roar* yearbook staff at Christ Presbyterian Academy in Nashville, Tennessee, where she teaches Latin as well. She was a committee member for the 2006 NSPA Convention held in Nashville, TN. She graduated from Vanderbilt University in Nashville, Tennessee in 2004 with a degree in Classical Studies. While there, she was the co-founder and editor in chief of the art and travel magazine *Spoon*. Heather was awarded a Fulbright Scholarship to study in Rome, Italy at the American Academy's Classical Summer School in 2007.

**Jeff Nardone** is adviser of *The Tower*, Grosse Pointe South High School's weekly newspaper. In recent years, *The Tower* has earned Crowns, All Americans and placed third this fall in the NSPA Best in Show. Nardone's students have also won hundreds of individual awards from both state and national organizations. Nardone has been recognized with a DJNF Distinguished Adviser, a CSPA Gold Key and the Golden Pen from the MIPA.

**Susan G. Newell**, MJE and NBCT, has advised newspapers and yearbooks for over 25 years. Publications she has advised have won Best SIPA publication in Alabama, All-Alabama, All-Southern, All-American, NSPA Best of Show, and CSPA's Gold Medalist. Her students have won individual awards with SIPA, ASPA, CSPA, Quill & Scroll, and NSPA. Newell has been a yearbook and newspaper judge and speaker for state and national press associations. She is a past president for ASPA, is the State Director for Alabama for JEA, and is on the executive board for SIPA. She is the 2008 Adviser of the Year for Alabama, a DJNF Special Recognition Adviser and an ASNE Reynolds High School Journalism Institute fellow.

**Sarah Nichols** advises student publications at Whitney High School in Rocklin, CA. She is past-president of the JEANC and serves on the national JEA Certification and Scholastic Press Rights commissions as well as the California Journalism Education Coalition. Certified as a Master Journalism Educator, Nichols authored the current edition of the NSPA Yearbook Guidebook and is a Pioneer recipient as well as a 2006 JEA Distinguished Yearbook Adviser.

**O** **Lori Oglesbee**, CJE, McKinney (TX) High School, loves what she does every day - work with amazing kids who exceed all of her expectations. The 2009 JEA Yearbook Adviser of the Year will share any tips on advising, teaching, materials and coupons as she is the curriculum and development chair for JEA.

**Holly Epstein Ojalvo** is an editor/producer for The New York Times Learning Network (learning.blogs.

nytimes.com). Previously, she was a newspaper adviser and journalism teacher at several schools in New York and London. She is the recipient of numerous awards, including a DJNF "Special Recognition Adviser award, CSPAA's Edmund J. Sullivan Award and an award for "extraordinary service to the profession of journalism" from the Society of Professional Journalists' New York chapter.

**Eileen Osterhout** has been the adviser to *The Myndersian* of Mynderse Academy, Seneca Falls, NY, since 1985. She has overseen the growth of the journalism program from a sparsely attended extra-curricular activity to a credit bearing class that regularly attracts 20-30 students. The *Myndersian* has been recognized by Taylor Publishing Company for its outstanding journalism. Now retired from full time teaching, Osterhout continues to advise her 25th yearbook staff as they work toward the school's fourth consecutive Gold Medalist from CSPA.

**Kristin Ostrander** teaches English at Galway High School in Galway, NY. She is the adviser of the school newspaper, *The Footprint*, and is a co-adviser of the new media group, EMC • ~ Eagles Media Center.

**Sara Oswald** has advised the *Indianhead* yearbook staff at the University of North Carolina at Pembroke for the past 22 years and also works with students to produce other university publications. An adjunct in the mass communication department, she is a senior lecturer in the department of English and theatre. She edits and designs newsletters, programs, posters, and advertisements for organizations within the university and for a local theater.

**John Overman** advises *The Lance* at Gilmour Academy in Gates Mills, OH. This is his sixth year advising the school newspaper and his fourth year as a CSPA member. With a bachelor's degree in English and a master's degree in education from John Carroll University, Overman has taught journalism for a total of 10 years in Ohio and Maryland. He also teaches broadcasting and assists with entrepreneurial education. Recently, his broadcasting students produced six instructional videos of interviews with entrepreneurs. Ashland University has posted these interviews online.

**P** **Jacob Palenske** is the President of NCompass Media, LLC in Dallas, Texas. Palenske is a graduate of Kansas State University and a frequent speaker and instructor at journalism workshops across the country and in Europe. Since 2003, clients of NCompass have been nominated for 26 Interactive Yearbook Pacemaker awards, and have won 13. He is the co-director of the European Exposure photography workshop, and was an instructor in residence for the high school program at The Poynter Institute. He will be instructing about convergence journalism at the CSPA's Summer Journalism Workshop in June 2010.

**Kurt Pantan** is the *Palm Echo* yearbook adviser at Miami Palmetto Senior High School in Pinecrest Village, FL. Now working on his fourth yearbook, he assumed responsibility for the school's newspaper

this past fall. A graduate of the University of Miami School of Communication, Kurt and his staffs attend national workshops and conventions consistently. His yearbook has appeared in *Taylor Talk* and *Taylor's Yearbook* and he is a member of Taylor's Marketing Advisory Team.

**Gina Parker** is an English and journalism teacher from C.E. Byrd High School in Shreveport, LA, where she sponsors the yearbook, *Gusher*. The 2009 *Gusher* was a Gold Medalist publication from CSPA and *Gusher* yearbooks have been featured in numerous Jostens' publications on yearbook design.

**Meghan Percival** teaches photojournalism and AP Psychology and advises *The Clan* yearbook staff at McLean High School in McLean, VA. Her students' books have been consistently recognized at the state and national level. The 2009 *Clan* received the Charles E. Savedge Award for Sustained Excellence in Scholastic Journalism from the Virginia High School League and has been recognized as a Crown Award Finalist.

**Merrill Perlman** worked at *The New York Times* for 25 years, starting as a copy editor and ending as head of *The Times's* more than 150 copy editors. She writes the "Language Corner" column for *Columbia Journalism Review*, consults for *The New York Times*, ProPublica and other organizations, and teaches at the Columbia Graduate School of Journalism. Perlman is president of the Education Fund of the American Copy Editors Society. She claims that she loves words, but sucks at Scrabble.

**Kara Petersen** began her yearbook career as a high-school editor, and when she moved on to the University of Virginia, she served as the organizations editor, student life editor and literary editor of *Corks & Curly's*. After graduation, Petersen taught English and advised the *Legend* yearbook at Atlee High School in Mechanicsville, Va. In those five years, the *Legend* earned a host of state and national awards including Pacemaker Finalist. She currently works as a Herff Jones representative in Northern Virginia.

**Linda Puntney**, MJE, is JEA executive director, assistant professor of journalism, director of Student Publications and adviser of the award-winning *Royal Purple* yearbook at Kansas State University, Manhattan, KS. Puntney directs the summer Flint Hills Publications workshop, JEA Advisers Institute and Yearbook Workshop and Idea Forum. Among her honors are the CSPA Gold Key, NSPA Pioneer Award and the JEA Carl Towley Award.

**Q** **Suzanna Quiring** has spent four years on the staff of *The Feather Online* and now serves as editor in chief. She has won a CSPA Silver Crown in 2009 and a NSPA Pacemaker as a staff writer in 2008. The Feather has been nominated for the award every year during her stint. Her newest venture includes instituting an online news video series in which she serves as writer and host.

ADVISERS

Discover Intensive Journalistic Writing

Ron Bennett

IJW is an exciting way to breath life into the academic portion of your journalism program. Learn what IJW is and how you can use it teach journalistic writing on an Advanced Placement level.

Using the Digital New York Times As Your Daily Textbook

Holly Epstein Ojalvo

How to use NYTimes.com and the Electronic Edition to teach both traditional newspaper journalism and new media journalism, and to help students see the craft in new, exciting ways. (Advisers only)

Choosing, Training, Motivating an Award Winning Middle School Staff

Mark Sherwood

For any adviser it's difficult at best but if you've ever been around middle school yearbook staffers, it's like herding cats. If you wait until the school year begins you're several months late. Getting an early start makes for a successful publication and it has one benefit for you — and for your sanity staying intact!

ALL PUBLICATIONS

AGI InDesign Short Course

Part 4 of 4

Chad Chelius

This session will concentrate in using libraries including adding, placing labeling and searching within them. (For more information see page 5.)

Ideas to Enhance Your Journalism Between Deadlines

Christopher Daren

What to do; come see and hear some fun and exciting journalistic ideas than can enhance your journalism skills and produce some amazing results.

Streamlining Workflow & Going Green

Melissa Falkowski

Learn how to use FREE Internet software like Google Docs & Google Calendar to go paperless. Create documents, spreadsheets, PowerPoint presentations, and calendars all can be shared with other staff members. Edit & Track a document's progress from start to finish.

Web Journalists Explore Creative Commons Possibilities

Paul Kandell & Michelle Balmeo

Two Northern California online staffs discuss their year-long exploration of Creative Commons licensing of their work. In a joint presentation, Palo Alto and Monta Vista high school staff members explain what they did and discuss the potential for scholastic journalism of life beyond copyright.

AGI Photoshop Short Course

Part 4 of 4

George Lambrakis

Learning about painting, editing tools and the retouching tools as well as how to use them. (For more information see page 5.)

Feature Writing - Get Ideas From the Best

Susan Goins Newell

Examine the writing of professionals. Use description, indepth reporting and compelling leads to pull readers in.

It Takes a Village to Publish a Book

Kristin Ostrander, Mark Swain & Damian Ubriaco

Learn how a small high school brought students and staff together to publish the book "The Life Between Two Cities." From writing the stories, to promoting sales, your school could do it all too!

Top 10 tips for a Better Looking Newspaper

Claire Regan

Must-do's and don't do's for every designer.

The Must Read Interview

Christine Walker

Learn 11 ways to get new information, memorable stories and sparkling quotes from your subjects.

Student Swap Shop

Bruce Watterson

Calling all newspaper, yearbook and magazine staffers. Take this chance to network with students from across the country in a discussion about your publications.

LAW & ETHICS

Online News: Redefining Journalism?

Adam Goldstein

A presentation addressing media adaptation to the Internet. Discusses media web sites, interactivity, user generated content, staff and reader blogs, Independent news web sites and blogs, and legal liability for copyright, defamation and privacy law.

State Laws Protecting Student Press Freedom

Mark Goodman

Seven state legislatures have enacted statutes that give students greater control over the content of their student publications. Learn how those laws work, how students helped enact them and how such protections might be possible in your state.

MAGAZINES

A Focus on "Student" in Student Magazines

Charlene Anolik

Recognizing that the quality and integrity of its original student artworks and writings were more vital than a glossy presentation the emphasis should always be on the students' work. Learn how to keep that emphasis on the student work.

## Help! I'm New at This Thing!

*Paula Sacks Eisen*

From fonts to fundraising, this is an opportunity to discuss ways to produce a literary-art magazine that is not only representative of your student body, but is also coherent and unified.

## Poetry: The Language of Art - The Visible Word

*Dave Johnson*

Learn to write poetry with visual art.

## Sun Tzu and the Art of Lit Mag

*David Gershfeld*

The course is designed to discuss strategies for new and growing programs. Learn how to generate material and funds, where to go for support and information, and how to schedule important tasks are just some of the topics to be covered. There will be a brief presentation followed by Q&A, discussion, and brainstorming.

## Slow Down for Poetry

*Christian McEwen*

Learn how to find space for writing in a souped-up world.

## NEWSPAPER

### Covering Religion in High School

*Joelle Keene*

Are there religious kids at your school? Does this frame their outlook on school and on life? Is this news? Religion is a proving ground for tolerance and a chance to regard the world from different angles, and it is growing more important to understanding current events. Learn how to cover it with respect, sensitivity and flair.

### Cultivating Interest in Journalism

*John Overman*

Discover how every challenge is an opportunity for students to strengthen writing, inform readers, and engage communities. How can your school newspaper generate excitement and empower students? Strategies and stories will be shared.

## Winning Awards for Your Editorials

*Edmund J. Sullivan*

Learn ways to shape the opinions of your readers with persuasive editorials.

## Public Relations: The Other Side of Journalism

*Karen Thompson*

Students will discover what goes into a press kit by examining several produced by companies and PR firms. Attendees also will find out what PR account executives do and their relationship to journalists.

## PHOTOGRAPHY

### The Power of Light x2 Part 3 of 3

*Mark Murray*

Amazing. Exciting. Enthralling. Are these words that describe your photographs? They could if you learn to harness the power of light in your images, in the same way that master artists have learned to work with oil, watercolor or stone. In a special class at CSPA this year, you'll join us on Wednesday for instruction on how to see light and have it make a difference in your photographs. Then take the rest of the day to practice what you've learned. On Thursday, morning you'll drop off your best images (as digital files) and later that morning gather again for a lively critique of the images from the entire class. We'll even have some prizes for the image(s) the class likes the best. A digital camera is required.

## VIDEO/BROADCAST

### AGI Video Short Course Part 4 of 4

*Jerron Smith*

This session will concentrate on how to deploy your finished products to web sites, mobile devices, interactive PDFs, and DVDs. (For more information see page 5.)

## YEARBOOKS

### The 2010 Designer's Guide to What Works 10.3

*Rick Brooks*

An up to date look at design trends from all forms of mass media. The very best design is all around you; Learn how to select what works best.

## Get Focused

*Judi Coolidge & Mike Taylor*

No, this is not a photography session. It is not a session on how to cope with ADHD. Learn to better serve your student body by knowing their wants and needs. This session will lead you through the steps of organizing and facilitating focus groups. Come ready to participate.

## Walsworth Presentation: Chicken Little Is Still Wrong

Part 2 of 2

*Presented by Dave Massy*

Relax; take a deep breath. The sky is not falling. The high school community is still buying yearbooks...for now. What is it that high school students have always loved about yearbooks? What do high school yearbooks do better than any other medium? Learn how to capitalize on the best qualities of the yearbook while taking advantage of today's technology to keep your publication relevant.

## Sweat the Details

*Jim Mielty & Kristina Skrela*

You think you got away with adjusting the point size to make the quote fit or changing the leading in order to escape writing more copy. You didn't. We notice. This session focuses on the design details to sweat over. Success of a polished, well created yearbook is in the details.

## Sell, Sell, Sell: Strategies to Help Your Yearbook Turn a Profit

*David L. Wright*

Making sure there is enough money to pay that final invoice has more to do with the strategies a staff uses to market, advertise, and sell their yearbook as it does with the quality of the product. This session will examine, in detail, a variety of marketing strategies which programs can use to meet sales needs & goals.

# Who's Who at the Convention

continues on page 50

## R

**Denise Reed** is a Herff Jones Yearbook Representative for Central Virginia. She is proud to work with a number of award-winning yearbooks and literary art magazines and enjoys attending journalism conferences around the country. Reed is the curriculum coordinator for the Gettysburg Yearbook Experience camp in Gettysburg, PA where every July she works with over 500 campers. Prior to working with Herff Jones, she advised the award-winning *Apollo* yearbook in Stafford, VA.

**Claire Regan** is associate managing editor of the *Staten Island Advance*, a daily newspaper in New York City's greenest borough. She is also an assistant professor of journalism at Wagner College, where she advises the student newspaper and yearbook. Her editing and design work has been honored by the Associated Press, the Society for Professional Journalists and the New York Press Club.

**Carol Richtsmeier** advises the *Panther Pride* newspaper and *Panther Scream* yearbook at Midlothian (TX) High School. She is the author of *How to Lose Your Self of Steam & Other Teaching Lessons I Never Learned From Professional Development*. Richtsmeier blogs about journalism and education issues. Her blog — mybellringers.blogspot.com — was named by the *Washington Post* as one of the best Education Blogs of 2010 and was listed as one of the best teacher blogs by SchoolGate (the London Times Education site). In 2005, she became the first teacher to receive the national Courage in Student Journalism award. In 2002, she was named the Texas state journalism Teacher of the Year. She also has been named as a Special Recognition Adviser (2002) and a Distinguished Adviser (2009) by the Dow Jones Newspaper Fund.

**Alberto Riva** is a journalist and photographer based in New York. He has been a writer and editor at CNN in Atlanta and Rome, a producer at Bloomberg Radio in New York, and a newswire

reporter in Italy, where he grew up. He is a member of the executive board of the Deadline Club, the New York chapter of the Society of Professional Journalists. His photography has been published by Bloomberg News and used by companies from Airbus to Blue Note Records.

**Eric P. Robinson** is a media law attorney affiliated with the Citizen Media Law Project at Harvard University's Berkman Center for Internet and Society. He was formerly an attorney with the Media Law Resource Center and the Reporters Committee for Freedom of the Press. He has written several articles and studies on media law and litigation, including articles for the Encyclopedia of the First Amendment. Before becoming an attorney Robinson was a newspaper editor and reporter, starting with his own newspaper in elementary school.

**Jaclynn Rozansky** is the adviser of *Common Sense*, the award-winning student newspaper of Thomas S. Wootton High School in Rockville, Md. She has been teaching journalism and advising the school newspaper for five years. She has a master's degree in Secondary Education in English from Boston College.

**Chad Rummel**, CJE, is the yearbook and newspaper adviser at Oakton High School in Vienna, Va. A former Kansas adviser and NSPA employee, Chad has been at Oakton for five years, where his students have won Pacemakers and Crowns. Chad was just named a 2010 JEA Special Recognition Yearbook Adviser.

## S

**Dr. Ellen Samsell Salas** has been a member of English department faculty at The Buckley School, Sherman Oaks, CA, since 1987. As Director of Student Publications, she has advised *The Student Voice*, the Upper School newspaper, since 1990 and *Images*, the yearbook for the entire K-12 community, since 1994. In this capacity she teaches Beginning Journalism and Advanced Journalism and has taught Middle School Journalism. Under her guidance, *The Student Voice* has consistently received honors from CSPA and other national journalism organizations, and her students have gone on to serve as editors and reporters for their college publications as well as to pursue careers in journalism. In addition to her journalism responsibilities, Salas teaches eleventh grade Honors American literature. Salas was honored as the Buckley Teacher of the Year in 1996; she received her doctorate and master's degrees in American literature from Indiana University, Bloomington and her bachelor's degree in English from UCLA.

**Laura Schaub** is a national creative accounts manager for Jostens. Prior to joining the Jostens team, she served as executive director of the Oklahoma Interscholastic Press Association at the University of Oklahoma where she also taught courses in typography, design, desktop publishing and photography. Previously, she taught journalism courses and advised student publications at Charles Page High School in Sand Springs, OK, for 22 years. Schaub is a CSPA Gold Key recipient, past Oklahoma

Journalism Teacher of the Year and former DJNF Distinguished Adviser. She was inducted into the National Scholastic Journalism Hall of Fame in 1991 and served as president of the CSPAA for two terms. In 1997, she was University of Oklahoma Journalism Professor of the Year. She received the NSPA Pioneer Award in 2000. She has directed and taught student publications workshops throughout the United States and recently served as contributing author to *Journalism Today*, a journalism text and workbook series published by the National Textbook Company. She also co-authored and edited *Scholastic Yearbook Fundamentals*, published by the Columbia Scholastic Press Association. She served as images editor and contributing writer for *CSPA's Magazine Fundamentals*. She chaired the CSPAA Judging Standards and Practices Committee for over ten years. In March 2001, she received the Col. Joseph M. Murphy Award from CSPA and The New York Times for outstanding service to scholastic journalism. In 2002, she received the James F. Paschal Award for service as a state scholastic press association director. She also recently was named one of 75 Legends in Texas Scholastic Journalism. At the spring 2004 CSPA convention, she received the Charles R. O'Malley Award for Excellence in Teaching Journalism. She is a professor emerita at the University of Oklahoma.

**Hal Schmidt** is the tech and training representative of the Houston office of Taylor Publishing and co-owner of PS Graphics, Inc in Kingwood, Texas. Since 1987 Schmidt has led numerous sessions at national student press conventions on using the current major software programs available to student designers.

**Tiffany J. Schmidt** is a senior Journalism major at University of North Carolina at Pembroke. She is formerly the layout editor of the university's newspaper and the currently the editor-in-chief of the 2010 *Indianhead* yearbook.

**Elizabeth Schwind** advises *The Rapid*, a Gold Medalist yearbook, at James River High School in Midlothian, VA. She has been advising publications for seven years, and has previously advised *The Current* newspaper staff, *The Overflow* newsmagazine and *Etcetera*, a Crown Award winning literary magazine. She was a Reynolds Institute fellow in 2005; an REB Community Community Foundation Teaching Award Nominee in 2008 and holds a MA in Literature from UNH.

**Georgia Scurletis**, the director of curriculum development at the Visual Thesaurus, has spent twenty years in education—11 years as a secondary school English teacher in Brooklyn and nine as a curriculum writer and developer.

**Jennifer Seavey** has been adviser to *tjTODAY*, the newspaper of Thomas Jefferson High School for Science & Technology, for eight years. In addition, she teaches Integrated Biology, English & Technology, where she emphasizes writing about science using journalistic techniques. Seavey is a board member of VAJTA and a Teacher Consultant in the Northern Virginia Writing Project. She was most recently on the local planning committee for the JEA/NSPA D.C. Convention where she organized issue seminars. She was named the



Mike Simons teaches how to take better photos at the 2008 Fall Conference. photo/Lauren Weiss

# Friday, March 19, 2010

## Highlights for delegates

### Advisers' Hospitality Lounge

Ferris Booth Commons, 3rd floor Lerner Hall

8 a.m. to 11 a.m.

*Sponsored by Taylor Publishing.*

### On-site Critiques

Ongoing from 9 a.m. to 11 a.m.

Sign up in room 555, 5<sup>th</sup> floor Lerner Hall

This oral critique is free for all delegations, whether newspaper, magazine or yearbook. Staffs and/or advisers will meet with a volunteer adviser-judge for about 15 minutes of discussion about the publication brought by the staff.

### CSPAA: Annual Meeting of Members

11:45 a.m. to 12:30 p.m.

Satow Room, 5<sup>th</sup> floor Lerner Hall

All CSPAA advisers, who are members of the Columbia Scholastic Press Advisers Association, are invited to participate.

*On Friday, 11:45 a.m. see page 48.*

### Student Swap Shops

Friday, March 20, at 9:45 and 10:45

Broadway Room, 2nd fl., Lerner Hall

Student moderators lead a conversation with as many as 10 students at a roundtable. It's an informal discussion of whatever questions or problems the group at your table wants to talk about. You can also bring copies of your paper, magazine or yearbook to show or exchange with others. Issues can be the most recent or from previous months or even last year. If you don't have enough copies to exchange, swap names and addresses (including email addresses).

### Lunch

John Jay Dining Hall

12:30 p.m.- 2 p.m.

Delegates who have purchased tickets in advance or at Registration can eat in the University's main cafeteria. In addition, a list of neighborhood restaurants is printed with the campus map on the back cover of this program.

### Awards Luncheon for Advisers

12:30 p.m.- 2:15 p.m.

Rotunda, 2<sup>nd</sup> floor Low Library

The following presentation will be made after lunch:

#### Gold Keys

Linda Barrington—*Mount Mary College, Milwaukee, WI;*

Linda Drake—*Chase County High School, Cottonwood Falls, KS;*

Patricia Hinman—*Robinson Secondary School, Fairfax, VA;*

Wanda Pletcher—*Altoona Area Junior High School, Altoona, PA;*

Charles Stevens—*Lee-Davis High School, Mechanicsville, VA;*

C. Dow Tate—*Shawnee Mission High School, Prairie Village, KS;*

Rebecca Tate—*Shawnee Mission North High School Overland Park, KS;*

Bradley Wilson—*North Carolina State University, Raleigh, NC.*

#### James F. Paschal Award

Karen Flowers

*Southern Interscholastic Press Association, Columbia, SC.*

#### Charles R. O'Malley Award for Excellence in Teaching

Linda Puntney

*Kansas State University, Manhattan, KS.*

#### Joseph M. Murphy Award for Outstanding Service

Kathleen Zwiebel

*Pottsville Area High School, Pottsville, PA.*

Presiding: Edmund J. Sullivan, executive director  
Columbia Scholastic Press Association

Inquire at the Registration Desk in Arledge Auditorium about available spaces.

### Student Awards Convocation

2:30 p.m.- 3:30 p.m.

Arledge Auditorium, Alfred Lerner Hall

Gold and Silver Crown Awards

All delegates are welcome. For more information, see page 64.

Follow CSPAA [@cspa] on Twitter for convention updates!

## ADVISERS

**Using Facebook to Manage your Staff (or Not)***Kimberly Escher Aust*

This presentation is aimed at advisers who are minimally familiar with Facebook, or who use it personally but not as a management tool. We will cover how to set up accounts and groups, how to use Facebook as a message system for your staff and the school as a whole, and the downsides of doing so.

**Mentoring Matters***Linda Barrington, NBCT, MJE*

Have you heard about the JEA Mentoring Program? We train retired journalism teachers to be mentors and they find new journalism teachers in their state to mentor. At this session you will find out how the program works and how your scholastic press association can apply to be part of the program.

**Creating a Tradition of a Truly Empowered Student Newspaper***Anne Cullen & Joseph M. Fanning*

Follow this guide and your publication will survive changes in leadership.

**Mini-Lessons to Motivate Your Newspaper Staff***Beth Hunley*

Learn how to incorporate mini-lessons on a variety of topics, from style and self-editing to headlines and news design, into your newspaper staff's regular production schedule. Get practical lessons to take back to your classroom and use immediately to motivate your staff and improve the quality of your paper.

**Creating Top Journalists: Training During the Summer***Lynne Brusco Moore*

What began as an idea to jump start the school's newsmagazine before the start of the school year has become a week-long creative and collaborative camp filled with writing, editing, and desktop publishing—and more fun than anyone should have at school during the summer...

**The Yearbook's Done - Now What?***Meghan Percival*

You've mailed your final deadline and your last set of proofs – what do you do now to keep your staff learning, productive and fun? This session will give you activities that will ensure coverage of spring events, ease the stress of distribution day, improve your publication for next year and recognize student achievement.

## ALL PUBLICATIONS

**Enterprise Reporting***Jenny Dial*

The biggest trend in newspapers now is writing in-depth, enterprise stories. Take time to learn about your subject, find unique angles and research each point. Give your story life beyond a typical news article.

**How to Motivate the Unwilling to do the Impossible for the Ungrateful***Mary Kay Downes, MJE*

Listed to success stories, war stories and silly stories. This veteran adviser has seen it all, done it all and survived. We have one of the toughest but most rewarding job in the world. Let's celebrate!

**The Writing Lab***Pete LeBlanc*

Tired of the same old, space-filling drivel in your newspapers and yearbooks? If so, check out this session. You'll learn some tangible techniques to not only improve your writing skills, but also pick up some behind-the-scenes tips and tricks in your story approach that help you write copy to create emotional responses among your readers.

**How to Better Motivate Your Staff***Jeff Nardone*

Come to this session if you'd like to hear and share ideas on how to make your staff get along better. We'll look into what psychological needs each student (and adviser) needs to meet in the publication classroom, and we'll come up with ways to meet those needs.

**Looks Good to Me!***Sarah Nichols*

Learn basic design principles of contrast, emphasis, rhythm, balance, proportion, direction and unity with contemporary examples from a variety of media. We'll also cover strategies for how to teach these concepts to your staff members. This session is intended for beginning designers or advisers.

**Is a Copy Editor Lurking Inside of You?***Merrill Perlman*

Do you like solving puzzles? Do you excel at trivia? Are you the person your friends ask to read their papers for mistakes? Then you may have a copy editor lurking inside you. The former head of all *The New York Times's* copy editors tells you what it's like and how it's done, and challenges you to a quiz or two.

**The Feature Writing Process***Kathryn Jenson White*

The more systematic you are in taking the various steps necessary for moving from feature story idea to finished, publishable product, the better — and more consistent — that product will be.

## DIGITAL MEDIA

**Convergence Basics***Jacob Palenske*

Just like the title says, this is the intro class. Learn answers to the questions, "What is convergence?" "How and why is it happening?" "Why should we learn this?" and "What will we need with regards to equipment and software, etc.?"

## LAW &amp; ETHICS

**Designating Your Publication as Public Forum***Mark Goodman*

The courts say the forum status of each individual student publication makes all the difference in your free press rights. Learn how to determine whether your publication qualifies — you may be surprised at the answer — and how to work towards a public forum policy that matters.

## MAGAZINES

### Meter without Stress

*Dean Kostos*

Learn an understanding of poetic meter. It will enhance your understanding of the craft of poetry, particularly poetry written in the past. It will also be useful to all writers of poetry, even those who prefer free verse.

### The Space Between

*Christian MeEwen*

Some Notes on Silence, Stillness & Creativity.

### Poetic Form: Sapphic Stanza

*Paul D. Smith, PhD*

Learn to write poetry in the challenging and beautiful metrical form introduced 2600 years ago by the ancient Greek lyric poet Sappho of Lesbos.

### Small Private School Producing an Award-Winning Magazine

*Tamara J. Welter*

With no specific track for studying magazine, this small journalism program produces award-winning material. Hear from the adviser of The Point magazine about their print and online efforts towards professional feature journalism.

## NEWSPAPER

### Reinventing Your School Newspaper

*Jason Boland*

Looking to breath new life into your publication? This session will discuss ways to improve your high school newspaper. From the masthead to the folios to the coverage of your school, changing your style, look, and approach to the reader will be discussed.

### The “Ah Ha!” Moment

*Kel Lemons*

C'mon, admit it. You do the same boring stories every year. But it's time to break out of the boring box and come up with great, creative stories for your paper. You'll learn some new ways to brainstorm ideas and end up with divine design inspiration.

### The State of the Journalism Industry

*Melissa McLaney*

What types of journalism jobs will there be when you're ready to enter the field? What should you do now to begin building up your resume? How do you get a foot in the door and start networking with editors? This session will focus on the facts, figures and trends of the industry and offer advice on what you can do now to start preparing.

### Why Your Staff Should Tweet: A Twitter Primer

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Even if your staff is not yet online, your staff should be taking advantage of microblogging through Twitter for both disseminating and gathering news.

### How's and Why's of Sports Writing and Editing

*Helen F. Smith*

Writing a sports news story is just as important as a straight news story. Learn the “hows” and “whys” of sports writing.

### The Big Fix

*Charla Harris*

10 easy (and free) things you can do to make your yearbook better.

### Get a Plan! A Design Plan, That is

*Sandra Strall*

Learn the basics of solid yearbook design as we walk through the rules every good designer needs to know. Plus see examples of good design from columns, grids and mods.

### Confessions of a Font Fanatic

*Lynn Strause*

With thousands of fonts available for use in our publications, it's easy to become a fontaholic. Learn how to make the most of your fonts to strengthen your designs and how to avoid font faux pas. Check out the seven-step program to cure your font addiction.

## PHOTOGRAPHY

### Environmental Portraits

*Mark Murray*

A portrait can be more than just a likeness of a person. Expand your options for your newspaper, yearbook or literary magazine by incorporating portraits that do more than show you what the person looks like.

## YEARBOOKS

### 20 Ways to Make Your Yearbook Amazing

*Ann Gramlich Akers & Paul Ender*

We'll start with 10 ways to make your yearbook great... and then talk about another 10 considerations for raising the bar even more. You'll see hundreds of examples from coast to coast as well as learning some specific guidelines that will help you set your book apart.

## MAGAZINES

### Meter without Stress

*Dean Kostos*

Learn an understanding of poetic meter. It will enhance your understanding of the craft of poetry, particularly poetry written in the past. It will also be useful to all writers of poetry, even those who prefer free verse.

### The Space Between

*Christian MeEwen*

Some Notes on Silence, Stillness & Creativity.

### Poetic Form: Sapphic Stanza

*Paul D. Smith, PhD*

Learn to write poetry in the challenging and beautiful metrical form introduced 2600 years ago by the ancient Greek lyric poet Sappho of Lesbos.

### Small Private School Producing an Award-Winning Magazine

*Tamara J. Welter*

With no specific track for studying magazine, this small journalism program produces award-winning material. Hear from the adviser of The Point magazine about their print and online efforts towards professional feature journalism.

## NEWSPAPER

### Reinventing Your School Newspaper

*Jason Boland*

Looking to breath new life into your publication? This session will discuss ways to improve your high school newspaper. From the masthead to the folios to the coverage of your school, changing your style, look, and approach to the reader will be discussed.

### The “Ah Ha!” Moment

*Kel Lemons*

C'mon, admit it. You do the same boring stories every year. But it's time to break out of the boring box and come up with great, creative stories for your paper. You'll learn some new ways to brainstorm ideas and end up with divine design inspiration.

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# Who's Who at the Convention

continues on page 54

Douglas Freeman Adviser of the Year in 2008. *tjTODAY* has garnered many awards during her tenure including NSPA Pacemaker awards and nominations. The newspaper has also been named Trophy Class in Virginia seven years in a row, as well as receiving the VHSL Charles Savedge award for sustained excellence. *tjTODAY* is a perennial Gold Medalist in its CSPA critiques and an All American in NSPA's reviews. She is especially proud of her "small by mighty" staff.



Ed Sullivan, executive director of CSPA teaches editorial writing at the 2008 Fall Conference. photo/Lauren Weiss

**Tracy Anne Sena** is the adviser of *The Broadview*, the student newspaper at Convent of the Sacred Heart High School in San Francisco, where she is also the chair of the Computer Science department, providing a natural segue as a trainer in computer applications and a frequent presenter at journalism and technology conferences. She also serves as a judge for several local and national journalism organizations. Sena is a 2009 NSPA Pioneer and the 2007 California Journalism Educator of the Year, JEA Medal of Merit recipient and DJNF Distinguished Adviser. She additionally serves on the Advisory Boards of the CSPAA and the Center for Scholastic Journalism at Kent State University and is president of JEANC as well as a member of the JEA Scholastic Press Rights Commission. Her handouts are available at <http://tracyannesena.com>

**Mark Sherwood** has been the adviser of the *Spartan* yearbook at Milwee Middle School, Longwood, FL, since 1984. He was FSPA District 3 Teacher of the Year in 1992 and the Milwee Middle School 2006 Teacher of the Year. His publications have won numerous awards including: several Crown Awards from CSPA; several Pacemaker/Pacemaker Finalist Awards from NSPA; several 1st Place and All-Florida Awards from FSPA.

**Graziela Olga Sidoli** is the founder and adviser of *Voices*, a multi-lingual literary and arts student journal at Convent of the Sacred Heart, in Greenwich, CT. She is the chairwoman of World Languages at this school that offers Chinese, French and Spanish in K-12, and in addition also Latin and Arabic in the Upper School. *Voices* has received CSPA Gold

Medalists and most recently added All Columbian Honors for Content. She was the founder and editor of *PolyText*, a faculty journal, for 15 years, while teaching at Poly Prep Country Day School in New York City. She has a Master of Arts in Italian and a Master of Philosophy in Comparative Literature. She is a trilingual translator (Spanish, Italian, English) who has published in several magazines, both in the United States and in Europe.

**Jessica Siegel** is the director of The New York City High School Journalism Program, whose mission is to revitalize high school journalism and newspapers in New York City. She is also the managing editor of its website, [www.NewsStandnyc.org](http://www.NewsStandnyc.org). She is assistant professor of journalism at Brooklyn College. For ten years, she was journalism and English teacher at Seward Park High School, a large neighborhood high school on New York City's Lower East Side and the subject, with her students, of *Small Victories* by ex-*New York Times* reporter, Samuel G. Freedman (HarperCollins, 1990). She has an MS from Columbia's Graduate School of Journalism.

**Mike Simons** is the co-adviser of the *Skjöld* yearbook at West High School in upstate New York. His 40-student staff was recognized in 2009 with their first-ever CSPA Gold Medalist and NSAP All-American ratings. A faculty member at the Gettysburg Yearbook Experience, Simons is a special education teacher and marching band & pep band director. He lives in Corning, NY with his wife and two young boys.

**Martha McMullan Singleton** advises newspaper, yearbook, and news broadcast staffs at Holmes High School in San Antonio, TX. She is a past president of Texas Association of Journalism Educators, was DJNF Recognized Adviser in 1998 and Distinguished Adviser in 2007, and a recipient of the Edith Fox King award for outstanding teaching and service to journalism education. In 2008, she was named one of the Top Ten Teachers in Texas.

**Laura Siqueiros** advises the *Echo* Yearbook staff at Sanger High School in Central, CA. She has advised the yearbook staff for thirteen years, and has built a program that began with one camera, one computer and was striving to meet its financial obligations; today the program has an impressive lab, the finest arsenal of cameras, and most importantly, a yearbook staff that is highly regarded because of a work ethic that all staff members are expected to contribute. The yearbook staff also formed *Echo Photography* that offers sport packages at the elementary schools in the community. Laura also teaches English and Reading classes at Sanger High.

**Kristina Skrela** is a Herff Jones Yearbook Representative and Director of the Yearbook EXPO. She inspires yearbookers with her creativity, efficiency, and attention to details while she trains them with an emphasis on publication design, coverage, and organization. In 2009, her vision of appreciating yearbooks as art became a reality at the first ever Yearbook EXPO. She works closely with friend and colleague Jim Mielty. They are both yearbook veterans, beginning their yearbook journey back in middle school. They serve the majority of high schools in Westchester County, NY and Rockland County, NY.

**Helen F. Smith** is the executive director of the New England Scholastic Press Association. From 1973-2009, she advised the *Newtonite* newspaper at Newton North High School in Newtonville, Mass along with *Mirettes*, a French news magazine. A past CSPAA president, she is the editor of *Scholastic Newspaper Fundamentals* and *Critique*, *Springboard to Journalism* and the *Official Columbia Scholastic Press Association Stylebook*.

**Jerron Smith** is a multi-faceted artist and video producer, working in multiple media for American Graphics Institute. He has experience in digital video, television production and post-production work. Smith is an adjunct instructor in the communication arts department at the New York Institute of Technology, where he instructs courses in computer graphics methodology and technique. He is a contributing author to the *Digital Classroom: Flash CS4*, and *Digital Classroom: Illustrator CS4*, both published by Wiley and AGI. Smith completed his undergraduate work at New York's Fashion Institute of Technology and the City University of New York, and then completed his master's studies in communications arts at the New York Institute of Technology.

**Natasha Smith** is co editor in chief of both the newspaper, *The Liberator*, and the yearbook, *Stetson*, at Liberal Arts and Science Academy High School in Austin, TX. While she was a member of the newspaper staff, *The Liberator* won four Crowns, three Pacemakers and placed in the NSPA Best of Show competition each year. In the last six years, she has won 37 Individual Achievement Awards, including Tops in Texas (first place in state), from the Interscholastic League Press Conference. She will be attending college next year and majoring in graphic design or journalism.

**Paul D. Smith**, PhD is the faculty adviser of *Earthwinds*, winner of five CSPA Crown Awards. Smith earned a PhD in British Victorian Poetry from the University of Alabama, and teaches Creative Writing, Advanced Placement English Literature, and Classical Greek at Jackson Preparatory School in Jackson, MS.

**Justin Snider**, a Massachusetts and New York certified teacher of secondary English, teaches undergraduate writing at Columbia University. He is also a research fellow at Columbia's Hechinger Institute on Education and the Media. Previously, Snider taught high school English and advised student publications in the United States, Austria and Hong Kong. A California native, he is a lifetime member of the JEA and a Certified Journalism Educator. Snider is a graduate of Amherst College, the University of Chicago, the University of Vienna and Harvard.

**Gail E. Snyder** advises *Etchings*, the literary magazine at South River High School, Edgewater, MD here she also teaches creative writing, literary magazine, English 10, speech and debate. A graduate in English and Education from the University of Maryland, she also holds a Masters Degree in Developmental Reading from Loyola College. She has taught for the past 16 years in the Anne Arundel County Public School system where she also has been a curriculum writer.

## ADVISERS

## Starting From Scratch

*Lisa Kellert*

Rebuilding your magazine when the staff and adviser are brand new: Where do you begin?

## Why I Blog &amp; Why (for the Most Part) I'm Not A Big Fat Stupid Head!

*Carol Richtsmeier*

So she uses a rubber chicken as a pointer, includes a Big Fat Stupid Head counter on her blog and might be a tad bit crazy. Find out why the Washington Post named her blog mybellringers.blogspot.com as one of the Best Education Blogs for 2010 and find out why you should be writing one yourself.

## How Do We Teach a Tech-Savvy Generation About Convergent Journalism?

*Tamara J. Welter*

This session will allow for collaborative learning as one adviser shares successful strategies and approaches to teaching journalistic practices with online tools.

## ALL PUBLICATIONS

## HJ 4 Real - Keeping High School Journalism Alive and Relevant

*Kimberly Escher Aust*

This video presentation is for publications advisers and student editors. High school students talk about what they want to read or hear about and where they get information (publications, online sites and social networks). Two excellent newspaper editors respond.

## How to Write a Review

*Leslie Dennis*

Don't bore your reader with just plot summary. Come learn how to write interesting, engaging reviews that all students will want to read.

## Sidebar Writing

*Jenny Dial*

Sidebars are the perfect way to personalize any big story. Learn how to

find the best sidebar angle, sources and ways to form the story.

## Covering Tragedy: An Introduction to Trauma Reporting

*Sue Lockett John & Paul Kandell*

What are the keys to reporting ethically and effectively on tragic or frightening events at school? The Dart Center for Journalism & Trauma presents tools for understanding emotional trauma and making good journalistic and personal choices while covering human tragedy.

## Maggots, Rat Guts and Feeling Good About Throwing Up

*Rhonda Moore*

Interviews are the heart of feature stories. Learn how to get quotes from people that will pull your readers through your stories.

## The Magic of 3 a.m.

*Bradley Wilson*

Covering campus tragedies from shootings to suicides to fires is part of working in the news business. Come learn some techniques for covering such events both in written articles and photographically. We'll also discuss how to build a rapport with your local emergency response agencies.

## Feature Story Elements

*Kathryn Jenson White*

Five elements make a feature story: alternative leads, conclusions, developed quotations, transitions and creative writing techniques. This session will provide an overview of these essential elements.

## Student Swap Shop

*Ray Westbrook*

Calling all newspaper, yearbook and magazine staffers. Take this chance to network with students from across the country in a discussion about your publications.

## MEDIA ETHICS

## Writing and Reporting for Online Media

*Jacob Palenske*

Learn how to adapt the normal reporting schedule and structure to facilitate up-to-the-minute online journalism, as well as how to use converged information sources like Twitter and Facebook to generate content ideas. We'll also talk about how to choose the appropriate format/distribution method for content.

## LAW &amp; ETHICS

## Avoiding the Libel Trap

*Adam Goldstein*

This presentation provides student journalists with a straightforward guide to understanding and identifying libel. It includes a number of true-to-life examples and ends with a list of practical suggestions that will help student journalists avoid common libel traps.

## Copyrights and Copy Wrongs

*Eric P. Robinson*

Copyright and trademark law give special rights to authors, poets, artists, musicians and even students. Learn how to protect what you create, and avoid violating the rights of others.

## MAGAZINES

## Making Music Without Music

*John Hampson*

Song structure will be discussed by songwriter John Hampson at this session. Groups will then create their own lyrics.

## A Broad Overview of Poetry

*Dean Kostos*

Learn how voice, imagery, figurative language, sound syntax and sound structure affect poetry.

## Tomboys and Cissy Girls

*Christian McEwen*

Join this hands-on workshop that will explore gender issues in life and literature.

## Rising to the Top: CSPA Crown Overview for Magazine

*Bruce Watterson*

Join us for a discussion and review of the 2010 CSPA Crown Finalists.

## NEWSPAPER

### Beyond the Scoreboard: Better Sports Coverage

*Ellen Austin*

Great sports reporting goes far beyond game recaps and season stats. Through the lens of sports, writers can describe the triumphs, tragedies and issues on campus. And, with the latest social media, your sports coverage can be up-to-the-minute for your readers.

### Writing Bright

*Robert Greenman*

Strong, lively and memorable writing must be more than informative. It must have flair, freshness and wit; essential elements that make people enjoy and remember news stories, features, reviews and opinion writing. Get readers to love your writing, not just learn from it.

### Five Steps of Revision

*Lori Oglesbee*

You've written your story. Now what? Revision is not spellcheck. It's not making it longer. This is a systematic, proven approach for improving your story and your writing in general. Teachers can pick up ways to give feedback without reading the entire story every time.

### Covering Arts in Your School

*Helen Smith*

Is your school producing great plays or have musicians that need to get attention? Learn how to cover the arts in your school to get them noticed.

## PHOTOGRAPHY

### Improving Photography in Your Publications

*Mark Murray*

Strong photography leads to great newspapers, yearbooks and magazines. Take a look at examples of strong photographs and learn some tips for capturing images like this for your publication.

### Lights, Camera, Action!

*Mike Simons*

Photographers, take a cue from Hollywood and study how LIGHT impacts your composition and craft. You'll study light's quality, direction, and temperature; how to use ambient, fill, accessory/strobe, and light modifiers; and learn how work with light on a variety of budgets. This will be fast-paced session - Mike DARES you to try to fall asleep!

## YEARBOOKS

### Better, By Design

*Ann Gramlich Akers & Paul Ender*

These principles of design make the difference between good yearbooks and great ones. See how knowing what subtle changes to make can create a drastically different look in terms of sophistication and polish.

### Yearbook is a Storybook

*Pete LeBlanc*

Writing workshops show you how to use active verbs, design workshops show you how to create reader entry points, but how do you learn to put these all together into a coverage package that tells a compelling story? From us at this presentation! Learn to avoid random modules on the page, and instead create a thoughtful coverage hierarchy.

### Yearbooks Sold Out!

*Tracey McNulty & Kara Petersen*

Wouldn't it be great to turn kids away at the end of the year because the yearbooks were sold out? Follow our month-by-month plan to market and to sell your yearbook. Pick up ideas for sales fliers, mail and e-mail campaigns as well as the distribution event.

### What are you doing right now?

*Sarah Nichols*

Let's face it, you've probably already updated your Facebook or Twitter several times today. But when was the last time you updated your yearbook? In this session we'll explore ways yearbook staffs can and should shift to accommodate the changing wants and needs of readers.

### Wow, I'm in the Yearbook!

*Sandra Strall*

If you want to sell books, these are the words yearbook staffers want to hear from every student in the school. This session offers design tips as well as solid ideas on how to cover as many students as possible. See examples that show how other schools make complete coverage appealing.

### Contemporary Coverage

*Lynn Strause*

What's the hot trend that every staff should work towards? More and stronger coverage. See how yearbooks use modular design and topical coverage to effectively expand beyond the traditional copy block, giving their readers more information, more angles and more appeal.

# Who's Who at the Convention

continues on page 59

**John Soliday**, award winning professional director, TV, film and theatre professor at The University of Miami (FL) School of Communication's motion picture and theater arts programs. He also teaches at FAMU, the renowned European Czech National Film School in Prague. He is director of graduate programs in TV journalism, print journalism and film. For many years, this popular teacher and artist has offered professional secrets and tricks-or-the-trade to aspiring professionals and artists.

**Camille Pepe Sperrazza** is a journalism teacher; adviser to *New Image* school newspaper in Brooklyn, NY; adjunct lecturer at Kingsborough College; curriculum writer; and a teacher of teachers for the Dept. of Education. The recipient of the 2000 National Excellence in Teaching Award and a journalism fellowship to Harvard University, she's appeared in numerous publications, including *The Daily News*, *Newsday*, *New York Teacher*, *Bandshell Magazine*, and the *Courier-Life Newspaper Chain*. <[www.TheJournalismTeacher.com](http://www.TheJournalismTeacher.com)>.

**Clare Squance** teaches senior English at Talawanda High School in Oxford, OH. She has advised *The Setting Stone Liberal Arts Magazine* for five years.

**Kimberly Stalcup** is the adviser of the *Catamount* yearbook and *Cougar Chronicle* newsmagazine at Barron Collier High School in Naples, FL. She is a graduate of the University of Florida and currently is pursuing her Masters in Educational Leadership at American College of Education in Illinois. She has been a teacher for nine years specializing in English, journalism and history courses. In only her first year as the adviser, the *Catamount* yearbook received very positive reviews in graphics from CSPA and received All-Columbian Honors in photography for showcasing photography in unique ways.

**C. Randy Stano**, professor of practice in journalism and visual journalism, holds an Master of Arts degree from Syracuse University and was the Knight Foundation Chair for the School of Communication at The University of Miami (FL) from 1995-2008. Previously, he was director of editorial art and design for *The Miami Herald* and has served on two Pulitzer Prize-winning teams. He is the recipient of commendations from the Society of News Design (including directing Best of Show Honors in 1993 which was cited in 2005 as the 10th Moment in visual coverage from SND for their 25 Influential Moments in News Design), National Headliners Club, Print, and the Florida Society of Newspaper Editors. Stano served as director of editorial art and design at the *Democrat and Chronicle*, Rochester, NY, and assistant art director at the *Kansas City Times and Star*. He is a former Texas high school journalism teacher of the year and DJNF National Journalism Teacher of the Year. He was a past president for the Society for News Design and has chaired several committees within that organization.

**Julie L. Stemple** has taught English and creative writing for nearly two decades at both the high school and college levels and has advised and edited magazines at both levels as well. Her work has appeared in *Five Points* literary journal and *Virginia Writing*; she has a Master of Fine Arts in Creative Writing from George Mason University.

**Charles Stevens** has been the adviser of *The Confederate* yearbook and *The Southerner* newspaper at Lee-Davis High School in Mechanicville, VA. for the past 13 years. Both publications have earned VHSL Trophy Class honors and CSPA Gold Medal certificates. The 2004 *Confederate* was also an NSPA Pacemaker Finalist. The 2007 *Confederate* was also selected as a Best of Show winner at the NSPA/JEA Spring Convention in 2008. Stevens has been a presenter and has given on-site critiques at the CSPA Convention for the past eight years. In the fall of 2008 he presented at the VHSL State Championship Journalism workshop in Richmond, VA. He has a BA in Communications and Journalism from Lynchburg College (VA), an M.Ed. and an Ed. S. from the University of Virginia. As of Nov. 1, 2009, he was appointed as Assistant Principal at Lee-Davis High School and continues to work with both publications.

**Greg Stobbe** has taught English for 17 years at Fresno Christian High School in Fresno, CA, where he serves as the publications adviser for *The Feather* and is also currently a JEAN board member. CSPA named *The Feather Online* a Crown winner in 2009 and an online Crown Finalist for 2010. NSPA named *The Feather* an Online Pacemaker newspaper in April 2006 and 2008. *The Feather Online* also was a Pacemaker finalist in 2007 and 2009. Stobbe is a former board member of Highwired.com and a winner of the Lester Benz Memorial Scholarship from Quill & Scroll International. He has spoken at the CSPA convention on four prior occasions and has been an advocate of online high school journalism since 1998.

**Sandra Strall** teaches English and journalism at Carlson High School in Gibraltar, MI where she advises the *Ebb Tide* yearbook. *Ebb Tide* has earned Crowns from CSPA, Pacemakers from NSPA and was named to the NSPA Yearbook Hall of Fame in 2006 and the MIPA Hall of Fame in 2002. Strall was named a JEA Distinguished Yearbook Adviser. She received a CSPA Gold Key in 2009.

**Lynn Strause** advised 30 yearbooks, the last 13 at East Lansing High School, East Lansing, MI, before retiring in June 2007. While she advised there, the East Lansing Ceniad earned 13 consecutive Spartan Awards from MIPA, Gold and Silver Crowns from CSPA and Pacemakers from NSPA. The Ceniad was inducted into the MIPA Hall of Fame as a charter member in 2001 and was inducted into the NSPA Hall of Fame in 2004. A frequent convention speaker and active workshop instructor, Strause also has judged for CSPA, NSPA, Texas, Pennsylvania, Indiana, Illinois, Virginia, Alabama and Iowa. She received MIPAs Golden Pen as Michigan's adviser of the year in 2000. She was named JEA National Yearbook Adviser of the Year in 2001, received a Gold Key from CSPA in 2002 and received the Pioneer Award from NSPA in 2004. JEA presented her with a Lifetime Achievement Award in 2007. She currently works as a yearbook consultant and serves as treasurer and yearbook chair on the MIPA board.

**Edmund J. Sullivan** serves as executive director of the Columbia Scholastic Press Association and also as executive director for professional prizes in the Columbia University Graduate School of

Journalism. A former high school newspaper editor, he recalls being forced to watch as his school's principal burned an issue he had edited. He considers that episode as having "seared" the First Amendment into his consciousness. As a result, he has dedicated his working life to the cause of a free student press. Besides his work at Columbia, he served on the Student Press Law Center Board of Directors from 1983 to 2000. His numerous awards include the Laurence B. Johnson Award for Best Editorial Writing from the Educational Press Association of America, Distinguished Service Award from Community College Journalism Association, the Reid Montgomery Service Award from College Media Advisers, the NSPA Pioneer Award and the Gold Key from CSPA. He was inducted into the National Scholastic Journalism Hall of Fame in 1998.

**Teresa Sutton** teaches English at Roy C. Ketcham High School in Wappingers Falls, NY, where she is faculty adviser to the school's literary magazine, *Odyssey*, and adjuncts in the education department at Marist College. She serves on the Executive Boards of the New York State English Council and the Mid-Hudson English Language Arts Council.

**Mark Swain** has spent the past five years of his career teaching business at Galway (NY) High School. He has also written curriculum for e-Commerce and finance under SUNY, Credit Union and other educational grants. Swain also teaches evening classes as an adjunct professor at Schenectady County Community College and offers four college level courses to his students at Galway High School. His students run the school's Scores Up website and he is a co-adviser of the new media group, EMC • ~ The Eagles Media Center.

**John Tagliareni** has advised *Bear Facts*, the student newspaper at Bergenfield (NJ) High School, for the past 37 years. *Bear Facts* has received the GSSPA's Garden State Award, the NJPA's Award for General Excellence, and the CSPA's Gold Medalist with All-Columbian honors, as well as Silver Crowns. *Bear Facts* was featured on the Reading Rainbow program, televised nationally, as well as ABC-TV's Nightline and on National Public Radio. Tagliareni has judged student publications for national critique services and contests. He is a former president of the GSSPA, which awarded him its Golden Quill Award for Distinguished Service in 1984, and The DJNF selected him as a Distinguished Adviser in that same year. He serves on the Student Press Rights Commission of the JEA. He is a recipient of the CSPA Gold Key in 1992 and the OIPA's Lifetime Achievement Award. In 2000, the CSPA honored him with the Jubilee Award and *The New York Times* and CSPA honored him with the Charles R. O'Malley Award for Excellence in Teaching. He also served as CSPAA Recording Secretary from 2002-2004. The Deadline Club, The New York City Chapter of the Society of Professional Journalists, honored him with their Teacher Recognition Award in 2007.

**Mike Taylor** is the Yearbook Marketing/ Education Manager for Taylor Publishing in Dallas, TX. Prior to working with Taylor, he was a journalism teacher

## ADVISERS

**Unity Amongst Advisers Breeds Strength***Denise Markt*

Advisers will collaborate on common issues which surface daily when guiding a student publication. Strategies which will strengthen your advising position will be discussed.

## ALL PUBLICATIONS

**Photojournalism “Rules”***Kathy Daly*

If you have ever taken that “perfect” picture only to find that it is grainy and out of focus, then this session is for you. You will not only learn the rules of composition, but how your camera (or any camera) actually works. Even if you have never taken a photography class before, this session will help you improve your photography skills.

**Through the Readers’ Eyes***Karen Flowers &**Brenda W. Gorsuch*

Today’s students lead fast-paced lives. They suffer from information overload, so staffs need to take a serious look at their publications from the readers’ point of view. Are they as reader-friendly as they could be? Come explore a number of writing and design techniques that can help turn students into readers.

**Covering Tragedy: What Newsroom Leaders Need to Know***Sue Lockett John*

Dart Center for Journalism & Trauma will share what student editors have learned about covering traumatic events, and guide participants through some of the challenges involved in assigning, reporting & publishing news about human tragedy. Prior attendance at Session I is highly recommended.

**The Key to Graphic Continuity***Kimberly Stalcup*

Graphic design is an important component of your publication that can showcase photography and provide the “wow factor.” Learn tips to incorporate

good graphic design into your yearbook, newsmagazine, or newspaper while paying close attention to continuity.

**Student Swap Shop***Mary Kay Downes, MJE*

Calling all newspaper, yearbook and magazine staffers. Take this chance to network with students from across the country in a discussion about your publications.”

## DIGITAL MEDIA

**Online Workflow***Greg D. Stobbe*

While managing an online student paper can be confused with a room of spinning plates, a modified strategy on the platform takes the guesswork out of organizing workflow.

**Being a Reporter in the Digital Age***Corey Kilgannon*

Learn how to be ready to do an article/blogpost/audio/video story, or any or all four on a particular subject. What decision do you need to make for the online portion of your paper versus the print version? We’ll discuss how to cover stories using both notebook and video camera while taking your own pictures.

**Video for Convergence***Jacob Palenske*

Learn how to plan and storyboard a video package for the web, and to use whatever video editing software available to you (Windows Movie Maker, iMovie, Premiere Pro/Elements, Final Cut Pro/Express) to export the videos correctly and upload them to the web. Compression formats will also be discussed as well as the best way to host videos online for free, and how to embed video code into webpages so content shows up WordPress templates, and not as a clickable link to their video hosting site. Please note this is \*not\* a Final Cut Pro/Premiere video-editing class, it’s an overview of the video process.

## LAW &amp; ETHICS

**Your Right to School Records***Adam Goldstein*

Learn how you can use freedom of information laws to get facts about your school that can make great stories.

**Privacy and the Law***Eric P. Robinson*

The law recognizes that every person sometimes has the right to be left alone — even by journalists. Understand where the legal lines have been drawn.

## MAGAZINES

**If the Theme’s the Thing***Paula Sacks Eisen*

It can be a challenge to select a theme for a literary magazine, and it can be daunting to implement it. Discuss how magazine themes differ from those used in yearbooks, and learn how a theme can subtly unfold in a literary-art magazine.

**Persona Poems & Dramatic Monologues***Dean Kostos*

The word “persona” means “mask.” Enlarge your poetic voice by writing as anyone or anything. Paradoxically, you will learn more about yourself.

**Tomboys! Feisty Girls and Spirited Women***Christian McEwen*

This documentary, features interviews with four very different “tomboys” drawing the connection between the rebel girl and activist woman. Includes footages of Tom-old-lady “Granny D.”

**Voices: A Multi-Lingual Student Literary and Art Journal***Graziella Olga Sidoli*

To present the birth, history and criteria of such journal. To explain the importance of such publication in the 21st century, one in which, in the United States, languages play an important role. To discuss the relevance of translation as an art form.

## Ekphrastic Poetry

*Teresa Sutton*

We will examine beautiful works of art by grand masters and poems that were written about them. Together we'll create a list of "rules" for ekphrastic poetry and then try writing some of our own. Bring your journal and, if you'd like, a color copy of your favorite work of art. Reproductions will be available in class too.

## Protest Poetry

*Violet Turner*

Many poets have used their art to call attention to wrongs and to right (write) them. A variety of protest-style poems will be examined. Ideas on how to turn topics about which you are passionate into poetry will be explored.

## Producing a Literary Magazine on a Shoestring

*Sandra Wright*

The session will highlight the strategies utilized by a minimally funded magazine in a struggling public school system to produce a quality publication. It will also address the steps taken to engage a diverse student community in order to reflect that diversity in the publication.

## NEWSPAPER

### Best of Newspaper Design

*Linda Barrington, NBCT, MJE*

This session will look at Crown-winning newspapers to see what elements make them so good. It's a terrific opportunity to examine the details of their pages and get ideas for making your publication even better than it is now. We will look at design elements, one by one.

### From Boring to Interesting

*Erin Einhorn*

A New York Daily News reporter who's covered education and city government, shares secrets for taking boring stories about graduation rates, standardized testing and property taxes and making them interesting, readable tales about real people. Reporters assigned to serious beats must find ways to make policy stories sing and attract even the most reticent reader to news that's "good for them."

## Wild, Wacky and Worthwhile Reporting

*Dennis Hevesi*

A discussion of some of the unusual, wonderful experiences that are available to a reporter and, more importantly, the opportunity to sometimes make a real difference in people's lives -- and get paid for it!

## That's Entertainment

*Rhonda Moore*

Reviews are more than plot summaries and lists of characters. Learn how to give your readers what they need to know when they read your reviews.

## How to Sell Advertising

*Helen F. Smith*

Find advertising prospects and finance your paper's freedom of the press.

## Rising to the Top: CSPA Crown Overview for Newspapers

*Bruce Watterson*

Join us for a discussion and review of the 2010 CSPA Crown Finalists.

## PHOTOGRAPHY

### RGB vs. CMYK; TIFF vs. JPEG

*Bradley Wilson*

And, by the way, what are the advantages and disadvantages of shooting camera Raw? In this session, we'll explore not only how things are done and how they should be done, but why. Along the way, we'll probably challenge some long-held beliefs.

## YEARBOOKS

### Real. Good.

*John Cutsinger*

The goodness of memorable storytelling lies in real time, real people and real stories. Daily reporting and other chronological considerations best guarantee that no coverage opportunity evades your publications staff.

## Picture Book

*Lori Oglesbee*

Whether you like it or not, a yearbook is a picture book. Yet, photography remains the weakest area of most books. Learn three simple settings in your camera to revolutionize the quality of your raw images. Pick up a few colorbalancing and composition techniques to see immediate results.

## Taking It to the Next Level: The Transition from High School to College Yearbooks

*Sara Oswald*

If you plan to be involved in yearbook at the college/university level, learn what to expect. Advice, suggestions, and answers to your questions from an experienced college adviser and from the editor-in-chief of an award-winning university yearbook.

## Team Yearbook!

*Meghan Percival & Tim Yorke*

When we decided to tackle a chronological book for the first time, our staff knew we needed to rethink our staff organization. Moving to a team approach has changed the way we do everything -- the way we assign stories, tackle deadlines, motivate our staff and even decorate our room. Come to this session to learn how a team approach can help your staff.

## The Multimedia Yearbook

*Linda Puntney*

Add an extra dimension to your coverage of this year. Use social networking, blogs, websites and video to take your yearbook into the 21st Century

in Citrus County, Florida. Taylor taught yearbook, newspaper and television production at Lecanto High School for 13 years. His staffs produced Crowns and Pacemaker awards as well as multiple All-Florida ratings for both the broadcast and yearbook programs. He was the convention co-chair, vice president and president of Florida Scholastic Press Association. He was awarded the Gold Medallion for his service to FSPA in 1999. He was awarded the Medal of Merit from JEA in 2004 and the Gold Key from CSPA in 2007. Taylor was recognized on two separate occasions as the teacher or the year for his school and county, and was awarded the VFW regional teacher of the year.

**Karen Thompson** serves as moderator for the newspaper, yearbook and literary magazine at Flintridge Sacred Heart Academy in La Canada Flintridge, CA. The publications have received numerous awards from CSPA, Quill & Scroll, NCTE and CSPA. She also edits the parent newsletter, writes for the alumnae magazine and does public relations for the high school. She holds a master's degree in print journalism from University of Southern California and was a journalist for many years before beginning her teaching career.

**Alexander Thorp** advises *The Observatory* yearbook journalism program at The Bronx High School of Science, a school for gifted students in The Bronx, NY. He previously was an editor at Random House (Bantam Doubleday Dell) and Columbia University Press. For the past nine years that he has served as adviser to *The Observatory*, the yearbook has won first place ratings in every major national journalism competition.

**Cadence Turner** had been advising the Curtis High School newspaper in Staten Island, NY for the past 15 years and the yearbook for 17 years. She was named the ESSPA Adviser of the Year in 2001. For her work training the next generation of journalists she received the educator award from the Deadline Club, the New York City chapter of professional journalists in 2008. She is currently coordinator of the Curtis High School Journalism Institute which draws students from all over New York City.

**Violet Turner** has taught middle school and high school English in Wantagh, NY schools for 23 years. She was the adviser to *Escapades*, the WHS literary magazine for 8 years. She is an adjunct professor for Long Island University, teaches creative writing, and has taught creative writing to inmates at Clinton Correctional Facility in Dannemora, NY. Her extensive writing background includes copywriting for WLIR radio and Costich and McConnell Advertising, news writing and announcing for WLIM radio, public relations for the Stony Brook Community Fund and the Clinton County Mental Health Association, educational scriptwriting, and freelance writing for publications such as *Newsday*, *Maximum Guitar*, *Screenwriters Magazine*, *Expecting Magazine*, and the *Long Island Voice*. She was the 1992 first place recipient of the Phyllis Whitney Writing Award and has had her photography featured in *Popular Photography*. Turner has received the New York State English Council Educator of Excellence Award (2008) and is a National Endowment for the Humanities recipient.

**U Damian Ubriaco** teaches English at Galway High School in Galway, NY. He is the adviser of GTV, Galway Television, and is a co-adviser of the new media group, EMC • ~ The Eagles Media Center.

**W Christine Walker** is a freelance photojournalist based in New York City. Her celebrity interviews, articles and photographs have been syndicated internationally from publications such as *New York Magazine*, *The EarthTimes*, *The New York Press*, and *Next Magazine*. She has conducted student workshops, including photojournalism and photography courses at the high school level and yearly "Home of the Free" journalism intensives. Under Walker's direction, participants in the "2012 New York Student Journalism Project" received scholarships as National Grand Prize winners.

**Steven Wallace** has been a Herff Jones yearbook specialist in North Central Florida since 1990 with experience both on the high school and university level. Wallace has been the workshop director of "The Yearbook Connection" summer, fall and spring workshops in Gainesville, FL for 20 years.

**Austin Ward** is the senior editor for *The Feather Online*, the daily publication of Fresno (CA) Christian High School. He is now in his third year on the staff, having spent one year as a writer and two as an editor. During his time with the publication, it has won an Online Pacemaker from the NSPA in 2008 and a Silver Crown from the CSPA in 2009.

**Margie Watters** has been advising publications for over 38 years and has been the adviser at Westmoore High School in Oklahoma City for the past seven years. Her staffs have received both state and national recognition through their publications. She is past officer of Columbia Scholastic Press Advisers Association; Past Pres. and vice president of the Oklahoma Interscholastic Press Advisers Association and holds a CSPA Gold Key. In 2006 she was named Oklahoma Yearbook Adviser of the Year and in 2005 won the Lois A. Thomas Award as Oklahoma Journalism Teacher of the Year. She was a 2004-National Distinguished Yearbook Adviser-JEA / NSPA and in 2002 was named a DJNF National Distinguished Newspaper Adviser. In 1992 she received the Edith Fox King Award from the ILPC at the University of Texas. During the summer she teaches journalism workshops and judges publications.

**C. Bruce Watterson**, chair of CSPAA's committee on judging standards and practices, former chief

communications officer at Darlington School, Rome, GA, currently teaches courses in journalism/communication on the college level and lectures to press groups and publication workshops. A past finalist for DJNF Teacher of the Year, he holds the CSPA Gold Key, the NSPA Pioneer Award, the JEA Medal of Merit, the SIPA's Distinguished Adviser Award and the Kay Phillips Service Award from NCSMA. Watterson has been honored by College Media Advisers for his work with the collegiate press nationally. He has been a regional and national officer for CASE (Council for the Advancement and Support of Education). He has spoken frequently to press groups in 46 states and internationally as part of the Center for Independent Journalism Foundation.

**Ann Weinblatt** advises the award-winning *Knight Crier* newspaper in Lansdale, PA. This year will mark Weinblatt's 14th presentation at CSPA. With more than 19 years experience teaching journalism and advising the newspaper, she prides herself on providing the materials (lessons and rubrics) and means for hands-on methods to manage an enthusiastic staff. Materials are available upon request by e-mail (provided at her session).



Students participate at a press conference with TV producer Brooke Kennedy at the 2009 CSPA Summer Journalism Workshop. photo/Rebecca Castillo

**Kevin Welch** is the co editor in chief of the *Culmen* Yearbook at Scotch Plains-Fanwood (NJ) High School. In his spare time, he is also a member of a renowned rap group, check it out: [www.myspace.com/7nkspf](http://www.myspace.com/7nkspf)

**Tamara Welter** advises *The Point* magazine staff at Biola University in La Mirada, CA. She also oversees the visual emphasis for the Journalism Department and its convergent efforts across the curriculum. During January she led a tetam of students into Los Angeles' skid row to photograph for a book project written by Biola Journalism students on the missions and issues surrounding those on skid row. She'll be leading a team of students to the Dominican Republic in April to work with kids in the slum district of Santo Domingo where students will use cameras to help street kids tell stories of their world. These cross-cultural experiences remain at the heart of Tamara's desire for her journalism students.

ADVISERS

CSPAA Annual Meeting of Members

CSPAA Board

All CSPAA advisers, who are members of the CSPAA, are invited to participate in the annual meeting of members.

Creating a Tradition of a Truly Empowered Student Newspaper

Anne Cullen, Joseph M. Fanning

Follow this guide and your publication will survive changes in leadership.

Make Your Day

John Cutsinger

From making lists to making merry, advising a publication can be made simpler and more enjoyable with this collection of time, people and management ideas. For both veterans and rookies, the tasks are the same and what you know is definitely what counts!

ALL PUBLICATIONS

Ethics: A Strategy for Press Freedom

Seth Zwiefler & Sanjana Bijlani

When students perform the way ethical professional journalists do, this should be a persuasive argument for press freedom. Hear how this staff prepares themselves to tackle tough stories despite censorship threats. And learn whether ethics can be both a useful publications strategy and a viable legal defense.

What's the Alternative?

Kathy Daly

Alternative copy can help student journalists find new ways to connect with their readers. This session will explore the possibilities of communicating through alternative copy formats. Be prepared to participate!

Covering Tragedy and Natural Disasters

Jenny Dial

Learn how to cover important events that are difficult such as a student's death or a aftermath of a hurricane.

Using Personal and Family Experience to Tell Great Tales

Erin Einhorn

This New York Daily News reporter discusses how a conversation with her mom sent her on globe-trotting, years-long search for the truth about her family's past. She tracked down the family that hid her mother from the Nazis during World War II and tried to untangle a web of hurt feelings and broken promises. It became a book called *The Pages In Between: A Holocaust Legacy of Two Families, One Home*.

The FUNdamentals of Staff Morale

Tom Gayda & Kim Green

Two veteran advisers share tips and tricks to keep staff morale high without sacrificing the quality and integrity of your product. Leave this session equipped with a variety of tools to boost your staff's energy. Got some ideas of your own to share? Bring 'em! Staffs can never have too many options for raising morale this time of year!

Tao of Writing Poorly

Charles Haddad

How to make your writing as thrilling as a dead hamster. Learn the best of the worst practices.

Taking It to the Next Level: The Transition from High School to College in Student Media

Sara Oswald

Get advice, suggestions, and answers to your questions from a college adviser and from a current student who has edited several university publications.

Handheld Journalism

Joshua Wilwohl

The death rattle of all print media is distinctly audible and newsrooms are quickly turning into funeral homes. Netbooks, PDAs and cell phones are where all of the world's major stories are breaking. We will examine how the new media taking the world by storm.

DIGITAL MEDIA

Who Are You Talking To?

Howard Goldberg

News organizations are adapting to a world in which they no longer write or produce content for a defined audience. The New York bureau chief for Associated Press talks about how staffers at the world's oldest and largest news organization stay intimate with a global audience.

Photography and Audio for Convergence/SoundSlides

Jacob Palenske

Learn to properly plan and gather a story using audio and photos, and then learn how to build their audio/photo/caption content into interactive presentations using SoundSlides. Also learn how to make your photos available for sale online, to generate some revenue from your online publication.

LAW & ETHICS

Copyright 101

Adam Goldstein

Copyright law limits your ability to use the works of others, including cartoons and photos, and protects your work as well. Learn what is legal and what is not.

MAGAZINES

Literary Lyrics

John Hampson

Learn techniques to improve your lyric and poetry writing abilities. Songwriter John Hampson will discuss the poetic devices used in his hit song "Absolutely (Story of a Girl)" and their intended effect, to demonstrate the process.

Surrealism: Its Relevance to Writers Today

Dean Kostos

Frank O'Hara said that surrealism made it possible for poets to write love poems in the twentieth century. Explore this image-driven language of dreams to better articulate any emotion in the twenty-first century.



## Haiku, Tanka, and Renga: Using Poetic Form to Push Your Poetry to New Heights

*Teresa Sutton*

Learn to push the traditional forms of haiku, tanka and renga by using contrast, association, synesthesia, riddles, noun-verb exchanges, and more. After we examine classic and new works, we'll do some writing exercises and sharing. Bring your journal!

## I Don't Know What to Write About! NOW YOU DO!

*Violet Turner*

In addition to giving you inspirational ideas, everyone will be asked to contribute at least one technique he/she uses to break through writer's block.

## NEWSPAPER

### Diving Deep

*Janet Elbom & Natasha Smith*

Don't settle for old news in your newspaper. Don't settle for the obvious quotes and obvious coverage. Learn how to go deep and add depth to your reporting and interviewing. You will learn how to accomplish all the steps necessary for writing an in-depth story with great impact.

### Wild, Wacky and Worthwhile Reporting

*Dennis Hevesi*

A discussion of some of the unusual, wonderful experiences that are available to a reporter and, more importantly, the opportunity to sometimes make a real difference in people's lives – and get paid for it!

### Beginning with the Basics

*Jennie Lyons*

"I've been assigned an article, and don't know where to begin...or end." Beginning writers need help determining where and how to get information and how to present it concisely. This session will help guide the process and present what to eliminate, what to add, and common errors. For beginners, editors, mentors and advisers.

## YEARBOOKS

### Telling Stories: Giving Your Book a Voice

*David Graves*

Interesting stories are lurking everywhere in your school. This session will give you a few hints on finding them and how to tell them so people actually want to read them.

### Rockin' the Headline

*Erinn Harris & Tim Yorke*

Are your headlines a bore? Want to learn how to make them rock? Come hear why we need them and techniques for how to write them. The encore performance will be the world's worst cliché contest.

### The Feature Creature

*Linda Puntney*

Discover writing techniques that will make readers want to read what you love to write.

### Rising to the Top: CSPA Crown Overview for Yearbooks

*Bruce Watterson*

Join us for a discussion and review of the 2010 CSPA Crown Finalists.

### Sell, Sell, Sell: Strategies to Help Your Yearbook Turn a Profit

*David L. Wright*

Making sure there is enough money to pay that final invoice has more to do with the strategies a staff uses to market, advertise, and sell their yearbook as it does with the quality of the product. This session will examine, in detail, a variety of marketing strategies which programs can use to meet sales needs & goals.

Join us for the  
2011 CSPA annual  
convention

Wednesday, March 16  
Thursday, March 17  
& Friday, March 18



# Who's Who at the Convention



This is the official convention photo from 1947. photo/CSPA Archive

**Ray Westbrook** is newspaper and yearbook adviser at St. Mark's School of Texas in Dallas where publications he advises have won CSPAA Gold Crowns, NSPA Pacemakers and ILPC Gold Stars. A frequent speaker at publications workshops during the summer, he serves as first vice-president of the CSPAA and has received the Edith Fox King Award from ILPC, the Gold Key from CSPAA, the Murrell Excellence in Teaching Award from St. Mark's, and was named a DJNF Distinguished Adviser.

**Anita White** advises *The Booster* newspaper and *The Purple and White* yearbook staffs at Pittsburg High School, Pittsburg, KS. She is in her sixth year advising and has a Certified Journalism Educator designation from JEA. White has participated in the ASNE High School Advisers Institute and Stony Brook University News Literacy Institute. She has also taught at regional workshops in Missouri and California.

**Bradley Wilson** is the media adviser at North Carolina State University where he advises everything from a daily newspaper to television, publications that have won awards from the national ACP Pacemaker to the CSPAA Gold Crown. He is chair of the North Carolina College Media Association and very active in the JEA. A former newspaper photographer, he has also worked in emergency medical services for almost 20 years. He is the recipient of the highest awards from JEA, the NSPA and will receive a CSPAA Gold Key at this convention.

**Joshua Wilwohl** is the co-founder/editor of The Klaxon.com, an emergency management and disaster news analysis, commentary and consulting organization. He also is an editor/writer at New Jersey Local News Service, part of the *Star-Ledger's* Special Section division. Wilwohl graduated with a BA in art history and journalism from Mercyhurst College in May 2008. After graduation, he worked as a copy editor at *The New Jersey Herald*. During undergrad, Wilwohl was editor in chief of *The Merciad*, the college's newspaper, where he transformed the paper's format and took a more investigative journalism approach to the news. The change led the newspaper to take the prize as one of the top 10 tabloid college newspapers in the country. During his time at Mercyhurst, Wilwohl

also interned for *The Erie Times-News* in Erie, Pa., and *The Citizen* in Pittsburgh.

**Donald Witten** has advised *The Mac* yearbook staff and taught English at Oregon's McMinnville High School since 1998, and taught for 24 years. He is a member of the Fishtrap Writer's group of Oregon. His yearbook staffs regularly draw inspiration from the likes of Billy Collins, Bob Dylan, Jerry Garcia, Jack Kerouac, the Tao te Ching, and monthly potluck and barbecues after successful deadlines. The staff's next national award of recognition will be their first.

**Esther Wojcicki** has been teaching Journalism and English at Palo Alto High School, Palo Alto, California for the past 25 years, where she has been the driving force behind the development of its award-winning journalism program which is now the largest high school journalism program in the U.S involving 500 students out of a student body of 1800. All the publications can be found at <http://voice.paly.net> which is the school publication website. She is the Chair of the Board of Creative Commons ([www.creativecommons.org](http://www.creativecommons.org)) and was one of the people who help create [www.Google.com/educators](http://www.Google.com/educators). The paper she advises is *The Campanile*.

**Jennifer A. Wojtulewicz** is in her second year as a full-time PhD student in Digital Literacies in the Mary Lou Fulton Institute and Graduate College of Education at Arizona State University. She is the former adviser of the *Excalibur* yearbook and literary magazine at Higley High School in Gilbert, AZ. She has over 10 years of experience in yearbook and publications. Notable awards include NSPA Pacemaker nomination and CSPAA Silver Crown award in 2001, a NSPA Pacemaker nomination in 2006, a CSPAA Gold Medalist in 2007 and 2008, a 6th place NSPA Best of Show Ranking in 2007 and a 4th place NSPA Best of Show Ranking in 2008.

**David Wright** advises *The Sword* yearbook staff at Middletown High School in Middletown, DE. *The Sword* has received several CSPAA and NSPA awards during his tenure as adviser. He holds a Certified Journalism Educator designation from JEA and has a Masters in Journalism from Temple University. He is also co-president of the Appoquinimink

Education Association. Prior to teaching, he worked as an editor and writer with a variety of media outlets, including the *Daily Local News* (PA), *American Lawyer Media*, and the *Wilmington News-Journal*.

**Sandra Wright** is the faculty adviser for *L.A.V.A.*, the literary and visual arts magazine of Woodrow Wilson Senior High School, the largest public high school in the District of Columbia. She has been an educator for 25 years and teaches English and Humanities. She has Masters degrees in both Communications and Education.

**Y Tim Yorke** advises *The Journey* yearbook staff at Heritage High School in Leesburg, VA. His staff has earned ratings of Gold Medalist from CSPAA, First Class from NSPA, and Trophy Class from The Virginia High School League (VHSL). This is his third year as an adviser.

**Z Clay Zigler** has been teaching journalism for the last 19 years at Rockwood Summit High School in St. Louis, MO. He is a 2001 CSPAA Gold Key recipient and a 2005 DJNF Special Recognition Adviser. His school newspaper and yearbook are multiple winners of the CSPAA Gold Medalist, and NSPA All American. His newspaper is also a multiple Gallup award winner from Quill & Scroll. He holds a Master's Degree in Media Communications from Webster University in St. Louis, MO.

**Ben Zimmer** is executive producer of the Visual Thesaurus. He writes regularly for the "On Language" column of *The New York Times Magazine*, and his writing about language has also appeared in the *Boston Globe*, *Forbes*, and *Slate*. He has worked as editor for American dictionaries at Oxford University Press and is a consultant to the Oxford English Dictionary. He also serves on the Executive Council of the American Dialect Society and helps select the society's "Word of the Year."

**Seth Zweifler** is the current editor in chief of *The Spoke*, Conestoga High School's student newspaper. *The Spoke* has received a Pacemaker Award from NSPA and is currently a CSPAA Crown finalist. Earlier this year, Zweifler received the Courage in Student Journalism Award (co-sponsored by the SPLC and NSPA) for work with a censorship dispute.

**Kathleen D. Zwiebel** was the 1998 Dow Jones Newspaper Fund National High School Journalism Teacher of the Year. She advises five publications at Pottsville Area High School in Pottsville, PA. In the past the publications have received national and state honors from CSPAA, NSPA and PSPA. A 1996 CSPAA Gold Key recipient, Zwiebel also received the CSPAA Diamond Jubilee Award, Charles R. O'Malley Award for Excellence in Teaching, NSPA Pioneer Award, JEA Medal of Merit and PSPA Teacher of the Year. She serves as past president of the Columbia Scholastic Press Advisers Association and chairs its honors committee. The CSPAA will honor her with its Joseph M. Murphy Award for Outstanding Service at this convention.

# About the Columbia Scholastic Press Association



**Edmund J. Sullivan** is Executive Director for CSPA and also Executive Director, Professional Prizes for the Graduate School of Journalism at the University. Sullivan had served as director of the CSPA since 1981.

CSPA is an international student press association uniting student journalists and faculty advisers at schools and colleges through educational conferences, idea exchanges and award programs.

Founded in 1925, the CSPA is owned by Columbia University in New York City and operated as a program affiliated with Columbia's Graduate School of Journalism. Fees collected for its services to colleges and schools, plus a small endowment, cover its expenses.

In 1925, newspaper and magazine staff members from schools east of the Mississippi River converged at Columbia for CSPA's first annual convention, eager to develop their skills as journalists and to experience the thrill of being on the campus of an Ivy League institution. Yearbook staffs joined them in 1935.

Today, more than 6,000 students from across the country and around the globe, come to Columbia each year as delegates to CSPA's annual conventions and workshops. At each event, seasoned journalism teachers and media professionals share their knowledge and experiences with eager newspaper, magazine and yearbook staff members. In addition, the exposure to the campus promotes Columbia as a potential choice for both undergraduate and graduate study.

The Association honors excellence in student media with annual Gold and Silver Crown Awards for its overall achievement, plus Gold, Silver and Bronze Medalist placings in its annual critiques. The CSPA's Gold Circle Awards provide opportunities for student journalists to be recognized for individual or team achievement. Over the years, the Association has sponsored national conventions, regional conferences and summer workshops. Its online magazine, Student Press Review, is a part of CSPA's website and offers daily access at [www.columbia.edu/cu/cspa](http://www.columbia.edu/cu/cspa). It also publishes how-to books such as its Fundamentals series, to help student journalists, writers and editors in their work.

Throughout its growth, the CSPA's goals have remained constant:

- to make clear expression the standard for success;
- to maintain the student media for students, by students and containing news of students;
- to conduct contests and offer awards to encourage student media to be better than they were;
- to recognize that journalism can be a means toward broader understanding of society and people without leading to a specific career choice.



**Denise Baez**, Assistant Director, Awards, for CSPA, handles membership services such as Crown Awards, Medalist critiques and Gold Circle Awards.



**Rebecca Castillo**, Assistant Director, Programs for CSPA plans and organizes CSPA's three annual conventions and workshops, as well as maintaining CSPA's web site.



**Antonio Rodriguez**, Assistant Director, Administration, for CSPA, acts as convention registrar and exhibits manager, while caring for all financial transactions for the Association and managing the CSPA's computer needs.

## About the CSPAA

The Columbia Scholastic Press Advisers Association (CSPAA) was founded in 1927 by faculty members working with student editors of CSPA member publications. The Advisers Association is an affiliate of the CSPA but elects its own officers, appoints its own committees, issues occasional reports, assists in selecting Gold Keys and other awards given by CSPA, helps plan and conduct CSPA conventions and workshops and advises the CSPA Executive Director on the needs and wants of its members.

## CSPAA Officers (2008-2010)



Mary Kay Downes from Chantilly (VA) High School is CSPAA's elected President, responsible for all CSPAA activities.



Ray Westbrook from St. Mark's School of Texas, Dallas, TX is First Vice President for membership activities.



Tracy Anne Sena from Convent of the Sacred Heart High School, San Francisco, CA is Second Vice-President for Conventions.



Kathleen Zwiebel from Pottsville (PA) Area High School is CSPAA's Immediate Past President and chairs the CSPAA Committee on Honors and Awards



C. Bruce Watterson from The Darlington School, Rome, GA is the appointed chair of CSPAA's Committee on Judging Standards and Practices.



Mark Murray from Arlington Independent School District in Arlington, TX, is CSPAA's appointed chair for new technology.

# Student Awards Convocation

Friday, March 19, 2010

2:30 - 4 p.m.

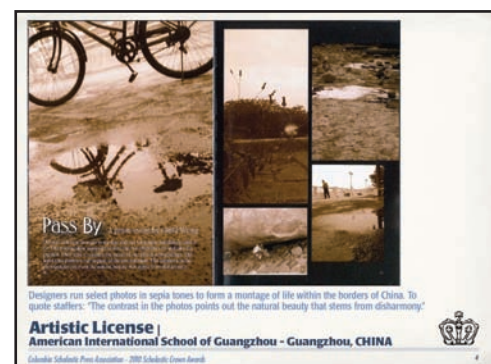
Roone Arledge Auditorium, Alfred Lerner Hall  
115<sup>th</sup> & Broadway

## Gold & Silver Crown Awards

The CSPA proudly announces the 2010 Gold and Silver Crown Awards for magazines, newspapers and yearbooks that were published during the 2008-2009 academic year. This year 1,558 magazines, newspapers and yearbooks of the current CSPA members were eligible to enter the Crown Awards. Judging took place at Columbia University from December 19-21, 2009 by the Board of Crown Judges. Publications were judged on writing/editing, design, content, concept, photography, art and graphics. Online news media were judged in February 2010.

Announced by Edmund J. Sullivan, CSPA Executive Director, and presented by C. Bruce Watterson, Chair of CSPAA's Committee on Judging Standards and Practices.

The CSPA's judging for its annual Crown Awards took place at Columbia University from December 19-21, 2009. After making selections of Crown Finalists, the judges had to choose examples and compose comments for each of Finalists to create the 2010 Award DVD.



# Columbia University Morningside Campus

“Where the world of school publications gathers” Col. Joseph M. Murphy, CSPA Founder



## Lunch Suggestions

### Restaurants

(Good atmosphere, better food, slightly higher prices)  
 Ajanta, Amsterdam, 120th-121st Sts.  
 Camille's, Amsterdam, 116th St.  
 Campos, Broadway, 112th-113th Sts.  
 Chipotle, Broadway 110th-111th Sts.  
 Community Food and Juice, Broadway, 112th-113th Sts.  
 Deluxe, Broadway at 113th St.  
 Havana Central at West End, Broadway, 113th-114th Sts.  
 Hungarian Pastry, Amsterdam, 111th St.  
 Kitchenette, Amsterdam, 123rd St.

Le Monde, Broadway, 112th-113th Sts.  
 Max's, Amsterdam, 123rd St.  
 Mills Korean, Broadway, 113th-114th Sts.  
 Nussbaum & Wu, Broadway at 113th St.  
 Ollie's, Broadway, 116th St.  
 Rack and Soul, Broadway at 108th St.  
 Strokos, Amsterdam at 114th St.  
 The Heights, Broadway, 111th-112th Sts.  
 Sette Mezzo, Amsterdam at 122nd St.  
 V & T's, Amsterdam at 110th St.  
 Vino, Broadway, 115th-116th Sts.

### Quick Bites

(diner/pizza)  
 Ché Bella, Amsterdam, 119-120 Sts.  
 Famiglia Pizza, Broadway at 112th St.

Koronet Pizza, Broadway, 110-111 Sts.  
 M2M, Broadway, 114th-115th Sts.  
 Pinnacle, Broadway at 115th St.  
 Subconscious, Amsterdam, 119th -120th Sts.  
 Tom's, Broadway at 112th St.

### To Go

(Supermarkets and restaurants without seating, that make hot food or sandwiches to take out)  
 Apple Tree, Amsterdam at 120th St.  
 Hamilton Deli, Amsterdam, 115th -116th Sts.  
 Milano Deli, Broadway, 112th-113th Sts.  
 Morton Williams, Broadway at 115th St.  
 Pinkberry, Broadway, 111th-112th Sts.  
 Starbucks, Broadway, 110th-111th Sts. & 114th-115th Sts.