2015 CSPA Advisory Program

For security reasons, this ADVISORY COPY does NOT contain room locations. It does include titles, names of speakers and descriptions or 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 1:30 p.m. and Thursday at 1:30 and 2:30 p.m. (requires a digital camera). Open to students and advisers.
• Student Swap Shops several hours during each day (requires copies of your publication to exchange with others students). Open only to students.

Also, follow CSPA [@cspa] on Twitter for convention updates.
Welcome to New York City and to Columbia University!

For the 91st time, the Columbia Scholastic Press Association welcomes student journalists and their faculty advisers to Columbia University’s historic Morningside Heights campus in the City of New York. We hope that as delegates to this national convention, you gain both new knowledge and the fellowship of your peers. This three-day program offers 318 distinctive sessions exploring various aspects, techniques and values of the journalistic experience at the high school and collegiate levels and beyond.

While some delegates may have received instruction in high school journalism classes, others take up the craft without any prior training. Whether you approach reporting and presenting the news with or without formal instruction, CSPA offers many sessions to help you to better your journalism. This convention is designed with you in mind so whether you work with newspapers, yearbooks, magazines, broadcast or digital media, we have sessions to match your interests and expand your knowledge base.

You have the unique opportunity to learn from leaders in professional media as well as fellow student journalists in New York City, an international hub for news and communications. Learn as much as you can, network with your peers and future industry leaders, explore the city and, above all, be inspired.
Session spotlight on Friday, March 20, 2015
Roone Arledge Auditorium, 1st fl., Lerner Hall

At 10:45 a.m.

Journalists from:

[Images of news organizations]

Murder, Mayhem, and Cartoons: New Challenges for the Media

This panel of professional journalists will discuss the practical and ethical challenges for reporters and editors deciding what is news and how to report news when reporters and cartoonists are being murdered, words are triggering riots, many expressions are considered “offensive” and extreme views are becoming commonplace. How does the coverage affect perceptions of the objectivity and credibility of the reporters and news outlets?

The panel will include reporters and editors from print, broadcast and streaming media, and will discuss topics such as:

• Journalism Standards — Is every news topic covered equally?
• Reporter/Broadcaster Credibility
• Dangers of the profession and how it impacts where editors send reporters, how they edit stories, and how they decide what stories to cover
• Controversial images, what is lost and what is gained by not publishing photos of horror?

At 11:45 a.m.

Mario García

Rhythms for Storytelling in the Digital Age

The news cycle has changed and how you report it has evolved. We now live and survive in two tempos of receiving information: the 24/7 constant flow of always updated information; and the curated and carefully crafted in-depth pieces that have a definite beginning and end. Come to this lively demonstration of how to nurture and produce this balance.

Thank you! Thank you! Thank you! Thank you! Thank you! Thank you!
CSPA thanks the exhibitors and advertisers at this convention

Balfour • Dow Jones News Fund • Jostens
New England Center for Investigative Reporting
Lifetouch Yearbooks • Walsworth Yearbooks

We would also thank our sponsors: Friesens for the convention programs and Herff Jones for the Friday Adviser Award Luncheon.
Who’s Who at the Convention

Bios edited by Lauren E. Mack [@lmack]

A

Logan Aimone teaches journalism and advises the newspaper and the yearbook at University High School in Chicago. After a decade teaching and advising at Wenatchee (WA) High School, Aimone joined NSPA as executive director in 2007 where he remained until 2013. He stayed in Minneapolis working as the business development director of School Newspapers Online. His students have earned top individual and staff national honors for newspaper, web site and yearbook. He is a past DJNF Distinguished Adviser and Washington state journalism adviser of the year. He is co-author of two journalism textbooks. [@ellenaustin]

Ann Gramlich Akers is Herff Jones Yearbooks’ educational products manager. Formerly NSPA’s associate director, Akers has done stints as journalism teacher/publications adviser and yearbook representative. She was the 2005 recipient of the Carl Towley Award, JEA’s highest honor, and has been awarded a CSPA Gold Key and a NSPA Pioneer Award.

James Amato is the adviser of Hawk Headlines (formerly WRHSmedia) at Woodland Regional High School in Beacon Falls, CT. Started in 2001, the program has gone through several program enhancements in its short tenure. Starting as a black-and-white, print-only program (a CSPA Silver Medalist production), it then explored AM radio, FM broadcast, podcasting, web page design, CMS distribution, live web updates, full-color broadsheet print, online production, Twitter and Facebook integration and, now, live event, multi-camera broadcasting. Amato’s journalists work with local news outlets that often embed HHL broadcasts in their own web sites, Twitter feeds and Facebook pages.

B

Fidelity Ballmer is the incoming editor-in-chief of The Foothill Dragon Press, the online news site at Foothill Technology High School in Ventura, CA. A 2014 alumna of AAJA J-Camp, her reporting has been recognized by CSPA with three Gold Circles this year. The Foothill Dragon Press (www.foothilldraggonpress.org) has been honored with two CSPA Gold Crowns and four NSPA Online Pacemakers.

Anne Barr is a newspaper adviser and teacher at Episcopal Academy in suburban Philadelphia. During the course of her tenure at Episcopal Academy, Barr has developed a journalism class for the school’s innovative J-Term program and facilitated the newspaper staff’s growth toward broader use of web sites and social media. [@AnneBarr15]

Joe Bergantino is the executive director, managing editor and co-founder of NECIR located at Boston University and WGBH News. Bergantino has been a national and local investigative reporter for 35 years. He spent most of his career as the I-Team Reporter for WBZ-TV in Boston, and spent five years as a correspondent for ABC News. During his career, Bergantino has won many of the broadcasting industry’s most prestigious awards, including an Alfred I. duPont-Columbia Award and Citation, a Robert F. Kennedy Award for reporting on disadvantaged, and a Gabriel Award. [@nejirbu]

Bonnie Blackman was an art instructor, yearbook adviser, and coach for Boston Public Schools before joining Jostens as a publishing representative. She is the recipient of a CSPA Gold Key, a GSSPA Golden Quill and a PSPA Keystone Award. Blackman currently serves on the board of GSSPA and the advisory board of PSPA. [@BlackmanBonnie]
Who’s Who at the Convention

Sharon Boyd-Peshkin is an associate professor of journalism in the Department of Communication and Media Innovation at Columbia College Chicago. She advises the award-winning Echo magazine and teaches magazine writing and editing, blogging, reporting and other courses. She won the 2013 Excellence in Teaching Award and is always on the lookout for new and engaging classroom practices. [@speshkin]

Jason Boland advises the Calhoun High School newspaper, Hoofbeats, in Merrick, NY. His staff has been recognized by numerous press organizations in the last nine years, including being named a CSPA Gold Medalist and Most Outstanding Newspaper by AmerSPA. He has a bachelor’s degree in journalism and a master’s degree in education from St. John’s University and has been teaching AP English and journalism for 17 years. Before teaching, he worked as a reporter and editor for several local newspapers. He was named a 2013 Educator of Excellence by NYSEC. This is his seventh year presenting. [@thejasonboland]

Harry Robert Brake is Upper School Librarian and the adviser of Repentino magazine (http://repentinomagazine.tumblr.com), the international art magazine at The American School Foundation in Mexico City. After a name change from Reflections to Repentino, the staff of six has grown to more than 35 members with a growing population. Repentino was awarded a CSPA Silver Crown three years ago and is a CSPA Gold Crown winner this year thanks to a talented and diverse staff. Brake is the former adviser of the Aloha Yearbook at Seaford (DE) High School. [@Michigan01]

Betsy Brittingham advises the Nuntius yearbook at Altavista (VA) Combined School. After stints in newspaper journalism, public relations and advertising, Brittingham found her home in high school journalism. In her 10th year as an educator, she teaches ninth grade English as well as journalism. While her yearbook staffers think they are learning writing and design, Brittingham’s secret agenda is teaching them the lost art of face-to-face communication and the elusive practice of follow-through.

Rick Brooks is a graduate of Fairmont State (WV) University. He has degrees in commercial design, graphics and fine arts along with journalism and art education. While at Fairmont State University, he edited and designed the Mound yearbook. Brooks is a creative design manager for Jostens. He travels primarily in the northeast to teach, lecture and work directly with colleges and high schools on creative concept materials. Brooks has received the CSPA Gold Key and the Keystone Award from PSPA.

Beth Ann Brown is the adviser of Daedalus, the yearbook for Northeastern High School in Manchester, PA. During her seven years of advising, she has changed the focus of the program from the creation of a scrapbook to an award-winning journalistic book. She serves as the treasurer for PSPA.

Natalie Hankins Brown is the adviser of The Bolt yearbook, The Circuit broadcast and The Illuminator newsmagazine at Central High School in Fort Worth, TX. As such, her motto is “Do All the Things.” She is a former reporter and editor who came over to the dark side in 2008. Three years later, she was honored as a JEA Rising Star and, in 2012, was named the Keller ISD Teacher of the Year.

C

Aaron Cahall is a contributing editor and partner in The Dagger (www.daggerpress.com), a news web site covering Harford County, MD. A Baltimore native, he has written for professional and student publications for more than a decade. He has worked for several newspapers covering local government, police, fire and community issues. Cahall is a 2007 graduate of Columbia Journalism School. [@AaronCahall]

Peter Champelli is the executive producer of a student-run podcast in Louisville, KY. He founded the podcast in February 2014, and he has since formed a staff and implemented a tri-weekly production schedule allowing creativity and style input from a variety of podcasting inspirations like Radiolab, 99% Invisible and This American Life. He will graduate high school in 2016 and plans to intern for NPR or attend the Salt Institute for Documentary Studies. [@peter_champelli]

Matthew Chayes is a reporter for Newsday based at New York City Hall. For his first six years at Newsday, his beat was crime, inspiring his current Twitter bio: “Used to cover crime. Now I cover politics. Trying to learn the difference.” Chayes started his career at The Chicago Tribune’s D.C. bureau. He’s been a guest on the BBC, New York’s NBC network and the Fox News Channel. In high school and college, he edited the campus newspapers. [@chayesmatthew]
Columbia Scholastic Press Association

Wednesday, March 18, 2015
Highlights for delegates

Exhibits and Publications Display
Arledge Auditorium, 1st fl. of Alfred Lerner Hall
8:00 a.m. to 3:00 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 are on display.

Advisers’ Hospitality Lounge
Satow Room, 5th fl., Lerner Hall
8:00 a.m. to 1:00 p.m.
Enjoy some refreshments during the day.

On-site Critiques
Ongoing from 9:00 a.m. to 3:30 p.m.
Sign up in room 555, 5th fl., Lerner Hall
This oral critique is free for all delegations, whether newspaper, magazine, yearbook or digital media. Staffs and/or advisers meet with a volunteer adviser-judge for about 15 minutes of discussion about the publications brought by the staff or viewed online. Critiques are available when at least one staff member or adviser is present at the Convention, and for groups as large as nine people (we use tables that seat 10 people). 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.

Each publication staff — print newspaper, hybrid, digital, yearbook, literary magazine and general magazine — participates in an in-depth critique session to review reference essentials and visual and verbal elements of the publication. The critiques are individualized to meet the specific needs of each staff.

This detailed evaluation can serve as a blueprint for the staff to follow for the new school year.

Columbia’s Visitors Center
9:00 a.m. to 5:00 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 18th, at
11:00 a.m. and 2:30 p.m.
Broadway Room, 2nd fl., Lerner Hall
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 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!
And Tweet what you learned at the convention. | #cspasc15
Trello Super Tool – 2015  
Harry Robert Brake and Pamela Moreno  
Branching off of last year’s introduction to Trello’s dynamic tool that allows organizations to stay in touch and stay ahead of the newest information, we launch into not only reintroducing Trello to all publications, but also the changes that utilize most social media with this do—all reach—all tool. This is an interactive session where you learn as you go. Please bring a device that connects to the Internet, and you will walk away with an armory of tools to strengthen your publication!

Order Up! Creating Your Own Food Network  
Ellen Austin  
Food journalism, from haute cuisine to diners and dives, has taken off. If you want to bring the foodie audience to your web site, join a Bay-area high school food journalist who is piloting innovative coverage with culinary tips, video demonstrations and a dash of humor. Learn how to build a personal brand, find your food niche and expand to multiple platforms. Oh, and don’t miss the free homemade caramels.

Social Media Content Distribution Rules and Regulation  
Myrtle Jones  
Don’t become a character in Orange is the New Black. No, seriously, there are rules and regulations to be followed in digital distribution, especially social media. The session explores how to protect your content (i.e. text, photos and videos) as well as how to properly distribute content received from third party and other sources.
**DIGITAL MEDIA**

**How to Start a Podcast**

Peter Champelli

Learn the technical and stylistic aspects of beginning a podcast, including how to submit a feed to iTunes as well as how to choose the style and purpose of the podcast. Hear how the audio medium is becoming more recognized by the journalism community, especially for student journalists. Aspects of production (including necessary equipment, interviewing tips, narrating and editing) are discussed.

**Creating a Multilingual Literary, Art and Music Online Magazine**

Mimi Melkonian

This presentation demonstrates how to create an online magazine. The presenter discusses how to create a structure to manage the writing, editing, art, music and oral recitations and publishing workflow using state-of-the-art collaborative tools. A highlight: The presenter shows an award-winning online magazine on an IOS device.

**The Digital Story: Find it, Tell it, Share It**

Jake Palenske

Effective 21st century journalists must use technology to find, tell and distribute stories. This session teaches how to produce up-to-the-minute digital content, how to use converged information sources like Twitter and Facebook to generate coverage ideas and how to format/distribute what is produce so audiences can easily access it.

**Thriving in Cyber Space**

Greg D. Stobbe, Chloe Mueller and Sara Peterson

The editorial team of The Feather staff discusses day-by-day steps and tips for producing a fun, interactive and wide-reaching online publication. Learn to create a multimedia newspaper and deliver stories with pizzazz.

**MAGAZINES**

**A Broad Overview of Poetry**

Dean Kostos

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

**Month-by-Month: Building a Strong Literary/Art Magazine**

Amy I. Scott

This session takes you month-by-month through the process with specific suggestions for gathering a staff, procuring submissions, partnering with the art department, teaching InDesign and layout and creating a “buzz” in the larger community with an online website and an end-of-the-year presentation at a local bookstore.

**NEWSPAPERS**

**News and Feature Writing**

Helen F. Smith

Learn how to provide well-written leads and stories to serve your readers’ needs.

**YEARBOOKS**

**A New Tradition in Coverage?**

Natalie Hankins Brown

Yearbooks are no longer one-size-fits all. From traditional to chronological to blended and back again, there are many options to choose from. The staff of The Bolt yearbook found success with its own brand of weekly chronological coverage that features more students as well as current events and trending topics. Come and see if you’re ready to change up your format and breathe new life into your book.

**Two Team Approach to Chronological Yearbooks**

Valerie E. Earhart

Facing the week-by-week struggles of a chronological yearbook can be daunting. In this session, practical tools and staff set-up are shared that has made the task doable. The two-team approach has editing teams working on alternate weeks; the team includes a layout editor, photo editor, copy editor and staff members.

**Step-by-Step Design**

Laura Schaub

Planning is the key to creating meaningful, contemporary designs. See how to create a plan and apply it to each double page spread in the book.

**LAW & ETHICS**

**Advisers and the Law**

Adam Goldstein

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.

**NEWS & FEATURE WRITING**

**More is More: Publish Every 10 Days**

Evva Starr

Learn how to publish a 16-page newspaper every 10 school days, totaling 16 issues per year. The session covers WHY this is essential for both readers staff; HOW to implement this schedule; HOW to hold writers and editors accountable through grading and peer review; and HOW to pay for it.

Remember that ‘All Publications’ sessions are open to all convention delegates.
Who’s Who at the Convention

continues on page 18

Matthew Chayes of Newsday presents at the 2011 Fall Conference. photo/ Rebecca Casto

Bernadette R. Cranmer advises Ursus, the yearbook at Granite Bay (CA) High School. Ursus is a CSPA Crown Finalist. She previously advised the yearbook and newsmagazines at Rancho Cotata and Redwood high schools. Her students have won a CSPA Gold Crown, a CSPA All-American, NSPA Pacemakers, NSPA Best of Show rankings, and state competitions. During her 20 years in education, she has taught workshops for NSPA, yearbook companies and local sponsors at the University of Minnesota, Ball State University, Texas A&M, Southern Methodist University, and a myriad of other locales. [@mrscranner]

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 60 journalism awards, including four 2014 NESPA awards and the 2012 Margaret M. Generali grant for literacy. In 2003, she founded the journalism program that grew to three sections and wrote an articulation agreement so her students receive college credit. 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.

D

Leslie Dennis is the scholastic press manager for SCSPA and SIPA and the assistant manager of the Carolina Journalism Institute. She graduated from the University of South Carolina with a bachelor’s degree in English with a creative writing concentration and a master’s degree in American literature. [@lcdnns627]

Mary Kay Downes has advised Odyssey yearbook for 26 years at Chantilly (VA) High School. Odyssey has received multiple NSPA Pacemaker and CSPA Crown awards, is in the NSPA Hall of Fame and received four Charles Savedge Awards from VHSL. A recipient of the CSPA Gold Key, NSPA Pioneer Award, JEA Medal of Merit VAJTA Douglas Freeman Award and Thomas Jefferson Awards for Lifetime Achievement, and SIPA’s Elizabeth Dickey Service award, Downes was named JEA National Yearbook Adviser of the Year in 2007. Downes was inducted into the Virginia High School Hall of Fame in 2014. She is the past-president of CSPAA.

Michele Dunaway advises the award-winning publications at Francis Howell High School in St. Charles, MO. She is a recipient of a CSPA Gold Key, Distinguished Yearbook Adviser of the Year honors, and a JEA Medal of Merit. She is a DJNF Special Recognition Adviser. In addition to advising, Dunaway writes for St. Martin’s Press and VisualThesaurus.com. [@micheledunaway]
### ADVISERS

**Blogging Your Way to Better Journalism**

Sharon Bloyd-Peshkin

Blogs are a powerful tool for teaching and learning journalism skills, from coming up with story ideas, reporting and interviewing, to writing, editing and attributing. Blogs can also enhance class participation, learning and retention. In this session, learn ways to successfully use blogs in the classroom, explore best practices and share your experiences with the group.

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**Social Media that Gets You There**

Harry Robert Brake and Pamela Moreno

Confused by social media? The onslaught can easily be distracting and slow any publication down. Have no fear! From single use to multiple uses, eight total social media mediums are demonstrated involving you, the attendees, in the process. This is a very interactive session, so please bring a device that connects to the Internet and be prepared to walk away with a new look at how social media can work for your publication.

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### ALL PUBLICATIONS

**On-site Critiques**

Each publication staff — print newspaper, hybrid, digital, yearbook, literary magazine and general magazine — participate in an in-depth critique session to review the reference essentials and visual and verbal elements of the publication. The critiques are individualized to meet the specific needs of each staff. This detailed evaluation can serve as a blueprint for the staff to follow for the new school year.

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**Sell Ads: Set Your Publication Free**

Alena Cybart-Persenaire

Forget endless fundraising. Teach your journalism students business savvy that empowers their advertising knowledge while incorporating editorial skills. In less than 10 days, we sold several thousand in ads — you can, too.

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**Student Swap Shop**

Mary Kay Downes, moderator

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

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**Spend Your Summer Working in Media!**

Myrtle Jones

I had my first internship at 17 working for a major PR firm which led to a college job at Harpo Studios (aka *The Oprah Winfrey Show*). This session explores ways to land an internship while still in high school. Get on-the-job training that helps you stand out when applying to college. This session provides a step-by-step guide to get you that first career job.

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**Beginning Photography**

Jay Kleinrichert

Learn how to control a camera and take better pictures. In this session, learn how to control aperture, shutter speed and ISO and the relationship between these three. Learn different composition methods, such as framing, panning, leading line and the rule of thirds.

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**The Music of Writing**

Michael Lydon

Good writing does much more than convey information. The sound of the words, the rhythm of the sentences, the tone of the writer’s voice all contribute to the emotional message. See how human-to-human communication and dynamic opposites can make writing sing — and make it more convincing.

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**Using Editorial Experiences to Get into the College of Your Choice**

Donald P. Mazzella

Turn your editorial experiences into positive bright spots on your applications. Learn to identify what is important and how to build a scrapbook during your scholastic career that sets you apart from other candidates. Take advantage of the opportunities to establish relationships with interviewees that can be turned into recommendations. Identify experiences that make you stand out for scholarships and internships.

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**“Journalism Students are Destined to be Poor” and Other Stupid Lies, Debunked**

Jake Palenske

We have all heard from parents, counselors, family members and complete strangers: “Journalism? Hope you like being poor;” “The newspaper industry is dying;” “You’ll never have a stable job;” and “Journalism skills aren’t useful in the real world.” Come learn from a journalism-nerd-turned-corporate-marketing-pro why these sayings are “total lies,” and what the employment future holds for professional communicators.

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**Advanced InDesign**

Hal Schmidt

Go beyond the basics of this powerful layout program. Come with questions about your publications and layouts.

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*Tweet what you learned at #cspasc15*
DIGITAL MEDIA

Confessions of Former High School Journalism Nerds
Mike Simons, moderator
Lindsey Kupfer, Ashley Mason, David Studinski and Michael Tedder
Come talk to former pub students and find out how their involvement in journalism helped them in college and in their professional careers. Some of these former students have landed jobs at New York Magazine, New York Post’s PageSix.com, Talkhouse and freelance writing for Rolling Stone.

Broadcast Live: You Only Need Your Phone
James Amato
Just as the story breaks or the game tips off, be there live and in person, broadcasting to viewers around the globe. Find out how to build a news network using a smartphone, schedule a newscast, or start a new one immediately, broadcasting live from the CSPA Convention.

Broadcast Your Voice: Learn to Podcast
Greg D. Stobbe and Callista Fries
The Feather’s lead multimedia anchors discuss the ins and outs of podcasting. Come prepared to discuss how podcasting can brand your school or yourself by relating to listeners through a more personal, creative storytelling format.

LAW & 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 help student journalists avoid common libel traps.

MAGAZINES

Surrealism: Its Relevance to Writers Today
Dean Kostos
American poet Frank O’Hara said surrealism made it possible for poets to write love poems in the 20th century. Explore the image-driven language of dreams to better articulate your message.

Month-by-Month: Building a Strong Literary/Art Magazine
Amy I. Scott
This session takes you month-by-month through the process with specific suggestions for gathering a staff, procuring submissions, partnering with the art department, teaching InDesign and layout and creating a “buzz” in the larger community with an online web site and an end-of-the-year presentation at a local bookstore.

NEWSPAPERS

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.

Dancing on the Edge of the Cliff
Karl Grubaugh
How do you tell sensitive stories that won’t get advisers fired or students disciplined? While this session relies on real-world examples of stories published in the Granite Bay Gazette student newspaper, the goal is to give participants a chance to brainstorm the stories they want to tell in their publications and how they make that happen. Walk away with an appreciation for how difficult but important it is to do this kind of journalistic work well.

PHOTOGRAPHY

Creating a Photo Story Package
Mark Murray
Learn strategies and tips for creating better photo stories. Become familiar with the storytelling process from concept to publication. See examples of strong images and gain perspective on the behind-the-scenes efforts in making them.

YEARBOOKS

So You’re New to Yearbook... Now What?
Veronika Levine and Sarah Lerner
Are you a new yearbook adviser or editor-in-chief? This session gives the tools and skills to stay one step ahead of staff members. Learn the importance of creating a yearbook syllabus, style guides and rubrics to help keep staff on target. This session is taught by a yearbook representative and a first-time adviser to give two different perspectives.

Trends in Yearbook Theme, Design and Coverage
Laura Schaub
From cut-out-background photos to textures and type treatments, designs in magazines, on television, and on the Internet influence yearbooks in theme, design and coverage. Contemporary yearbooks are more inclusive than ever before. See how today’s designs allow for improved coverage while maintaining a trendy look.

More is More: Publish Every 10 Days
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Trends in Yearbook Theme, Design and Coverage
Laura Schaub
From cut-out-background photos to textures and type treatments, designs in magazines, on television, and on the Internet influence yearbooks in theme, design and coverage. Contemporary yearbooks are more inclusive than ever before. See how today’s designs allow for improved coverage while maintaining a trendy look.

DIGITAL MEDIA

Confessions of Former High School Journalism Nerds
Mike Simons, moderator
Lindsey Kupfer, Ashley Mason, David Studinski and Michael Tedder
Come talk to former pub students and find out how their involvement in journalism helped them in college and in their professional careers. Some of these former students have landed jobs at New York Magazine, New York Post’s PageSix.com, Talkhouse and freelance writing for Rolling Stone.

Broadcast Live: You Only Need Your Phone
James Amato
Just as the story breaks or the game tips off, be there live and in person, broadcasting to viewers around the globe. Find out how to build a news network using a smartphone, schedule a newscast, or start a new one immediately, broadcasting live from the CSPA Convention.

Broadcast Your Voice: Learn to Podcast
Greg D. Stobbe and Callista Fries
The Feather’s lead multimedia anchors discuss the ins and outs of podcasting. Come prepared to discuss how podcasting can brand your school or yourself by relating to listeners through a more personal, creative storytelling format.

LAW & 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 help student journalists avoid common libel traps.

MAGAZINES

Surrealism: Its Relevance to Writers Today
Dean Kostos
American poet Frank O’Hara said surrealism made it possible for poets to write love poems in the 20th century. Explore the image-driven language of dreams to better articulate your message.

Month-by-Month: Building a Strong Literary/Art Magazine
Amy I. Scott
This session takes you month-by-month through the process with specific suggestions for gathering a staff, procuring submissions, partnering with the art department, teaching InDesign and layout and creating a “buzz” in the larger community with an online web site and an end-of-the-year presentation at a local bookstore.

NEWSPAPERS

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.

Dancing on the Edge of the Cliff
Karl Grubaugh
How do you tell sensitive stories that won’t get advisers fired or students disciplined? While this session relies on real-world examples of stories published in the Granite Bay Gazette student newspaper, the goal is to give participants a chance to brainstorm the stories they want to tell in their publications and how they make that happen. Walk away with an appreciation for how difficult but important it is to do this kind of journalistic work well.

PHOTOGRAPHY

Creating a Photo Story Package
Mark Murray
Learn strategies and tips for creating better photo stories. Become familiar with the storytelling process from concept to publication. See examples of strong images and gain perspective on the behind-the-scenes efforts in making them.

YEARBOOKS

So You’re New to Yearbook... Now What?
Veronika Levine and Sarah Lerner
Are you a new yearbook adviser or editor-in-chief? This session gives the tools and skills to stay one step ahead of staff members. Learn the importance of creating a yearbook syllabus, style guides and rubrics to help keep staff on target. This session is taught by a yearbook representative and a first-time adviser to give two different perspectives.

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

**ADVISERS**

I’m Not the Editor in Chief, Finally

Valerie E. Earhart

After 14 years of advising the school yearbook and four years as the adviser for the school paper, this teacher learned how to advise and not take on the role of editor-in-chief. Practical tools and tips to move the publication into the students’ hands, including rubrics and staff set-up.

Private School Adviser Roundtable

Ray Westbrook

Come visit with advisers from private schools and share your concerns, war-stories and, yes, your successes. The session is facilitated by the past president of the Columbia Scholastic Press Advisers Association, a 13-year veteran of advising in a private school (and an all-boys school, at that).

The Common Core and the CSPA Critiques

Kathleen Zwiebel

The CSPA’s Medalist Critiques offer publication advisers both general guidelines and specific criteria that reflect current journalism trends. Now they also align with Common Core ELA Standards. Learn how to use the Medalist Critiques as curriculum for the Common Core, how to substantiate your students meeting the Standards and how students can self-evaluate their publications by using the scorebook to analyze and judge their work.

**ALL PUBLICATIONS**

On-site Critiques

Each publication staff — print newspaper, hybrid, digital, yearbook, literary magazine and general magazine — participate in an in-depth critique session to review the reference essentials and visual and verbal elements of the publication. The critiques are individualized to meet the specific needs of each staff. This detailed evaluation can serve as a blueprint for the staff to follow for the new school year.

Writing about Pop Music

Michael Lydon

So you want to write the next Rolling Stone cover story? Pop music is a field where young journalists are experts on reviewing records, interviewing stars, discovering up and comers, reporting on new technology. Writing about pop music can challenge reporting skills and critical skills. Michael Lydon, a pop music writer for 40 years, shares all he has learned from interviewing The Beatles, Ray Charles, The Rolling Stones, Jimi Hendrix and many more.

Finding Sources and Data to Build Better Stories

Donald P. Mazzella

Most story assignments can be enhanced by adding outside resources. The availability of information is exploding. Gaining access to data is easier today than ever before. Identifying sources and have to use them can expand editorials to have more impact. Learning to use them now add to reporters’ abilities not only in journalism but in any lifetime endeavor.

**DIGITAL MEDIA**

Infographics, Web-based Apps and Clever Add-ons: How to Make Online Stories Pop

Lindsay Kovel

From how to create a basic infographic to exploring the best apps to enliven online stories to moving beyond taking one photograph to accompany text online, the tips in this session will make pages more dynamic and compel viewers to click and stay.

On-site Critiques

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Power of the Huddle

Alan M. Murray

Have you ever had trouble working in teams? Learn the principles of leadership, teamwork and ingenuity in managing both web and print publications on a low budget. Become familiar with strategies for communication, motivation and organization. The session also highlights some low-cost tools helpful for working more effectively in teams.

**Beginning Photoshop**

Hal Schmidt

Get the basics on adjusting and cropping photos. See easy steps for cut-outs and other special effects.

No Repeat Staff? No Problem!

Allie Staub and Laura Zhu

Learn how two award-winning yearbook advisers handle the challenges and benefits of 100% staff turnover every year. Advice covers what to teach first, staff organization, traditions, and learning from last year’s staff. Come with questions or take notes!

Cornflakes, Confessions and Controversies

John Tagliareni

In this entertaining and informative session, Tagliareni presents legal advice and strategies for students and advisers covering controversial and sensitive issues in school publications. Resources for assistance about censorship concerns with school administrators are provided.

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Copyright 101

Adam Goldstein

Copyright law limits the 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

Memoirs & Personal Essays

Dean Kostos

Use the craft of writing scene, summary, and retrospection to transform experience into art.

The Authentic Art of Writing

Violet Turner

While professors and pundits are obsessed with archetypes and themes, they often miss the nuances that make for authentically great writing. Re-examine some well-known stories — their characterizations and themes — using a brand new lens, so that your writing can advance from the stereotypical into art.

PHOTOGRAPHY

Photography: Basic to Fantastic

Edmond Kwong

Learn to understand the exposure triangle and work with lighting to help capture any moment with great looking results. Learn photography basics to produce fantastic images for your publication with what is in your camera bag.

The Power of Light Challenge Part 1 of 3

Mark Murray

Light. The medium for photography. Seeing light and the impact it has on the subject is key to becoming a better photographer. But being a photographer is also about thinking quickly and decisively. Join this session on Wednesday and Thursday to practice both skills. On Wednesday, explore the characteristics of light and receive an assignment. On Thursday, meet again for a two-hour block (parts 2 and 3) to critique images from Wednesday’s assignment. Half of the group will be selected to continue on to the next assignment, followed by one more round of critiques and one more round of selections, leading to a final assignment. Bring your DSLR in order to participate.

You’ve Got Game

Mike Simons

Learn to shoot all aspects of a game, pre-game to sidelines to halftime and more, with examples from a Georgia high school football game.

LAW & ETHICS

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Copyright law limits the 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.

NEWSPAPERS

Right under Your Nose: Stories and Photos School Newspapers Miss

Robert Greenman

Common sense and imagination lead to interesting, unusual, colorful, memorable and often crucial stories. Learn how to generate story ideas that newspaper staffs often miss.

Staff Motivation

Helen F. Smith

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

Columbia Flashback

Here are some views of Columbia’s field also known as South Field.

photos/Columbiana
Who’s Who at the Convention

E

Valerie E. Earhart is the adviser of Embers and Talon, the yearbook and newspaper, at Severna Park (MD) High School. She has taught English and journalism, advised the school’s publications for more than 15 years and is a Nationally Board Certified Teacher in English. The yearbook has earned Gold Circle Awards from CSPA and first place awards from ASPA.

Paul Ender was the adviser to the award-winning American yearbook at Independence High School in San Jose, CA for more than 25 years. A longtime special consultant for Herff Jones, Ender’s 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 Olfa National Scholastic Journalism Hall of Fame.

F

George Fiala is a successful commercial photographer, teacher and mentor. Fiala specializes in capturing lyrical images of people on location or in studio for editorial, corporate and advertising applications. Fiala teaches photography at The Episcopal School in Dallas.

Karen H. Flowers was a newspaper adviser for 28 years, Flowers now directs SCSPA and SIPA at the University of South Carolina’s School of Journalism and Mass Communications. Honors include AEJMC’s Scholastic Journalism Division’s Honors Lecturer, CSPA’s Gold Key, James Frederick Paschal Award, DJNF’s Special Recognition and Distinguished Adviser, JEA’s Medal of Merit, NSPA’s Pioneer Award, SCSPA’s Reid H. Montgomery Adviser of the Year and SIPA’s Distinguished Service Award.

David Framel has taught high school English and print and broadcast journalism for 29 years and presently advises The Hexagon yearbook, The Knight Times newspaper, and the KEHS News program for Episcopal High School in Bellaire, TX. His publications and staffs have earned numerous national and regional graphic design and writing honors, including Gold Circle, Scholastic Arts and Writing and Yearbook of Excellence. A published

author of fiction, he also coaches and teaches summer yearbook and newspaper workshops.

Dr. Seth Frechie is a member of the Cabrini College English and Writing faculty. He has more than 30 years of experience working with students in both high school and college publication programs. He served as faculty adviser for Cabrini’s CSPA Crown Award-winning Woodcrest literary magazine.

Jennifer Freeman Thompson has never met a play on words or an ultra thin sans serif she did not like. She has designed for a number of publications, including Oxford American and AF Magazine. She recently returned to the yearbook world to become the director of marketing for Picaboo Yearbooks. She stays active in scholastic journalism as a speaker and judge and lives in Little Rock, AR with her husband and too many pets to name. [@arkansasybk]

Sheryl Fulton is the marketing services manager for Jostens 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 at summer workshops and conventions. She was awarded the Pioneer Award from NSPA in Boston in November 2013, and the Friend of Journalism Award from the Kansas Scholastic Press Association in May 2014.

Mario R. García is an American newspaper and magazine designer and media consultant that has collaborated in close to 700 projects in 120 countries. García has redesigned large publications such as The Wall Street Journal, The Miami Herald, The Philadelphia Inquirer, Handelsblatt, Die Zeit, The Hindu, Malayala Manorama, Sakshi, and Paris Match; medium-size newspapers, such as The Charlotte Observer, România Liberă, and the 40 business

weeklies of American City Business Journals. He was appointed the head of Syracuse University’s School of Graphic Arts in 1977. García was the first recipient of the Society for News Design’s Lifetime Achievement Award, and in 2006 People en Español chose him as one of the 100 most influential Hispanics. In October 2011 he was awarded the Missouri Honor Medal for Distinguished Service in Journalism by the University of Missouri School of Journalism. And in September 2012, García published his thirteenth book, and first e-book, iPad Design Lab: Storytelling in the Age of the Tablet. García often tells everyone that he is, first and foremost, a teacher. He has taught and advised at his alma mater, Miami-Dade Community College, was a professor of graphic arts at S.I. Newhouse School of Public Communications at Syracuse University and University of South Florida. García founded the Graphics & Design program at The Poynter Institute for Media Studies, of which is still a faculty affiliate, and where he continues to be involved with EyeTrack research (in 2012, an EyeTrack study to test how iPad users read news on the new platform). He was named the Hearst Digital Media Professional-in-Residence for 2013–14 at the Columbia Journalism School and is currently Senior Advisor / News Design and Adjunct at the school. He wrote The (New) Adviser, a book for journalism advisers published by the Columbia Scholastic Press Advisers Association in 1974 (now out of print). He received the CSPA Gold Key in 1980 and is the 2015 recipient for the CSPA Charles R. O’Malley Award for Excellence in Teaching. [@DrMarioRGarcia]
2:30 p.m. - 3:15 p.m.

ALL PUBLICATIONS

On-site Critiques
Each publication staff — print newspaper, hybrid, digital, yearbook, literary magazine and general magazine — participate in an in-depth critique session to review the reference essentials and visual and verbal elements of the publication. The critiques are individualized to meet the specific needs of each staff. This detailed evaluation can serve as a blueprint for the staff to follow for the new school year.

Write Copy that Readers Care About
Michele Dunaway
Tired of boring, blah copy? In this session learn how to write stories that students actually want to read. Find out how to take the same-old stories covered every year and make them special.

Design in Mind
Jennifer Freeman Thompson
Your content may be brilliant, but no one will look at it if it’s not visually pleasing. Learn how to entice readers to stay with you until the end with these tips, trends and industry secrets. Ideal for yearbook and magazine.

All in a Day’s Work: Daily Publishing Online Basics
Lindsay Kovel
Want to move to a multi-functioning online platform but worried about time, money, and, most importantly, organizing the transition? This session helps make the process easier. Learn how to convince faculty and administration that this move matters, and how to transition staff to function daily.

Know Your (Copy)Rights
Jake Palenske
Can I use a photo I found online in my newspaper or yearbook? What about images from movies and TV shows? Does the “30-second rule” really exist? Copyright laws can be confusing, but knowing what you can and can’t do could save you from embarrassment and legal issues. This session sheds light on the most common copyright issues encountered by publication staffs.

Metaphorical Images and Visual Metaphors
Ana Rosenthal
The use of images in newspapers and news magazines enhance a story. Images provide the reader with a better understanding of the narrative. Visual metaphors, which are visual puzzles, deliver a strong, meaningful and impactful message.

Student Swap Shop
Mike Simons, moderator
Calling all digital, magazine, newspaper and yearbook staffers. Take this chance to network with students from across the country in a discussion about your publications.

DIGITAL MEDIA

Can You Hear Me Now? Teaching Broadcast Concepts in a Cross-Platform World
Mark Harrison
This session focuses on tips to start/teach broadcast writing and story structure by focusing on the tools/nearly most every student has a smartphone. Focus is on the concepts of broadcasting, both audio and video, and how stories are told in a way that captures an audience. This session also focuses on how audio collection and simple editing can teach broadcasting concepts in even the newest of programs as well as enhance to online content.

How to Manage Online Content in a Professional Way
Canela Lopez and Melissa Wantz
Making the transition from print to online can be a challenging experience for most publications. Learn how and when publishing is appropriate in the online world and gracefully ease into the digital age.

How to Lead Your Peers
Emerald Gearing
A successful editor is measured as much by how he or she runs a staff as by journalistic prowess. This session focuses on how to develop positive peer leadership skills to ensure smooth group dynamics because a better team leads to a better publication every time.

CSHA Crown Award Overview for Digitals, Print News and Hybrids
Edmund Sullivan and Kathleen Zwiebel
Join us for a review of the 2015 CSPA Crown Finalists for the categories of digital publications, print news and hybrid (a print/digital combo publication). Slides of this year’s finalists from those publications are shown and discussed.

Tweet what you learned at #cspasc15
LAW & ETHICS

From Tinker to Hazelwood to Dean

Adam Goldstein

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.

PHOTOGRAPHY

Saving Face

Tiffany Kopcak

Mug shots. They are the worst form of photography: an awkward face in front of a cinderblock wall. Eliminate them from your publication by transitioning to environmental and natural reaction photos. Learn the do’s, don’ts and sweet tricks to environmental portraits. Discover how to capture personality as opposed to a false frozen smile. Examine how lighting conveys story and get tips on inexpensive lighting options to start building a portrait studio.

Picture Speaks 1,000 Words

Edmond Kwong

Ever wonder how professional photographers take amazing photos for magazines and newspapers? Wonder how you can do the same for your yearbook and school publication? Learn all the little things to do that make a big difference and how to prepare to take great pictures that tell stories.

YEARBOOKS

Thinking Outside the Box

Anne Hayman, NBCT

Make your yearbook completely different from one year to the next and learn how to change coverage, organization and overall look each year without going crazy. Discussion includes how to plan a new book as well as the logistics of how to turn vision into reality.

Yearbook Fairies Don’t Exist

Lizabeth A. Walsh

Create pixie magic in your yearbook room through planning, preparation and persistence. This session discusses procedures and planning models that can help editors tackle the enormous project and help staff do great work. Access to electronic materials available by emailing editorlaw@gmail.com subject line: 2015 CSPA sessions.

Motivating and Rewarding your Staff

Allie Staub and Laura Zhu

In all of the hustle and bustle of yearbook production, it is easy to forget to stop and take time to motivate staffers. Taking a break from all of the work can actually increase student productivity. It is also important during that time to reward and recognize students on a job well done, not just when the book is done but throughout the year.

NEWSPAPERS

Systems for Covering the School Community

Helen F. Smith

The session focuses on planning, organizing and presenting excellent coverage of the school community. Topics include making assignments, compiling and maintaining a list of news sources and conducting research.

Color: Photo Exercises to Push Your Creativity

Dan Nelson

Color is easy to capture but hard to master. This session covers seven assignments to extend your sense of color. A bit of color theory is included.

MAGAZINES

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.

How Lyrics Inspire Powerful Poetry and Prose

Violet Turner

There is much to be learned from lyricists who create provocative characters, potent imagery, and complete storylines with great concision. From The Beatles and Bruce Springsteen to bluesmen and rappers to Ed Sheeran and Taylor Swift—lyricists can teach skills for creating powerful plots using a minimal amount of words that can then be applied to any genre.

Remember that ‘All Publications’ sessions are open to all convention delegates.
Wait! Don’t Turn In That Story Yet!  
Merrill Perlman  

Before you turn something in, you need to read it from your audience’s perspective. This session includes tips to do that, and some quick fixes to be sure the copy is saying what you THINK it’s saying.

Meter without Stress  
Dean Kostos  

Developing an understanding of poetic meter enhances your understanding of the craft of poetry, particularly poetry written in the past. It is useful to all writers of poetry, even those who prefer free verse.

Sports Writing  
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.

Winning Awards for Your Editorials  
Edmund Sullivan  

Learn ways to shape the opinions of your readers with persuasive editorials. How do facts and opinion mix in editorials? How do you pick interesting topics? Who should write editorials and when/how should they be included in your staff workflow? Most importantly, how to respect the other point of view but express your own.

Gun Reporting in America  
Jennifer Mascia  

What is lacking in the media’s coverage of gun violence? This session includes tips for writing more complete stories about gun violence.

5 Must-Haves for Online Articles  
Melissa Wantz  

Moving from print to pixels means connecting with readers in a different way. Keep the audience coming back by getting web staff to be consistent with these five essentials.

High School Press Freedom  
Adam Goldstein  

What are your rights as a public high school student journalist? This session 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.

Hide Yo’ Grids, Hide Yo’ Guides  
Tiffany Kopcak  

Stuck reworking the same design piece over and over again? Not sure why something isn’t working? Think you’re a terrible designer? This session looks at common design problems and identifies problems. By learning to quickly recognize how your design has failed, you can more quickly achieve functional and beautiful layouts. Sometimes designers need to put the guides away and pull out your bag of tricks to fix the problem, so we’ll go over some tricks, too.

Old Stories, New Media: Convergence Journalism Basics  
Jake Palenske  

What is convergence? How and why is it happening? How do I prepare my publication, my staff members and my program for the demands of the digital age? This session introduces converged journalism and how to implement it in the classroom.

Documentary Photography  
George Fiala  

Learn about documentary photography and its impact towards understanding the world. Through discussion, images and segments from a documentary film War Photographer, participants gain an understanding of the importance of this medium.

Photo Q&A  
Mark Murray  

Dealing with a file management issue? Having problems getting the photos you need? Questions about buying equipment? Join this Q&A session for everything photo related.
I Pushed the Button: What Happens Inside the Camera?
Dan Nelson

An overview of the process of converting light to data, from the photon to the byte. If you love the technical aspects of photography, this workshop is for you. Learn how the DSLR works, and how to get the most from your data.

Yearbook Fashion Week 2015
Katie Krueger

What is trending in 2015 and what did we leave behind last year? Learn the new and now in design, typography and color. Trends are constantly evolving. Don’t miss out! You won’t see Comic Sans on this yearbook catwalk.

Special Delivery
Jeff Moffitt, NBCT

There are many ways to tell a story. How you assemble the pictures, words and graphics are integral to bringing the story to life. It’s all about packaging the details. Some things require a traditional format but often alternative copy might be better. Consider what the readers want and find a way to cover your school and deliver it all.

Leadership and the First Follower
Lizabeth A. Walsh

Developing a successful leadership infrastructure has little to do with choosing the most charismatic or the most skilled people from the staff to lead the group. It does, however, have a whole lot to do with finding followers who are willing to be led by developing leaders. This session discusses staff recruitment and development, editorial leadership development and the relationship among all staffers that can help create a powerful publications room.

Take a virtual tour of Columbia University!

http://undergrad.admissions.columbia.edu/visit/virtual-tours
http://www.columbia.edu/content/self-guided-walking-tour.html

You have several options to get to know the University with the help of your smartphone! You can take a self-guided tour and find out what happens in each building or learn about the architectural highlights of the campus.

Remember that ‘All Publications’ sessions are open to all convention delegates.
Who’s Who at the Convention

Tom Gayda advises the student media at North Central High School in Indianapolis and teaches an online journalism class for Ball State University. He is a past recipient of the NSPA Pioneer award, JEA Medal of Merit and Indiana Journalism Teacher of the Year. Gayda also directs the summer workshop at Ball State University. Last summer his first book, Scholastic Journalism Leadership, was published. [@thomasdgayda]

Emerald Gearing is a senior at Columbia University double majoring in English literature and French and Francophone studies. After a two year position as a Resident Adviser, Gearing currently serves as a community adviser for Columbia’s Office of Residential Life. She is also a program associate at CSPA.

Kristina Gisonde is a Herff Jones Yearbook representative servicing local schools in New York. She is also the director of the Yearbook Expo, which showcases the best yearbooks in the area. She trains her yearbook staff with an emphasis on publication design, coverage and organization. She is the most award-winning rep in the Northeast with schools consistently on the CSPA Crown finalist list.

Adam Goldstein is attorney advocate for SPLC 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 FCLC Observer. He is a member of the New York State Bar Association and the ABA. [@AdGo]

Mark Goodman is the first Knight Chair in Scholastic Journalism at Kent State University in Ohio. Also a lawyer, Goodman was executive director of the SPLC from 1985 to 2007. Recognized as a national expert on scholastic journalism, media law and student press freedom, he speaks to hundreds of students, teachers, school administrators and attorneys around the United States and abroad each year about the legal issues confronting the student press. Goodman has received many awards for his work with the student press, including CSPA’s Gold Key, the Charles O’Malley Award and the Joseph M. Murphy Award. [@SMarkGoodman]

Brenda W. Gorsuch advises the Wingspan news magazine, the Westwind newspaper and the Wingspan Online news site at West Henderson High School in Hendersonville, NC. She currently serves on the executive committee of SIPA and the board of the NCSSMAA. She was the 2004 DJNF National Journalism Teacher of the Year and the 2013 JEA National Yearbook Adviser of the Year.

Elizabeth Gouldman is the Director of Digital Media and Databases at the Holton-Arms School in Bethesda, MD. Gouldman advises Scrolling, the online edition of the school’s literary magazine. Scrolling (www.holton-arms.edu/Scrolling) was awarded a CSPA High School Hybrid Publication Gold Crown in 2013 and 2014 and is a 2015 CSPA Crown Finalist.

Warren Green is a Boston-based investment banker, advising companies on both corporate finance and mergers and acquisitions. He is a frequent speaker at business schools and for entrepreneurs. Prior to law school, he wrote for The New York Times and had articles published in its Sunday Business and Finance, Sunday Travel, National and Metropolitan News sections. His photographs have hung in The Brooklyn Museum and the World Expo in Osaka, Japan, and his photography has been featured on the Associated Press A-wire and in private shows.

Karl Grubaugh advises the award-winning Gazette student newspaper and GraniteBayToday.org student news web site at Granite Bay (CA) High School, where he also teaches AP economics. His publications have won multiple CSPA Gold Crown and Silver Crown awards, as well as NSPA print and online Pacemakers. He also works as an occasional copy editor at the Sacramento Bee, and a former student hired him last year as a contract copy editor for Newsela.com. He was the 2008 DJNF National High School Journalism Teacher of the Year, and he received a CSPA Gold Key in 2013. [@kgrubaugh]

Tatiana Gutierrez is a senior at Convent of the Sacred Heart High School in San Francisco. She is in her second year as editor-in-chief of The Broadview. Gutierrez has won both regional and national awards during her four years on staff. While at the helm, the staff has won a CSPA Crown, the First Amendment Press Freedom Award, and two NSPA Pacemaker Finalist awards.
Exhibits and Publications Display
Arledge Auditorium, 1st fl. Lerner Hall
8:00 a.m. to 3:00 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 are on display.

Advisers’ Hospitality Lounge
Satow Room, 5th floor Lerner Hall
8:00 a.m. to 1:00 p.m.
Enjoy some refreshments during the day.

On-site Critiques
Ongoing from 9:00 a.m. to 3:30 p.m.
Sign up in Room 555, 5th fl. Lerner Hall
This oral critique is free for all delegations, whether newspaper, magazine, yearbook or digital media. Staffs and/or advisers meet with a volunteer adviser-judge for about 15 minutes of discussion about the publications brought by the staff or viewed online. Critiques are available when at least one staff member or adviser is present at the Convention, and for groups as large as nine people (we use tables that seat 10 people). 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.

Student Swap Shops
11:00 a.m. and 1:30 p.m.
Broadway Room 2nd fl., Lerner Hall
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 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.

Columbia’s Visitors Center
Hours 9:00 a.m. to 5:00 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.

Follow CSPA [@cspa] on Twitter for convention updates!
And Tweet what you learned at the convention. | #cspasc15
9:00 a.m. - 9:45 a.m.

### ADVISERS

**Going Online: Lessons Learned**

**Beth Hunsinger**

This session is presented by a newspaper adviser who stepped out of her comfort zone to go exclusively online (using WordPress) with her school’s newspaper in the fall of 2014. This session is intended for print newspaper advisers who do not yet have a thriving web presence. Hunsinger is by no means an expert in online journalism or a technology guru; she is merely someone who has gone through the experience of making the shift from print to online. She shares lessons learned and practical tips.

**Oh No You #Gridnt**

**Steve Kent**

An up-to-the-second look at what’s happening in professional publication design, and how that translates to you. Learn how readers process information and tools designers use to lead the eye through content. Space, color and type contribute to the science of graphic design, which separates us from the animals. #YBKillinIt

### ALL PUBLICATIONS

**On-site Critiques**

Each publication staff — print newspaper, hybrid, digital, yearbook, literary magazine and general magazine — participate in an in-depth critique session to review the reference essentials and visual and verbal elements of the publication. The critiques are individualized to meet the specific needs of each staff. This detailed evaluation can serve as a blueprint for the staff to follow for the new school year.

**On the Air? Give it Some Flair.**

**David Framel**

This session offers some suggestions to enhance the production value of your broadcasting program and specifically the production of the school news magazine. Computer graphics, equipment upgrades, interview formats, weekly features and more can give your program the professional appeal it needs while engaging students in all areas of broadcast production. From voice acting to video production, your program can continue to move forward with some simple additions.

**Digital Media**

**Once More, From the Top: How “Dry-Runs” Will Make Your Broadcast Awesome**

**Mark Harrison**

Broadcasting is journalism, true, but it is also part performance art. Just picking up a camera and hoping for the best is a horrible idea. When it comes to packages, special segments and promotions, “blocking” your movements and rehearsing is key to making great video in today’s busy schedules and one-shot options on-site.

**Write It Right, Write It Tight**

**Karl Grubaugh**

Writing is the heartbeat of any journalistic effort, whether it’s print, broadcast or online. Attend this session and walk away with six concrete ways to improve your publication’s writing, complete with specific examples of how to make written communication less cluttered and incoherent, more punchy and to the point. And that, my friends, means more readers, listeners and viewers! Which is, of course, the point. Right?

### Moving Up

**Harry Robert Brake and Pamela Moreno**

Editor-in-chief, editor, management, organization, creativity credentials: What does it take to run a publication? You may or may not think you want to be in control of a broad level of responsibility but, for those of you who are unsure, the roles that are crucial in your publication. Learn from the editor’s chair, skills that will help support your editor and your publication.

**Going Long: The Possibilities of Longform Stories**

**Ellen Austin**

Join the adviser and students of Harker’s award-winning journalism program as they discuss the journey involved in crafting a brand new, themed long-form magazine. Learn the logistics, design concerns, strategic planning and assigning, business and budget issues that come with moving toward in-depth journalistic coverage. Also included: how to re-imagine a long-form piece when it moves from print to an online presence.

**Controlling the Photo Chaos**

**Sarah Nichols**

Photo shoots for student media can get out of control quickly. Control the chaos with ideas from this organizational session covering topics like how to manage daily coverage for print and digital media as well as how to get better photos out of beginning photographers. This session covers camera checkout procedures, photo assignments, how to use Trello as a photo tracking and management tool, the benefits of implementing a photographer-of-the-day plan and more.

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Going Digital: How to Get the Most Out of the Move to an Online Publication

Jon Ringel
Since our paper converted to an all-digital format last year, we have discovered a number of advantages and quite a few tips, tricks, and shortcuts to help students and advisers take advantage of all that the web has to offer. Learn how to make the switch with as little stress as possible.

Broadcast Script Writing Tips for Video

Chris Waugaman
Great storytelling begins with great writing whether you are producing a newspaper, yearbook, or web story. But people often forget about this process when they start to create a video. Discover how strong script writing can elevate the quality of your broadcast and web videos.

NEWSPAPERS

Reinventing Your School Newspaper

Jason Boland
Looking to breathe new life into your publication? This session will discuss ways to improve the design, look, and content of 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.

From the Top

Matthew Chayes
What’s the sure-fire way to discourage readers from reading on? Print a first paragraph that’s dull, boring, tired, clichéd, confusing, or some combination. This session is a workshop on perfecting story ledes.

How to Sell Advertising

Helen F. Smith
Find advertising prospects and finance your paper’s freedom of the press.

More than the Score: Training Journalists (and Athletes!) for Sports Coverage

Erinn Harris and Carrie Faust
You’re assigned to cover field hockey. The only problem? You know nothing about field hockey. This is a common problem in publications labs, but you can see beyond the score and find the story. Come learn what you need to know about a sport before you cover it, how to ask questions to avoid the cliché, tips for great sports photography, selecting the type of coverage to best tell the story and how to work with athletes and coaches so that everyone involved sounds like they belong at ESPN.

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

In Praise of Walking

Christian McEwen
Learn the relationship between writing and walking.

YEARBOOKS

Yearbook Countdown

Tamra McCarthy
If yearbook is documenting a single year, does it begin the first day of school? The first day of summer? The previous spring? Join two experienced advisers as they break down their preparation rituals for their staffs: from retreats to boot camps, from planning the ladder to organizing summer coverage, from interviewing for the staff to theme pitches, leave with new ideas for jumping into the next yearbook season.

How to Approach Strangers and Capture a Quality Interview

Susan Pavelka
What are the best questions for the interviewer? Which techniques are the most effective? What is the Plan B and the Plan C for interviewing? What should you say and not say? This session covers the skills and techniques needed to get the quotable quotes for any story.

Writing a Yearbook Article

Vincenza Rella
A yearbook article is a unique piece of writing. Learn how it’s different from any other form of literature and how to entice readers to read it!

Visual Storytelling for Yearbooks

Laura Schaub
Adding video to your yearbook? Compelling video engages the audience through a strong central character on a quest for a goal against obstacles he or she encounters along the way. Visual storytelling celebrates the human spirit and captures and communicates a sense of experience.

Blank Space

Ned Semoff
Taylor Swift is a musical genius when it comes to telling the story of her life. Every album, song and music video has its own theme and design. Blank Space discusses the importance of putting together all the details to create a successful yearbook. Learn how to make the yearbook school specific through story telling, design, and marketing. This session takes a swift approach to taylor a yearbook that is sweeter than fiction.

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Who’s Who at the Convention

Sandy Hall-Chiles is the adviser to Eagle Edition, the print newspaper of The Episcopal School of Dallas and its companion web site, eagleeditiononline.com. Additionally, she has recently launched ESDN, the sports and live event streaming service for The Episcopal School campus. In her nearly 40 years advising publications, her students have earned Gold Crown and Silver Crown awards from CSPA, Pacemakers from NSPA, Star Awards from ILPC, and numerous other national, state and local individual awards. A former Dallas Teacher of the Year and Max Haddick Teacher of the Year, she also proudly and humbly holds a Gold Key from CSPA.

Erinn Harris, a yard for the last 20 years, advises Techniques yearbook, tjTODAY newspaper, tjTODAY Online and TJTV at Thomas Jefferson High School for Science and Technology in Alexandria, VA. Her staff has earned a CSPA Silver Crown, a NSPA Pacemaker, Gold Medalist and All-American critiques, and many state and local awards. JEA named Harris a Rising Star in 2010 and a Special Recognition Adviser in 2014. [@Erinn_Harris]

Charla Harris advises the yearbook, newspaper and broadcast programs at Pleasant Grove High School in Texarkana, TX. She is a regular speaker at summer workshops and conventions and is a DJNF Distinguished Adviser, a JEA Distinguished Adviser and a Texas Journalism Teacher of the Year. She is currently serving as president-elect for the TAJE. The student publications at Pleasant Grove High School have won numerous CSPA Crown, NSPA Pacemakers and ILPC Star awards.

Mark Harrison is the adviser of the Golden Fleece Media Group, a convergence media class and program covering newspaper, broadcast and online media in Asheville, NC. He has been advising high school media for nearly 15 years. He has worked with his state media association in all levels and routinely teaches courses during state and regional conferences. The Golden Fleece (www.GoldenFleeceOnline.com) won a CSPA Silver Crown in 2014. [@GFMediaGroup]

Sara Hashem is the co-adviser for Richard Montgomery High School’s literary magazine, Fine Lines. This is Liles’ sixth year as co-adviser. In addition, she teaches AP Language, MYP English 9, and IB Theater.

Tom Hayes is an award-winning journalist who has taught journalism for the past 10 years at one of Indiana’s largest public high schools. Tom covered the NFL, NBA, Indy 500, high school sports and college basketball for 20 years before turning to teaching. His publications at Ben Davis High School in Indianapolis have won numerous state and national awards, and he has presented sessions at Ball State University and state journalism conventions for 15 years. [@BD_Publications]

Daniel Marshall Haygood, Ph.D. is a faculty member at Elon University’s School of Communications. Haygood teaches advertising, digital brand communications, and sports information. He has 20 years of advertising experience, including 12 in account management at D’Arcy Masius Benton & Bowles in New York and Tokyo working on accounts, such as Procter & Gamble, Mars, and Anheuser-Busch. Additional experience includes working in digital media and interactive advertising with a Raleigh brand communications firm.

Anne Hayman is the adviser of The AHS Eagle and The Stillaguamish Trail, the news web site and yearbook at Arlington (WA) High School. She attended the Reynolds Journalism Institute in July 2014 and has presented at multiple JEA conventions. Her 2013 yearbook was a NSPA Pacemaker finalist. She is in the process of completing her project to become a Master Journalism Educator. She teaches one-day workshops for area yearbook staffs and advisers to improve theme and function. [@Anne_Hayman]

Karl Haeseler is the director of educational technology in the Upper School of Convent of the Sacred Heart in Greenwich, CT.

Tara Huber is the adviser of The Playwickian, Neshaminy High School’s student newspaper since 2000. She was named Journalism Teacher of the Year for 2014-2015 by PSPA and honored with the 2014 National Liberty Museum Teacher as Hero Award. The editors received the ACLU 2014 Civil Libertarian Award and the City Council of Philadelphia passed resolution in support of Huber and her editors for taking a controversial stance against offensive Native American mascotry. CSPA has evaluated The Playwickian for the past 38 years, and the publication has received a Gold Medalist for 26 of those years. [@kikhayskycon]

Beth Hunsinger is the adviser of The Falcon Flier, the online news site at Fredericksburg (VA) Academy. She has been the adviser of the publication, formerly a print newspaper, for 10 years. Before making the switch to education, Beth was a reporter for Fredericksburg’s daily newspaper, The Free Lance-Star. She has presented at CSPA’s Spring Convention for the past six years.

Dave Johnson is the author of Marble Shoot (Huntingbird Press 1996) and the plays, “Sister, Cousin, Aunt” and “Baptized To The Bone.” He is the editor for Movin’ (Orchard Books 2000). Johnson is a visiting faculty member of the MFA Creative Writing Program at The New School University and an instructor at The Cooper Union School of the Art. He has taught at Yale University and Columbia University. His work recently appeared in Washington Square and currently appears in The Texas Review.

continues on page 38
10:00 a.m. - 10:45 a.m.

### ADVISERS

**Backseat Driving**
Beth Shull
What exactly is the adviser’s role in a student media program? While there may not be a perfect formula, this session explores ideas for success.

**Firm Foundations**
Sandy Stephens
This session is about building a firm foundation for your yearbook staff. Topics presented are relevant to other staffs as well (newspaper, literary magazine, etc).

### ADVISERS & EDITORS

**Mission Statements are Meaningful**
Anne Barr
Come share ideas about why mission statements are meaningful for student newspapers as well as share models for constructing them. Intended audience: advisers and editors

### ALL PUBLICATIONS

**On-site Critiques**
Each publication staff — print newspaper, hybrid, digital, yearbook, literary magazine and general magazine — participate in an in-depth critique session to review the reference essentials and visual and verbal elements of the publication. The critiques are individualized to meet the specific needs of each staff. This detailed evaluation can serve as a blueprint for the staff to follow for the new school year.

**Review Writing: Getting it All**
Leslie Dennis
Reviews are not just about what you like and don’t like. They are about informing readers. Learn how to give readers all the information they need and want.

**Camera Rolling: Starting a Broadcast Program**
David Framel
Ready to give students hands-on experience in the broadcasting field but not sure where to begin? This session examines the course description, logistics, costs, equipment software, and other considerations when building a high school broadcasting program from the ground up. Weekly news programs, guest interviews and radio podcasts can be a reality if you have the resources and support. Find out what it takes to bring students into the world of broadcast journalism.

**A Twisted Mind Is a Terrible Thing to Waste**
Leigh Rubin
Through his humorous presentations “Sitdown Comedian” Rubin emphasizes the rewards of persistence and the fun of problem solving while celebrating the joy of creativity. Rubin tries to inspire people to break their normal routines of looking at things and think outside of the box, even though Rubin has to draw inside a box.

**Student Swap Shop**
Kristina Gisonde, Moderator
Calling all digital, magazine, newspaper and yearbook staffers. Take this chance to network with students from across the country in a discussion about your publications.

**The Big Bang Theory**
Tom Hayes
Explore several design theories focusing on why sometimes bigger is better when it comes to creating those eye-catching designs that attract readers. This session looks at design trends and discusses how designs are created in all types of publications. Bring your own designs for a lively discussion about design theories.

**Thinking Fancy Thoughts**
Sabrina Schmitz
Don’t just think outside the box, tear the box apart by learning how to think creatively. Get fancy with tips, tricks and activities to inspire creative thinking. Then put that creativity to use by learning how to transform inspirational pieces into yearbook-worthy designs.

**The Inside Scoop on Covering Sports at Your School**
Chris Waugaman
Sports reporting is the one area of high school coverage that always presents great opportunities for storytelling. Unfortunately, staffers fall into the trap of just including basic score recaps and cliché quotes for stories. Sports is so much more than scores and clichés. This session focuses on uncovering deeper stories in the sports section. You will leave this session inspired to cover sports in a new way.

**#InstaSham**
Steve Kent
“Kids only look at the pictures.” Then, make ‘em snap, boo. Taught from a designer’s perspective with all new images, learn how to appreciate photography as art, free your staffers to capture it and challenge designers to take their cues from it. It’s a content-driven world, and many times photos should be in the driver’s seat. #CropItLikeItsHawt

**We Design with a Little Help from Our Friends**
Laura Schaub
By studying professional designs, learn how to create excellent newspaper packages, outstanding yearbook spreads and excellent advertisements. Join this discussion of cool ideas from professional publications and how to apply these ideas to learn student newspapers, magazines and yearbooks.

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**remember that 'all publications' sessions are open to all convention delegates.**

**organizing a connected staff**

**sergio luis yanes**

keeping a staff organized is never an easy task. luckily, a lot of the technology can be easily adapted. learn about free digital tools any journalism staff can use to stay on top of assignments and hold each other accountable. these tools are designed to help staffs be flexible and productive without feeling overwhelmed. discussions include communicating with staff members, collaborating on assignments and organizing workflows.

**law & ethics**

**online news: redefining journalism?**

**adam goldstein**

a presentation addressing media adaptation to the internet that includes discussion of 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.

**yearbooks**

**magazine mania**

**gary lundgren**

magazines, both print and digital, are packed with design ideas for contemporary yearbooks. this session looks at professional magazine designs and discusses why they are effective and how they could be adapted to meet the special needs of a yearbook audience.

**tell your story with voice!**

**tamra mccarthy**

find a theme that fits your school and allows you to cover the year in a way that is unique and all your own. in this session we’ll explore why theme copy and development is so important to telling that story and ways to find the voice that carries it through!

**newspapers**

**investigative reporting for your high school newspaper**

**joe bergantino**

what are the issues in your school and community that could lead to compelling investigative reports? this session focuses on providing a step-by-step method for conducting an investigation as well as coming up with investigative story ideas.

**magazines**

**across the bridge of dreams**

**christian mcEwen**

learn how to use dreams in poetry and prose.

**digital media**

**how to start a podcast**

**peter champelli**

learn the technical and stylistic aspects of beginning a podcast, including how to submit a feed to itunes as well as how to choose the style and purpose of the podcast. hear how the audio medium is becoming more recognized by the journalism community, especially for student journalists. aspects of production (including necessary equipment, interviewing tips, narrating and editing) are discussed.

**photography**

**shoot like the pros**

**mike simons**

learn how to look at great photos and break down what goes into them. come discuss and gain practical tips, tricks and takeaways.

**the digital story: find it, tell it, share it**

**jake palenske**

effective 21st century journalists must use technology to find, tell and distribute stories. this session teaches how to produce up-to-the-minute digital content, how to use converged information sources like twitter and facebook to generate coverage idea, and how to format/distribute what is produced so audiences can easily access it.

**photography**

**how to approach strangers and capture a quality interview**

**susan pavelka**

what are the best questions for the interviewer? which techniques are the most effective? what is the plan b and the plan c for interviewing? what should you say and not say? this session will cover the skills and techniques needed to get the quotable quotes for any story.

**newspapers**

**yearbook is journalism**

**sarah nichols**

this session on 21st-century journalism discusses skills and experiences rather than the limitations of a publication label. this session explores advantages of a comprehensive media program and makes the case for journalistic, collaborative and creative products with yearbook production as just one part of the experience.

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**tell your story with voice!**

**tamra mccarthy**

find a theme that fits your school and allows you to cover the year in a way that is unique and all your own. in this session we’ll explore why theme copy and development is so important to telling that story and ways to find the voice that carries it through!

**newspapers**

**investigative reporting for your high school newspaper**

**joe bergantino**

what are the issues in your school and community that could lead to compelling investigative reports? this session focuses on providing a step-by-step method for conducting an investigation as well as coming up with investigative story ideas.

**magazines**

**across the bridge of dreams**

**christian mcEwen**

learn how to use dreams in poetry and prose.

**digital media**

**how to start a podcast**

**peter champelli**

learn the technical and stylistic aspects of beginning a podcast, including how to submit a feed to itunes as well as how to choose the style and purpose of the podcast. hear how the audio medium is becoming more recognized by the journalism community, especially for student journalists. aspects of production (including necessary equipment, interviewing tips, narrating and editing) are discussed.

**photography**

**shoot like the pros**

**mike simons**

learn how to look at great photos and break down what goes into them. come discuss and gain practical tips, tricks and takeaways.

**the digital story: find it, tell it, share it**

**jake palenske**

effective 21st century journalists must use technology to find, tell and distribute stories. this session teaches how to produce up-to-the-minute digital content, how to use converged information sources like twitter and facebook to generate coverage idea, and how to format/distribute what is produced so audiences can easily access it.

**photography**

**how to approach strangers and capture a quality interview**

**susan pavelka**

what are the best questions for the interviewer? which techniques are the most effective? what is the plan b and the plan c for interviewing? what should you say and not say? this session will cover the skills and techniques needed to get the quotable quotes for any story.
Beyond Controversy: Covering Religion in High School
Joelle Keene
Are there religious kids at your school? Does this frame their outlook on life and school? Is this news? Religion is a proving ground for tolerance and a chance to regard the world from different angles, and growing ever more important to understanding current events. How do you cover it with respect, sensitivity and color?

When Bae #HadEnough
Steve Kent
Image all up in your bizness: It’s not just you or your program. Staffs everywhere face real challenges to operate profitable publications. Get ready for some radical suggestions to change how you plan and create your next publication. Oh, and it works. #YBKcoin

Thinking Fancy Thoughts
Sabrina Schmitz
Don’t just think outside the box, tear the box apart by learning how to think creatively. Get fancy with tips, tricks and activities to inspire creative thinking. Then put that creativity to use by learning how to transform inspirational pieces into yearbook-worthy designs.

Empathy: The Key to Great Storytelling
Chris Waugaman
So you have been interviewing people for quite some time now, but your quotes are still not very inspirational – what is going wrong? This session shows you how reporting is more than just research and questions, but about finding a basic understanding of people that eludes so many. Learn how to have a conversation all over again.

 Streams. Compressors. Bits. (No Water, Air or Kibbles.)
Jake Palenske
YouTube or Vimeo? h.264 or MPEG-4? 480i or 1080p? Confused yet? You’re not alone. This session will take the “geek” out of shooting, exporting and distributing your digital videos using the web and mobile platforms. The session covers hardware/software needs, production tips, video hosting options and the best way to embed video into your web pages.

Top 10 Tips for Good Design
Claire M. Regan
Make each page a winner with these 10 easy-to-follow guidelines.

Privacy and the Law
Adam Goldstein
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.

ALL PUBLICATIONS

On-site Critiques
Each publication staff — print newspaper, hybrid, digital, yearbook, literary magazine and general magazine — participate in an in-depth critique session to review the reference essentials and visual and verbal elements of the publication. The critiques are individualized to meet the specific needs of each staff. This detailed evaluation can serve as a blueprint for the staff to follow for the new school year.

Advanced InDesign
Hal Schmidt
Go beyond the basics of this powerful layout program. Come with questions about your publications and layouts.
The Art of Suggestion: Visual and Literary Metaphors Working Together

Karen P. Crowley

This session explores ways that student editors can create harmony between the visual and literary components of a magazine without relying on literal illustrations. Student artwork and writing both need to be able to stand on their own expressive and artistic merits, while also melding into a unified whole within the context of the student publication. Along with the adviser for Agapae, current and former student editors will present our working process.

Seed Books and Journals

Christian McEwen

Learn how to keep track of what really matters.

Vibrato: The Staff Behind the Magazine

Ana Rosenthal

The award winning literary magazine's staff will explain how they work and how they find their creative inspiration.

Is This Any Good?

Gail Katz Snyder

Some tips and topics of discussion to guide literary magazine editors and staff in deciding what selections will work best for their magazines and how to critique the final magazine.

Ethical Challenges in Investigative Reporting

Joe Bergantino

Is it ever acceptable to lie in pursuit of a story? What’s the line between dogged reporting and violating someone’s privacy? Investigative reporting presents unique ethical challenges. This session offers a framework to guide in ethical decision making.

All the World’s a Stage

Tom Hayes

This session includes the benefits of taking a high school newspaper online. This session explores how going online increases the coverage your staff can provide and will ultimately increase the number of readers.

How to Get Emotional Content into Your News and Feature Stories

Robert Greenman

Stories and photos with emotional content abound in school. Readers recant and remember stories about emotional aspects of life. Learn to write these stories and your reporters and writers will value and treasure the stories they have written.

Writing Fashion and Beauty: Frivolous or Functional?

Gerit Quealy

Fashion and beauty writing, both for women and men, is a competitive market. This class examines the underpinnings of being a journalist in that world, what you need to know, how to shape and the difference between “journalist” and “blogger”.

16 for 2016

Gary Lundgren

As you get ready to plan your 2016 yearbook, let’s examine 16 essentials for a cutting-edge yearbook.

The Missing Story: Financial Reporting for School Newspapers

Warren Green

Student publications rarely report financial news, although the economy affects everyone in the school. From threats to curtail funding for student activities to the challenge of after school jobs and teacher retirement, students and teachers are challenged by the current economy. This radical session introduces economic reporting and provides suggestions on developing relevant, personal and lively financial reporting in student newspapers.

Remember that ‘All Publications’ sessions are open to all convention delegates.
Who's Who at the Convention

**Myrtle Jones** is assistant professor at Rochester Institute of Technology’s School of Media Science where she teaches Team Project, Advanced Digital Asset Management, Media Business Basics, Multimedia Strategies and Media Distribution and Transmission. Jones has focused her career on the digital distribution of content following graduate research at New York University. Her experience includes publicity management at Voyager Publishing, the first to place book content on floppy disk, and The Oprah Winfrey Show where she participated in the development of the audience database. She served as inaugural online director at The Journal News.

**Crystal Kazmierski** advises the Wings yearbook at Arrowhead Christian Academy in Redlands, CA and teaches design and photography at workshops and conventions. She was the 2000 JEA Yearbook Adviser of the Year. Wings has received multiple CSPA Gold Crown awards and NSPA Pacemaker awards under Kazmierski’s guidance.

**Joelle Keene** advises The Boiling Point and shalhevetboilingpoint.com, award-winning news sources of Shalhevet High School in Los Angeles. She is also founding director of the JSPA, which holds an annual conference to consider journalism with an eye toward Jewish ethics and related concerns. A graduate of Columbia Journalism School, Keene worked for the Tacoma News-Tribune, Seattle Times and Los Angeles Herald-Examiner and her work has appeared in many religious and secular publications.

**Steve Kent** insists we should try any and everything to save student publications, even if that means bending the long-held “rules.” Four from his family of schools—Altavista, Brookville, Carroll County and Salem—are 2015 CSPA Crown winners. Last year, six won CSPA Crown awards and four appeared on the NSPA Pacemaker list. A multiple CSPA Crown and NSPA Pacemaker recipient as editor of The University of Alabama’s Corolla, he is a consultant for Herff Jones based in Roanoke, VA. The country’s first Adobe-certified yearbook consultant, with ACE status in InDesign and Photoshop, he conceived the Yearbookonomics® approach. [@picaplanet]

**Carolyn Khour** is a secondary education major with a focus in English and communications. She is student teaching at Altoona Area Junior High with mentor teacher Wanda Vanish, and Khour is enjoying her first experience teaching at the high school level. She has been an active member of the education community at Pennsylvania State University’s University Park campus for the past four years and plans to graduate in May. After graduation, Khour will work for Teach For America as a K-12 special education teacher.

**Jay Kleinrichert** has been a yearbook adviser at Windermere (FL) Preparatory School for four years. He is proud of his students and that his school’s publication has been awarded multiple awards from FSPA (Bronze, All State), NSPA (Second Class) and CSPA (Gold Medalist). Prior to teaching, Kleinrichert has worked professionally as an education stock photographer and graphic designer. He can be contacted via www.JKthree.com [@WPSYearbook]

**Tiffany Kopcak** advises the Apollo yearbook at Colonial Forge High School in Stafford, VA. Her staff of 48 returning journalists gets defensive whenever anyone dares imply that “yearbook” is an easy class. As a result, the staff has acquired numerous CSPA Gold Medals with Honors, NSPA All-American Honors, NSPA's Best of the High School Press publications and local awards. Kopcak writes the “Picture This” column for Walsworth’s IdeaFile and teaches at the Yearbook East summer workshop at James Madison University every summer.

**Mary Kate Korinek** has been on the Vibrato staff for three years. She currently serves as the magazine’s art editor. She likes the creative process that goes into designing an original, out-of-the-box publication that combines the art, literature, and photography of The Hockaday School’s student body.

**Dean Kostos’s** collections include Rivering, Last Supper of the Senses, The Sentence That Ends with a Comma (taught at Duke University) and Celestial Rust. He edited Mama’s Boy and Pomegranate Seeds. His work has appeared in more than 300 journals: Boulevard, Chelsea, Cimarron Review, Cincinnati Review, Southwest Review, Western Humanities Review, on Oprah Winfrey’s web site Oxygen.com, etc. Having taught at Wesleyan University, NYU Gallatin School of Individualized Study, and CUNY, he also served as literary judge for CSPA’s Gold Crown awards.

**Lindsay Kovel** is the adviser of The Chant, the award-winning daily-updated online news web site at North Cobb High School in Kennesaw, GA. She made the daunting
Who’s Who at the Convention

transition from print journalism to online magazine in 2012, then to a completely online platform in 2014 (http://nchschant.com). The Chant is completely self-funded, and Kovel advises her staff of 24 in a combined Journalism I-IV classroom, where newbies learn alongside veterans. She attended the ASNE Reynolds High School Journalism fellowship in summer 2014 at the University of Missouri-Columbia. [@NCHSNewspaper]

Edmond Kwong decided to pursue opportunities to work with young artists and future business leaders after many years in hi-tech marketing. His first Pegasus yearbook staff at Homestead High School in Cupertino, CA earned a CSPA Silver Crown and NSPA National Pacemaker. His passion for photography and design has resulted in many published pieces in newspapers, magazines, brochures and web sites.

Katie Krueger is a yearbook sales representative with Walsworth Publishing Company in Washington, D.C., and a freelance graphic designer. With a B.A. in Communication and Political Science from Hope College, she brings 11 years of experience to the yearbook industry. [@ybkkatiekrueger]

L

Matthew LaPorte advises The Howl yearbook and the Southwest Shadow online news site. When not enjoying the thrill of advising student publications, he also is the co-president of SNSJ. [@Educatelaporte]

Matilde Larson teaches English and journalism in the Upper School of Convent of the Sacred Heart in Greenwich, CT. She serves as the faculty adviser for the King Street Chronicle and championed its transition from print to online. The King Street Chronicle has been awarded a CSPA Gold Medalist, has received CSPA All-Columbian Honors and is a CSPA Gold Crown Finalist. [@ciaocara7]

Evelyn Lauer is the adviser of the online-only publication Niles West News in Skokie, IL. She is the publications/public relations chair for JEA and was named a Dow Jones Special Recognition adviser in 2014. She writes for The Huffington Post. [@evelynalauer]

Whitney Leonard graduated from Henderson State University with a bachelor’s degree in English literature. She attended the University of Arkansas at Little Rock where she received her master’s degree in secondary education. She has been teaching high school and advising yearbook staffs since 2004. She now teaches photojournalism at historic Little Rock Central (AR) High School and advises the award-winning PIX yearbook staff. She has presented at state and national conventions and camps. In her free time, she is also a freelance photographer.

Sarah Lerner is the adviser of Aerie, the yearbook of Marjory Stoneman Douglas High School in Parkland, FL. She has been teaching since 2002 and advising since 2007. She advised an FSPA All-Florida award-winning literary magazine (2007-2011) and newspaper (2009-2014) at South Plantation (FL) High School. This is her first year at Marjory Stoneman Douglas High School where she now leads the staff of the award-winning Aerie yearbook. The Sun-Sentinel High School Journalism Awards awarded Lerner 2014 Adviser of the Year. [@mrslerner]

Veronika Levine graduated from Syracuse University with a B.A. in political science and women’s studies. However, her passion through all four years of high school and college has always been yearbook. She was editor-in-chief twice of her high school yearbook and student life editor in college. She started working for Walsworth Yearbooks as a sales representative in 2000 and loves every moment of working with other editors like herself. Her territory is South Florida. [@FLYearbooks]

Canela Lopez is the current editor-in-chief of the Foothill Dragon Press at Foothill Technology High School in Ventura, CA. A three-year editor who hopes to study journalism next year in college, her writing has been recognized by CSPA with three first-place Gold Circles. The Foothill Dragon Press (www.foothilldragonpress.org) has been honored with two CSPA Gold Crowns and four NSPA Online Pacemakers.
Merging Your Media: Ways to Work Together
Tom Gayda
When different staffs get along and share resources, great things can happen. This session looks at ways the newspaper, website and yearbook can work together to cover the school in a whole new way. Student editors join the discussion to answer questions about how four different class periods can work as a cohesive unit.

A Twisted Mind Is a Terrible Thing to Waste
Leigh Rubin
Through his humorous presentations “Sitdown Comedian” Rubin emphasizes the rewards of persistence and the fun of problem solving while celebrating the joy of creativity. Rubin tries to inspire people to break their normal routines of looking at things and think outside of the box, even though Rubin has to draw inside a box.

Beginning Photoshop
Hal Schmidt
Get the basics on adjusting and cropping photos. See easy steps for cut-outs and other special effects.

Cornflakes, Confessions and Controversies
John Tagliareni
In this entertaining and informative session, Tagliareni presents legal advice and strategies for students and advisers covering controversial and sensitive issues in school publications. Resources for assistance about censorship concerns with school administrators are provided.

Student Swap Shop
Melissa Wantz, moderator
Calling all digital, magazine, newspaper and yearbook staffers. Take this chance to network with students from across the country in a discussion about your publications.

You Sound, Like, Um...Stupid? Ya Know?
Jake Palenske
Interviewing is as much about your credibility as the questions you ask. Speaking like an inarticulate reality TV star and mumbling sentences filled with the words “like,” “um” and “ya know?” won’t result in good answers from even the friendliest source. This class teaches you how to use your voice, your words and your body language to be an outstanding, intelligent-sounding interviewer (or interviewee).

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Beyond the Bar Graph
Abby Cole
This session focuses on the use of visually appealing infographics in scholastic publications. Discuss design techniques and look at before/after examples demonstrating the effect well-developed infographics have on page design. Students will create an action plan for incorporating more infographics into their publications, figure out which types of questions to ask, how to gather data, how to interpret data, and how to create a visually appealing representation of the data.

This Is #LiterallyEverything
Steve Kent
Confused? Brain overloaded? Worried you misunderstood something? What you “hear” isn’t always what speakers say, so sit, relax and bring your questions. Let’s chat about the Habits of Highly Effective Staffers, and the advisers who create them. This isn’t the academics section, but the reading room is open. #HonesT

Slippery Slope of Prior Review
Tara Huber
Examine the publications policy from Neshaminy High School in Langhorne, PA created as a result of the racist mascot debate. Analyze the impact of such a policy on scholastic journalism in America. Bring a copy of your school’s publication policy to discuss.

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Covering a catastrophe
Claire M. Regan
Hurricane Sandy tore New York City to pieces. Hear how covering, and surviving, the storm of the century taught a seasoned journalist a valuable lesson in compassion. Learn useful tips for crisis reporting.
DIGITAL MEDIA

The Mobile Newsroom

Sergio Luis Yanes

Sometimes, the world moves just a little too quickly for paper and pencil. A smartphone is one of the most important tools in any journalist’s kit. It provides continuous access to ideas, leads, and communication, but it can also help capture those moments that would get lost while waiting for the “professional” equipment. This session focuses on how to use a smartphone and available apps to capture images, interviews and ideas.

15 for ’15

Logan Aimone

Fifteen areas of publishing that today’s online news staff should think about and do for 2015 and beyond regardless of how long the site has been active, the size of staff or the publishing tools.

Get Started Blogging

Wanda Vanish

News has become instantaneous. Discuss how to create your own unique blog and use those blogs to support the online content of your school newspaper. In this session, we will discuss the basics of starting a blog and brainstorm ideas to get you started on your first blog today.

EDITORS

I Followed All Directions, So What’s Wrong?

Sheryl Fulton and Bonnie Blackman

Being in charge isn’t easy, and editors, come to this session to discuss how to resolve staff problems, use the staff manual and figure out possible solutions to things which aren’t going so well this semester. No advisers please.

Newspapers

Things They Might Not Teach You in J-School

Aaron Cahall

Getting through a tough interview and writing a good story is only the beginning. Being an ace reporter requires tricks of the trade you might not learn in the classroom. What do you absolutely have to have in your backpack? Why do you always need to have a pencil handy in the winter? A hyperlocal, one-man-band journalist shares some practical tips he and other working reporters have learned the hard way.

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.

MAGAZINES

Child Time

Christian McEwen

Learn about writing on nature and writing on nature deficit disorder.

There is Life Beyond Literary/Art Magazines

Deborah J. Stepelman

Are you interested in publishing something other than or in addition to a literary-art magazine? Do you want to distinguish your school and publication from the masses? Learn the story of the genesis of a general magazine, one that is all about mathematics but is geared to a general audience: everyone and anyone. It makes no difference whether you are good at math or not, whether you like math or not. Everyone enjoys our general magazine. Which subject area do you want to explore?

NEWSPAPERS

Take It From The Times

Robert Greenman

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

THE POWER OF LIGHT CHALLENGE

Part 2 of 3

Mark Murray

This two-hour class continues the discussion on the Power of Light and the importance it plays in photography, but continues to challenge participants with some additional assignments. After a quick critique of the assignment from Wednesday, half the group will be selected to go capture another single image assignment in a limited period of time. Those images will be critiqued and a final group selected to receive one more assignment. If you missed the class on Wednesday, you can still join us and see some great student work and hear comments about how to make even stronger images. Wednesday participants must bring a DSLR camera again.

Essentials of Nikon Digital SLR Photography: Photojournalism and Artistry

Alexander Thorp

Improve your photography both artistically and in terms of photojournalism — Basic techniques of photography are covered, such as the best camera settings to use (white balance, ISO, aperture, shutter speed), as well as more advanced techniques, such as flash photography using Nikon Speedlights (SB-910) and bracketing. The artistic elements of photography are discussed, such as composition, the beauty of blur, perspective and viewpoints and composing with color.

YEARBOOKS

Yearbook Business Makes Cents

Mike Simons

Get practical strategies for book sales, budgeting, generating advertising revenue, senior ad design fundraising nights and more.

Remember that ‘All Publications’ sessions are open to all convention delegates.
Every strong story deserves a great headline. Learn a simple process to make your headlines attract readers.

**ALL PUBLICATIONS**

**On-site Critiques**

Each publication staff — print newspaper, hybrid, digital, yearbook, literary magazine and general magazine — participate in an in-depth critique session to review the reference essentials and visual and verbal elements of the publication. The critiques are individualized to meet the specific needs of each staff. This detailed evaluation can serve as a blueprint for the staff to follow for the new school year.

**Problem-Based Learning and You: A New Approach to Student Publications**

Dr. Seth Frechie and Dr. Amy Persichetti

This presentation and interactive workshop session illustrates how a Problem-Based Learning (PBL) approach can be applied in the context of high school or college student publication programs as an effective design for creative and pre-professional writing courses.

**Headless Body in Topless Bar**

Claire M. Regan

Every strong story deserves a great headline. Learn a simple process to make your headlines attract readers.

**Learn to Have Fun While Running a Well-Oiled Machine**

Jane Moyer

In my 24 years as a high school yearbook adviser, I have tested a ton of methods to motivate students to do their best work. After much hair pulling (mine), I have found that these strategies are the ones that work — not always smoothly — to eventually produce the camaraderie necessary to produce a quality book in which the entire staff has ownership and pride.

**Globe Games for Focus and Fun**

Bernadette R. Cramer.

Need to learn some new team-building games? The ones in this session come from the Globe Theatre actors in London who use them as warmups to improve focus. Come play for a bit, and then teach your staff when you get home.

**Just My Type**

Sara Oswald

This session is a demonstration of techniques for working creatively with type as an integral part of your publication’s design and personality, including a review of current trends in typography and advice on font selection.

**#FreeThePlaywickian — Supporting Scholastic Press Rights from Coast to Coast**

Tara Huber

Editors from both The Playwickian in Langhorne, PA and the Foothill Dragon Press in Ventura, CA. will discuss the importance of student journalists supporting each other when press freedoms are under fire. Hear how the Foothill Dragon Press students garnered support from around the world for The Playwickian.

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**From Zero to 60 in Six Months**

Karl Grubaugh

One publication’s story of how it went, in half a year, from a pedestrian, cut-and-paste web site to an engaging web presence that generates thousands of hits by readers and viewers from our community and beyond. Our story is unique, of course, and we certainly haven’t “arrived” yet, but our experience can give some ideas of how to move forward. We’ll share we’ll certainly share a few of our mistakes we think you should avoid if you can.

**It’s No Wonder Colleges Want Me**

Sheryl Fulton and Bonnie Blackman

Journalism students possess a skill set that is highly valued. Motivation, organization, project management, finances and communication make a publication’s leader a prized addition to any college. Share ideas and skills that make you a top draft pick. No advisers please.

**Education Records Privacy and Scholastic Journalism**

Mark Goodman

Have school officials raised concerns about student privacy when you attempted to move your publication online? Or have they prohibited a story about students charged with crimes? Learn how invasion of privacy applies to scholastic journalism and what laws like FERPA really mean.

**This is Our Theme and We’re Sticking to It**

Wanda Vanish and Carolyn Khouri

Many literary magazine staffs struggle when choosing the theme for their magazines. Learn how one school goes through the process of choosing a theme and then using it. Think about the big picture and come up with some of your own ideas and how they would apply.

**Tweet what you learned at #cspasc15**

**Globe Games for Focus and Fun**

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Sparks from the Anvil
Christian McEwen
Learn about the art of the interview.

NEWSPAPERS

Writing Bright With The New York Times
Robert Greenman
News, features, reviewing and opinion should have flair, vividness, power, drama, freshness and humor. Shouldn’t your writing not just be readable? Shouldn’t your writing be delightful, amusing, fascinating, memorable — and sometimes unforgettable.

Covering Your School Arts
Helen F. Smith
Learn how to provide well-written leads and stories to serve your readers’ needs.

PHOTOGRAPHY

Single Photograph Photojournalism
Warren Green
Learn how to tell the story in a single photo. This session analyzes how and when photographs can stand alone to tell a complete story, drawing on examples by Bressai, Lang, Capa, Adams and others. Discuss ways to create the memorable photos that tell the story, from finding inspiration to shooting techniques.

It’s All About Light: The Basics of Digital Photography and SLR Cameras
Blanca Schnobrich
You spent more than $500 on a good SLR camera but you’re still not capturing the photos you had hoped for? Let’s explore the basics of an SLR camera, why it’s essential for good photojournalism and how to use it to capture great photos.

Essentials of Nikon Digital SLR Photography: Photojournalism and Artistry
Alexander Thorp
Improve your photography both artistically and in terms of photojournalism — Basic techniques of photography are covered, such as the best camera settings to use (white balance, ISO, aperture, shutter speed), as well as more advanced techniques, such as flash photography using Nikon Speedlights (SB-910) and bracketing. The artistic elements of photography are discussed, such as composition, the beauty of blur, perspective and viewpoints and composing with color.

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Be Inspired
Kristina Gisonde
Expose yourself to a world outside of your own yearbook. Attend this session for yearbook theme, design and concept inspirations from schools across the country. It’s time to Be Inspired!

What Does the Font Say?
Jeff Moffitt, NBCT
Fonts have personality. Typography is crucial to how you brand your publication and create a consistent look and feel that your readers want to look at. In the session, learn about type and how you can make one font go a long way.

Coloring Outside the Lines
Ned Semoff
What’s your favorite color? Have you ever struggled creating a consistent color scheme for your yearbook and spreads? Has your book kept to the same consistent colors each year? This session will be a great opportunity to learn about the fundamentals of using color in printing and design.

CSPA Summer Journalism Workshop
June 21-26, 2015
at Columbia University

Come join print and digital student journalists and their advisers as they improve their skills, rethink their publications and take part in a learning experience like no other – in the media capital of the world!

Each student or adviser participant is required to register for a particular class sequence, focusing on either writing, editing, management or advanced design.

Registration for this five-day intensive program is limited to 150 participants, with a waiting list to be maintained once the limit has been reached.

http://cspa.columbia.edu

Remember that ‘All Publications’ sessions are open to all convention delegates.
Gary Lundgren is senior marketing manager at Jostens. Lundgren served as director of student publications and ASPA during his decade at the University of Arkansas. His staffs received CSPA Gold Crowns and NSPA Pacemakers, and he received the Gold Key, NSPA Pioneer Award and Medal of Merit. In 17 years at Jostens, he edited two editions of the “1,2,3 Curriculum” and launched the “Look Book” and Jostens Adviser University.

Leland Mallett has always loved the art of telling stories after accidentally taking newspaper in junior high. He has been the publications adviser at Legacy High School since the school opened in 2007. Since then, Legacy High School’s publication students have won numerous state and national awards for the online newspaper and yearbook. Mallett has also served on the TAJE board and was honored with the Texas’ Edith Fox King Award and Legacy High School’s Teacher of the Year in 2010. Mallett won the TAJE Trailblazer award in 2013 for contributions to online student journalism in Texas. [@mallett]

Denise Markt credits her years advising student publications for her passion in support of First Amendment rights and responsibilities. Adviser of The Survey for more than 15 years, she was an adjunct instructor at Alfred University, Presbyterian College, St. Lawrence University, Orange County Community College and Virginia Military Institute. Markt was commended by the Academy of Shuppan in Tokyo for teaching the English language in 2002. He was a DJNF Semifinalist in 2009 and a Target Grant Recipient for a student trip to CSPA in 2012.

Jennifer Mascia was raised in Southern California and attended Hunter College of the City University of New York and Columbia Journalism School. She spent eight years at The New York Times, where she served as lead writer on the paper’s century-old Neediest Cases Campaign. For 16 months, she wrote and edited The Gun Report, which tracked deaths and injuries from gun violence each day in America. She is now a writer and editor at The Trace, a digital magazine devoted to gun news. In 2010 she published a memoir, Never Tell Our Business to Strangers, which focused on her father’s criminal past. [@JenniferMascia]

Ashley Mason contributes to the restaurant section of New York Magazine and the blog First We Feast in New York, NY. In high school, Mason was editor-in-chief of the CSPA Crown and NSPA Pacemaker-winning newspaper The Blue & Gold at Center High School in Antelope, CA for two years. She resides in a small, but comfortable Brooklyn apartment.

Donald P. Mazzella is a lifelong journalist, editor, author and educator who started as a copy boy at NBC News and has held senior level positions at McGraw-Hill, Essence, and Thomson-Reuters, Mazzella is currently COO and editorial director of newsletters serving small business, healthcare and HR audiences. He won an NPC Award for best consumer magazine. He has taught at NYU, Fairleigh Dickinson University, and Herbert Lehman College and currently mentors Misericordia College students. He serves on the non-profit board of a medical marijuana dispensary and the National Robotics Education Foundation. He holds B.A., M.A., and M.B.A degrees from NYU. [@2sbdigest]

Tamra McCarthy has been teaching English for 13 years and advising the James Enochs High School yearbook, Wingspan, in Modesto, CA for nine years. Her publication has been recognized with a CSPA Crown and NSPA Pacemaker award every year for the last six years. McCarthy is a JEA Certified Journalism Educator. She was named a JEA Rising Star in 2011 and a JEA Distinguished Adviser in 2013. She is proud to call herself a yard.


Mimi Melkonian is the adviser of Babel, the multilingual literary, art and music online magazine. She founded the online magazine in 2014. Babel was honored with a CSPA Gold Medallist in 2014.

James Miller teaches at the CSPA Crown-winning journalism program at duPont Manual High School in Louisville, KY. He also serves as media critic for Insider Louisville (www.insiderlouisville.com).
Adviser Focus Group Breakfast
8:00 a.m. to 8:45 a.m.
Brown Center, 2nd fl., Journalism Building
The Brown Center for Media Innovation aims to canvas advisers on journalism curriculum and how to incorporate teaching data at this session. All advisers are invited to discuss. Breakfast is included.

Advisers’ Hospitality Lounge
Satow Room, 5th fl., Lerner Hall
8:00 a.m. to 11:00 a.m.

CSPAA: Annual Meeting of Members
8:45 a.m. to 9:30 a.m.
Room 568, 5th fl., Lerner Hall
All CSPAA advisers, who are members of the Columbia Scholastic Press Advisers Association, are invited to participate.
On Friday, 8:45 a.m. see page 48.

On-site Critiques
Ongoing from 9:00 a.m. to 11:30 a.m.
Sign up in room 555, 5th fl., Lerner Hall
This oral critique is free for all delegations, whether newspaper, magazine, yearbook or digital media. Staffs and/or advisers will meet with a volunteer adviser-judge for about 15 minutes of discussion about the publication brought by the staff.

Student Swap Shops
10:45 a.m.
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).

Awards Luncheon for Advisers
12:30 p.m. to 2:15 p.m.
Rotunda, 2nd fl., Low Library
Luncheon sponsored by Herff Jones
Presiding:
Edmund Sullivan, executive director,
Columbia Scholastic Press Association

Gold Keys
Logan Aimone—University High School, University of Chicago Lab Schools, Chicago, IL;
Edmond Kwong—Homestead High School, Cupertino, CA;
Sarah Nichols — Whitney High School, Rocklin, CA;
Melissa Wantz—Foothills Technology High School; Ventura, CA.

Charles R. O’Malley Award for Excellence in Teaching
Mario Garcia
Garcia Media and Columbia Journalism School, New York, NY.

Joseph M. Murphy Award for Outstanding Service to Columbia Scholastic Press Association
Linda Schockley
Dow Jones News Fund
Princeton NJ.

Student Awards Convocation
2:30 p.m. to 4:30 p.m.
Arledge Auditorium, 1st fl., Alfred Lerner Hall
Edmund J. Sullivan Awards
The Foothill Dragon Press—Foothills Technology High School; Ventura, CA.
The Playwickian—Neshaminy High School; Langhorne, PA.

Gold and Silver Crown Awards
All delegates are welcome. For more information, see page 80.

Follow CSPAA [@cspa] on Twitter for convention updates!
And Tweet what you learned at the convention. | #cspasc15
Tips and Tricks in Photoshop and InDesign
Laura Schaub
Ever see a cool special effect and wonder how it was created? Learn how to create graphics, cutouts, and backgrounds in Photoshop and InDesign.

Advanced Fundraising
Jessica Nassau
Too many newspapers are going web-only because they lack the funds to maintain print editions. While the web is great, offering print gives students opportunities to hone their design and layout skills and is a great resource for the school community. Learn how the Rampage staff raises over $7,000 a year through creative fundraisers that also serve to bring our community together.

Using Social Media to Engage Your Audience
Sergio Luis Yanes
Social media is more than just an entertaining way to stay in touch with friends. Businesses are using it to establish their brands and engage with their consumers. Increased social participation leads to increased investment! Learn about simple marketing and engagement ideas that can help establish a presence on various social media. Also, discuss the pros and cons of each of the major services (Facebook, Instagram, Twitter, Google+) in order to make the best possible decisions for engaging an audience.

Get Engaged: Social Media Beyond, Twitter, Facebook and Instagram
Logan Aimone
Gain best practice platforms for using each of these main social media as well as tips for making the most of them for use in a scholastic news environment. Leave with goals for the school year to improve what you do and how you do it.

Just Hashtag It: Social Media and Your Publication
Evelyn Lauer
Have you ever tried to start a hashtag promotion via your publication’s social accounts, only to have it fail? Learn how to run a successful hashtag promo/contest by learning from some of the best scholastic and professional social media accounts.

Do This, Not That
Leland Mallett
Looking at current trends for online newspapers, this session shows things staffs should change in writing, design and coverage for their interactive publications.

Online Workflow
Greg D. Stobbe, Chloe Mueller and Sara Peterson
Managing an online publication can be daunting. The Feather editors remove the guesswork in organizing a workflow by sharing their experience and tips for managing an efficient staff.

CSPAA: Annual Meeting of Members
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Paly Radio: Adventures of a “Start-Up” Publication
Esmé Ablaza and Paly Current Staff
Most get the opportunity to learn about existing publications, but have you ever thought of starting your own? Join the students of Paly Radio as they give insight into starting a publication in the already competitive world of journalism. From working with friends to using audio as a journalistic medium, Paly Radio has learned a lot in its brief but exciting one-year stint as a “start-up” publication.

Design So Cool it will Make Your Eyes Bleed
Karl Grubaugh
After 45 minutes, walk out with at least a dozen ideas you can use to make pages more visually attractive and wow! Worthy for those impatient readers who hesitate to actually stop and read your stories. Tissue provided for eyes that really do start bleeding.

How To Build a $100k News Web Site (For Less Than $300.)
Jake Palenske
In the digital era, a publication without a website is like a person without a phone number. This session makes it easy, even with low technical abilities and a tiny budget. Learn how to get web hosting, register a domain and setup e-mail accounts for your staff. See how to set up individual site accounts, choose a template and upload video, audio, stories and photos. As a finale, Learn how to create a custom iOS and Android mobile news app for less than $50.

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PHOTOGRAPHY

Enviromental Portraits that WOW
Whitney Leonard
This session focuses on the key features of a new and growing trend in yearbooks and news magazines: environmental portraits. This session includes a discussion on creating concepts, planning and executing, lighting and editing as well as trouble-shooting.

YEARBOOKS

Better by Design
Ann Gramlich Akers and 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.

The Dream Team: Divine Design and Writing that Wows
Charla Harris
Great design pulls the readers into the page. Great writing keeps them there. The best yearbooks have both. Get some tips on improving both writing and design and making them work together in your yearbook.

Design Shouldn't End Where Type Begins
Erinn Harris and Carrie Faust
With endless options for typography, never settle for printing your copy in columns of bland text. This session teaches you how to add color, weight, size and purposeful layout to text so that copy blocks tell a story both in words and in design. Come see samples from the pros and from current yearbooks, and take home ideas to implement in your publications.

45 Tips in 45 Minutes
Linda S. Puntney
This fast-moving session includes tips on making deadlines, improving staff management and morale, updating design, recruiting, making coverage comprehensive and more. Come prepared to walk away with a wealth of ideas.

Win Awards for Your Work!

CSPA has three ways to gain recognition for your publication.

Gold Circle Awards
Over 200 individual categories in the Gold Circle Awards are offered to recognize superior work by student journalists, usually as individuals, but sometimes as an entire staff, working with either print or online media. These media are published in schools or colleges throughout the United States and in overseas schools following an American plan of education.

Publication Critiques
Your critique contains a written set of standards developed by the CSPA to itemize the best practices for student media. The adviser-judge reads the print or online publication and analyzes its strengths and weakness as described by the Critique. The judge writes comments and makes constructive suggestions for building on current strengths and correcting deficiencies noted in the Critique. Your publication is awarded with a distinction of Gold Medalist, Silver Medalist or Bronze Medalist placing, depending on the overall score.

Crown Awards
Crown Awards are the highest recognition given by the CSPA to a student print or online medium for overall excellence. Both Gold Crown and Silver Crown Awards are given each year. A panel of Crown Judges assembles each year at Columbia University to view all entrants, whether they are newspaper, magazines, yearbooks or online (digital) media. Judges are experienced former advisers to student media, professional journalists who understand student media or professionals such as photographers or online specialists with particular expertise for the judging.

For details about deadlines and other information, please consult our web site:
http://cspa.columbia.edu
Previously, Miller contributed to WFPL News, the Louisville, KY NPR affiliate. He recently won the Enoch Grehan Prize from the University of Kentucky and became a Kentucky Colonel. He was once re-tweeted by Chuck D, who is an old person like him.

[@jaymills]

Jeff Moffitt is Balfour’s key account/education manager. Prior to joining Balfour, Moffitt advised The Oracle newspaper and The Torch yearbook at Olympia High School in Orlando, FL. He is a National Board Certified Teacher in Career and Technical Education. The publications he advised won multiple state and national awards. He was Olympia High School’s Teacher of The Year in 2007. The JEA honored him as a Special Recognition Adviser in 2010 and he was a JEA Rising Star in 2006. Moffitt holds a bachelor’s degree in Journalism from the University of Texas at Austin and has been working with yearbooks since the seventh grade.

Pamela Moreno is currently on the literary staff for Repentino magazine (http://repentinomagazine.tumblr.com), the international art magazine at The American School Foundation in Mexico City. Repentino has been awarded a 2015 CSPA Gold Crown. [@idkpamela]a]

Jane Moyer has been the adviser for the Laurel Wreath, the Lancaster Mennonite High School yearbook, for 24 years in addition to teaching her other English courses. The yearbook has consistently won CSP Art Gold Medalist awards; the 2014 book is a Crown Finalist for the 2015 CSP Crown Awards.

Alan Murray is the president and co-founder of Uncharted, an entrepreneurial venture focused on people, culture and travel. An award-winning photographer, journalist and editor, his work has included assignments, such as the Olympics, NCAA tournaments and long-term multimedia documentary work. He was awarded public service honors for his work covering organ donation issues. He also works as a project management, media and leadership consultant. Murray resides in the Philadelphia area.

Mark Murray is coordinator of technology systems for Arlington Independent (TX) School District. He also serves as the executive director of the ATPI. He is a frequent presenter at conferences and workshops around the country, including CSP Art and JEA/NPSA conferences, SIPA conference and Gloria Shields All-American Publication Workshop. During his tenure as photography instructor at Lamar High School in Arlington, TX, he was one of the advisers to the Lam, Lamar’s literary/art magazine, a NSPA Pacemaker and CSP Art Silver Crown award winner. He received a CSP Art Gold Key in 2004 and CSP Art Joseph M. Murphy Award for Outstanding Service in 2012.

Kathleen Neumeyer is the head of the Upper School Communications Department at Harvard-Westlake School in Los Angeles. She will retire in June after advising the Upper School newspaper, the Chronicle, since 1992, launching the Chronicle’s web site and the Big Red Sports magazine in 2006. Her publications have won multiple Gold and Silver Crowns from CSP Art, National Pacemakers from NSPA, and first place awards from CNPA. She has been honored with CSP Art’s Gold Key.

Sarah Nichols advises student media at Whitney High School in Rocklin, CA where her students have been recognized with top national and state honors. Nichols serves as vice president of JEA and is a member of the Scholastic Press Rights and Digital Media committees. The 2010 National Yearbook Adviser of the Year, she has been honored with JEA’s Medal of Merit and NSPA’s Pioneer Award. Nichols co-authored the Jostens yearbook adviser curriculum and teaches in the online masters program for journalism educators at Kent State University. [@sarahjnichols]

Sara Oswald has advised the Indianhead yearbook staff at the University of North Carolina at Pembroke for the past 26 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, Theatre, and Foreign Languages. She edits and designs newsletters, programs, posters and advertisements for organizations within the university and for a local theater.
Who’s Who at the Convention

Jake Palenske has many titles: convergence and graphics guru, technology addict, retired semi-professional fat man dancer, and cupcake-seeking sweets fiend. While those titles describe him best, his business card says he’s the senior manager of digital, social & advanced media for Raytheon Intelligence, Information & Services in Garland, TX. In his spare time, Palenske instructs and speaks at journalism and media events across the nation and in Europe. He has been awarded the Columbia Scholastic Press Association (CSPA) Dickey Distinguished Service Award. He also teaches the CSPA Crowning journalism program at duPont Manual High School in Louisville, KY. He serves as media critics for Insider Louisville (www.insiderlouisville.com). Other credits include the JEA Special Recognition Yearbook Adviser Award, the NOW Award from the National Organization of Women, and the Enoch Grehan Prize from the University of Kentucky. Someone once made her a Kentucky Colonel but probably regrets it. [@jakepalenske]

Liz Palmer teaches at the CSPA Crown-winning journalism program at duPont Manual High School in Louisville, KY. She also serves as media critics for Insider Louisville (www.insiderlouisville.com). Other credits include the JEA Special Recognition Yearbook Adviser Award, the NOW Award from the National Organization of Women, and the Enoch Grehan Prize from the University of Kentucky. Someone once made her a Kentucky Colonel but probably regrets it. [@lizpalmer1]

Susan Pavelka is the adviser of the Triton yearbook and Trade Winds literary magazine. She is also a professor of forensics at Marymount California University. She has professional experience in print journalism, digital publications and broadcast journalism. In 2013, the Triton was honored with a CSPA Gold Medalist award and a NSPA All-American award. This year, the Triton received an NSPA All-American award and an ASPA First Place with Special Merit award.

Merrill Perlman worked for The New York Times for 25 years as an editor, leaving as head of all the copy editors. Now she’s an adjunct professor at Columbia Journalism School; is a freelancer editing books, news and fiction; gives online group seminars; and is on the boards of ACES and Journalism & Women Symposium. She’s also an official Central Park tour guide. [@meperlm]

Dr. Amy Persichetti is a member of the Cabrini College English and writing faculty. She shares more than 30 years of experience working with students in both high school and college publication programs. She served as faculty adviser for Cabrini’s CSPA Crown award-winning Woodcrest literary magazine. [historychiq]

Linda Puntney teaches magazine and feature writing at Kansas State University and works as a publications consultant for Herff Jones. She was the executive director of JEA, director of Student Publications, Inc., and assistant professor in the Miller School of Journalism and Mass Communications. She has advised award-winning publications on the middle school, high school, community college, small university and Big 12 levels. Puntney has received personal honors including the JEA Carl Towley Award, Medal of Merit and Teacher Inspiration awards and the Gold Key and the Charles O’Malley Award for Excellence in Teaching from CSPA.

Gerit Quealy currently writes for various outlets, including Biography.com, The Huffington Post, and an Internet radio show, HistoryChiQ SmartTalk. Her beat: Everything from lipstick to Shakespeare. From 2010 to 2013, she was a daily columnist on style at NBC digital’s LifeGoesStrong.com; her work has appeared in publications, such as The New York Times, Country Living, Woman’s Day and Modern Bride. She has had her hand in a number of books, currently Botanical Shakespeare. Her overriding passion is history, with a penchant for putting contemporary mores and practices in a historical context. [@historychiq]

Claire Regan is associate managing editor of the Staten Island Advance, a daily newspaper in New York City’s greenest borough. Regan is an assistant professor of journalism at Wagner College, her alma mater, where she also serves as faculty adviser of the student newspaper. Regan’s editing and design work have been honored by the Associated Press, SND, NYCPC and SPJ. Her passion is inspiring and mentoring young journalists. She is an ethics fellow with the Poynter Institute for Media Studies. Last spring, she was honored with CSPA’s Charles R. O’Malley Award for Excellence in Teaching.

Vincenza Rella is one of the advisers of Saga yearbook at St. Joseph by-the-Sea High School in Staten Island, NY. Saga was awarded a CSPA Gold Medal in 2011 and 2014.

Madison Riehle is a senior at Convent of the Sacred Heart High School in San Francisco and a second-year editor-in-chief of The Broadview newspaper and web site. She has helped The Broadview earn 11 local and national journalism awards. Along with her own work, Riehle led The Broadview in winning two NSPA Pacemaker Finalist and one CSPA Crown awards and the First Amendment Press Freedom Award.

Jon Ringel advises The Round Table, the student news site of Stamford (CT) High School. Since taking over the publication in 2011, the staff has grown from eight to 110 students. In 2014, he received a Spotlight on Teachers award from his school district for his work with The Round Table (a CSPA Gold Medalist publication). He also teaches English, is an avid musician and enjoys fishing. [@jonringel]

Laura Schaub teaches at the at the 2014 CSPA fall conference. Photo/Rebecca Castillo.

Columbia Scholastic Press Association
How to Motivate the Unwilling to Do the Impossible for the Ungrateful

Mary Kay Downes

Wonder why you plug away day after day only to receive criticism and complaints? Come to this motivational session to vent to MKD and leave with some tips for self-survival.

Tackling Daily Obstacles: A Forum for School Publication Advisers

Denise Markt

Advisers collaborate on First Amendment issues which surface daily when guiding a student publication. Cutting edge article topics and advising strategies that serve to buttress global citizens’ right to freedom of speech are discussed.

ADVISERS

Not All Gloom and Doom

Brenda W. Gorsuch

If you believe what you hear, you probably think newspapers are no longer relevant, but you are wrong. As we cover high school news today, we need to consider what the research tells us about how our publications can continue to have a significant impact in our schools and communities. There are steps we can take to write stories that will attract today’s readers.

Fighting for Free Speech While Taking a Stand Against Racism

Tara Huber

Meet the Neshaminy High School editorial board members who took the controversial stand against the use of offensive Native American mascotry in The Playwickian. Hear their journey of how the editors arrived at the decision to ban the use of the mascot name and their current struggles with a publications policy which limits their First Amendment rights.

Get #Kurnt

Steve Kent

Think you are OCD about type? Prove it. This session focuses on consistency — when it’s just right and when it’s too much. See myriad approaches to sculpt content and keep readers’ attention. Font savants, type snobs and natural aligners welcome. #ChildrenOfTheKern

The Past, Present and Future of Digital Media

Jake Palenske

You know how to use Twitter, Instagram, Facebook and Snapchat for communicating with your friends. But do you know how to use it for communicating with your audience? Learn about the power of digital/social media, how to use it as communicators, and why it will be so important to your career.

Photography for Everyone

Linda S. Puntney

You don’t have to be an experienced photographer to benefit from this session. A look at photography from professional, collegiate and scholastic shooters helps you see the year with a new perspective and gives you ideas and tips on improving the photography in your publications.

The Anatomy of Typography

Ana Rosenthal

Join us to learn about typography basics and how to use it successfully in a fun, creative and effective manner.

Advanced InDesign

Hal Schmidt

Go beyond the basics of this powerful layout program. Come with questions about your publications and layouts.

Borrowing from the Pros

C. Randy Stano

Take a look at the professional media to see what you can revise/change/borrow and now adopt from their coverage and design.

Driving Online Content

Leland Mallett

This session discusses tricks and tips for driving content to your online publication, from coverage to organization strategies to writing styles.

DIGITAL MEDIA
Remember that ‘All Publications’ sessions are open to all convention delegates.

**LAW & ETHICS**

**What Is Fair Use?**
Adam Goldstein

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

**MAGAZINES**

**Now What Do I Do with it?**
Dave Johnson

Gain tips for rewriting your own work as well as learning to edit that of your contributors. These revision tips can be done on existing poems and fiction.

**Expanding Your Literary Magazine**
Mark Murray

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

**A Marriage of True Minds: The Literary-Arts Hybrid**
Melinda Salata

How to wed the beauty of the page with the technology of the Internet to produce a far greater whole that enhances both formats. This session looks at going beyond merely uploading a PDF of the magazine to reconceiving it and its presence online. Discuss format and content, ways to unite the web site with the printed magazine, and ideas for the future.

**NEWSPAPERS**

**Things They Might Not Teach You in J-School**
Aaron Cahall

Getting through a tough interview and writing a good story is only the beginning. Being an ace reporter requires tricks of the trade you might not learn in the classroom. What do you absolutely have to have in your backpack? Why do you always need to have a pencil handy in the winter? A hyperlocal, one-man-band journalist shares some practical tips he and other working reporters have learned the hard way.

**Columns: Love to Read Them; Hard to Write Them**
Karen H. Flowers

We like to read columns because it’s like having a conversation between writer and reader. Good column writers have to learn to use their voice and share their experiences. This session offers ideas for types of columns as well as presents characteristics of good column writing. We’ll examine examples of columns that have stood the test of time and talk about why.

**Reviewer v. Critic**
Sandy Hall-Chiles

Writing snarky comments about a popular new restaurant, blaming the school play for the waste of an evening, or extolling the hilarity of Judd Apatow’s latest film may make your critiques entertaining reading, but probably won’t provide opinions useful to your readers. To make your recommendations worth student consideration, educate yourself about what professionals keep in mind when they offer up a review of a particular venue, event or film.

**Keep on Trucking**
John Tagliareni

This session shows how to cover issues in detail with strong feature writing, eye-catching graphics and theme concepts to create exciting double trucks. Feature story ideas, writing techniques and graphic design are covered with examples of double trucks and handouts.

**Shocking! People Actually Read Your Newspaper?**
Ray Westbrook

Tired of people skimming through your paper — only to be finished in two minutes or less? This session offers tips on how to develop meaningful stories that people actually want to read.

**PHOTOGRAPHY**

**Publishing Photos from a Point-and-Shoot or Cell Phone**
Whitney Leonard

Nobody likes a camera snob. Every photo can be worthy of print if it is shot correctly; sometimes that just means knowing what your camera can and cannot do. This session covers information about how to shoot print-worthy photos using the most basic camera or cell phone camera.

**YEARBOOKS**

**Yearbooks A–Z**
Ann Gramlich Akers and Paul Ender

In a whirlwind of examples and ideas, we’ll show hundreds of yearbooks from coast to coast and learn how the most recent volumes set the standards and raised the bar for coverage, concept, design and more. An overview of yearbook awesomeness, we will identify 26 ideas that can help make any yearbook even more amazing.

**Make Readers Feel Really Good**
John Cutsinger

Coverage that connects activities and events to the emotions of your readers is the foundation for meaningful storytelling. Professional creative types know how to tug at the heart of the matter, and yearbook staffs can take their great ideas and build “strings attached” verbal and visual coverage.

**Spreads We Love**
Jeff Moffitt, NBCT

This session looks at yearbook design from a wide variety of schools and discusses what makes them interesting, unique or unusual. Sometimes they follow the rules and sometimes they break them, but they all have something about them that stands out.
Who's Who at the Convention

Ana Rosenthal is the mass communications department chair of The Hockaday School in Dallas where she advises the school’s newspaper The Fourcast, the news web site hockadayfourcast.org, the yearbook Cornerstones and the literary magazine Vibrato. These publications have been honored with CSPA Gold Crown awards, NSPA Pacemaker awards, and ILPC Star Awards. She is a 2013 DJNF Special Recognition Adviser and a JEA Certified Journalism Instructor. Rosenthal currently serves as second vice president for CSPAA.

Leigh Rubin began drawing Rubes in 1984. Rubes is distributed by Creators Syndicate to more than 400 newspapers and media outlets worldwide and appears in major daily metropolitan papers, such as the Los Angeles Daily News, the Vancouver Sun, the Oregonian, The Washington Times, the Sacramento Bee, the Houston Chronicle, The Orange County Register, and the Rochester Democrat and Chronicle. Leigh also enjoys a busy schedule giving thought-provoking and entertaining cartoon presentations at conferences, schools and professional organizations all around the country. www.rubescartoons.com [@RubesCartoons]

S

Melinda Salata is the adviser for Scroll/Scrolling, the Holton-Arms literary hybrid magazine. She has worked with Scroll, the oldest club at Holton-Arms (founded in 1905), for 13 years and, in 2012, pushed the staff to step into the 21st century by creating an online presence that includes both a version of the print magazine and also other related material, including performances and artist portfolios. Scroll/Scrolling was honored with a CSPA Gold Crown in 2014 in the newly created hybrid category.

Laura Schaub is Oklahoma University Journalism Professor Emerita and Lifetouch’s national education director. Former CSPAA president, Schaub directed OIPA for 12 years. At OU, she taught classes in typography, design, graphics and photography. She advised 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 and chaired the CSPA Judging Standards Committee for more than 10 years. She has received the Charles R. O’Malley, Joseph M. Murphy and James F. Paschal awards from CSPA.

Hal Schmidt has been working with student publications for more than 25 years, training staffs to get the most from their software. He is a representative of Balfour Yearbooks and co-owner of PS Graphics in Fredericksburg, TX.

Sabrina Schmitz is a representative of Walsworth Yearbooks and is the former yearbook and newspaper adviser at J.W. Mitchell High School in New Port Richey, FL. Under her leadership, The Stampede yearbook was awarded multiple CSPA Crown awards, a NSPA Pacemaker award, and was a Design of the Year Finalist in 2012. She was recognized as Teacher of the Year in 2013, was a District Teacher of the Year Finalist, and teaches at workshops and conventions around the country.

Blanca Schnobrich has been the digital arts teacher and yearbook adviser for Village Christian School in Southern California for the past seven years. In her spare time, she is a freelance photographer and graphic designer. Because Schnobrich developed excellent photography skills through hands-on experience, she understands most of the questions and confusions beginning photographers have. She loves to teach basic photography skills. She earned her bachelor’s degree in journalism in the early 1990s, which has given her a good foundation for all forms of communication, including photojournalism. [@VCYearbook2015]

Amy I. Scott is the adviser of Elysium, Coral Reef High School’s literary/artmagazine. She is an instructor of IB Theory of Knowledge and a past recipient of Teacher of the Year and Technology Teacher of the Year awards. Elysium, published continuously since 2005 with Scott as the adviser, was a 2006 NSPA Pacemaker Finalist, the recipient of nine CSPA Gold Medalists, six NCTE’s Highest Awards, numerous CSPA All-Columbians and All-Americans, and is currently a CSPA Crown Finalist. [@AmyTeachesToK]

Ned Semoff graduated from the University at Buffalo with a B.F.A. in communication design. He is a yearbook representative for Yearbook Advisers, Inc., in Westchester and Rockland Counties, NY. Semoff began his journey with yearbooks back in high school. He joined his yearbook staff during his sophomore year and swiftly rose to editor-in-chief by his senior year. In addition, Semoff has worked on a variety of projects from varying companies and institutions, including one affiliated with the United Nations in New York City. [@ybkadv]

Tracy Anne Sena is the adviser of The Broadview student newspaper and web site at Convent of the Sacred Heart High School in San Francisco, where she is also the Educational Integration Coordinator. She is a frequent presenter at journalism and technology conferences and judges for several local and national journalism organizations. Sena holds a CSPA Gold Key and is a NSPA Pioneer Award, Cal-JEC Educator of the Year, JEA Medal of Merit recipient and DJNF Distinguished Adviser; has served on national and local scholastic journalism boards; and is a member of JEA Scholastic Press Rights Commission. [@tasena]

Beth Shull is an Arkansas native who works at Pulaski Academy, an independent college preparatory school for preschool through 12th graders, where she teaches journalism, yearbook and photography. She assists in an academic lab for students with learning differences and is the Honor Council adviser. The 2015 Bruin is the 21st yearbook she has advised. Shull’s favorite places include New York City, the beach and home. [@bshull29]

Mike Simons is the adviser of the Tesseract yearbook at Corning-Painted Post (NY) High School in Corning. A frequent presenter at regional and national workshops, his staffs have earned multiple awards in the past five years, including CSPA Silver Crowns and NSPA Pacemaker Finalist honors. Simons serves as the first vice president of the CSPAA and lives in rural upstate New York with his wife and four young children. [@mimosons]

Ray Slye is a sales and marketing resource consultant with Herff Jones Yearbooks. He taught journalism and advised student publications in California and Arizona prior...
Who’s Who at the Convention

Continues on page 56

to becoming a yearbook representative in the Sacramento, CA area. Slye’s students and those at schools in his territory have earned numerous national, regional and state awards. A CSPA Gold Key recipient, Slye teaches at workshops and conventions from coast to coast.

Callie Smith is a junior at The Hockaday School and the current literary editor for the 2015 Vibrato magazine. She joined the staff three years ago. She loves to work on Vibrato because it allows the staff to collect and publish the school’s creative talent.

Helen E. Smith is the executive director of the NESPA and a past president of the CSPAA. From 1973 to 2009, she taught English and journalism and advised the Newtonite and Mirettes at Newton North (MA) High School. Publications she has edited include Journalist’s Handbook for NESPA, Springboard to Journalism and its Teacher’s Manual, The Official CSPA Stylebook, Scholastic Newspaper Fundamentals and Scholastic Newspaper Critique for CSPA. Along with teaching in CSPA programs, she has taught workshops for high school students and teachers at Boston University, and, through the Soros Foundation, in Kyrgyzstan, the Republic of Georgia, Hungary and Romania. The U.S. State Department’s ACCELS program also sent her to teach in Kyrgyzstan.

Laura L. Smith advises The Eagle’s Tale Online and Soaring Wings yearbook at Canyon (TX) High School. She also teaches Journalism 1 and Digital Design for Multimedia. She was named Region 16 Teacher of the Year in 2008-2009 and received the Edith Fox King Award from Texas ILPC in 2011. Her students include Texas All-State Journalists, state writing champions and scholarship winners. The Eagle’s Tale Online is a first-time CSPA Crown Finalist this year. [@Lauralysmith]

Gail Katz Snyder advises Etchings, South River High School’s literary magazine, where she serves as English Department chairperson. Snyder teacher English 10 Honors, speech and debate, creative writing, and journalism. Having achieved her National Board Certification, Snyder has also served as a cohort leader for others seeking to achieve as NBC teachers. Additionally, she has written extensive curriculum for her school system, as well as has served on many Anne Arundel County committees. Snyder is a 2014 recipient of a CSPA Gold Key.

Anne M. Solomon advises Apogee, the Loch Raven High School yearbook in Towson, MD. She has more than a dozen years of collegiate and secondary teaching experience as well as professional experience as a public relations specialist. She holds a B.A. in professional writing from Wheeling Jesuit University, an M.A. in communication from the University of Delaware, an M.A. in education from Notre Dame of Maryland University, and is currently studying in a Ph.D. program for educational leadership. Her background in writing, design, marketing and education provides a powerful backbone for educating teens and advising a award-winning publication since 2008.

C. Randy Stano is professor of practice in visual journalism and journalism in the School of Communications and editorial adviser for the Ibis yearbook at the University of Miami. He is the former director of editorial art and design for The Miami Herald and the Democrat and Chronicle of Rochester, NY. Stano was assistant art director at the Kansas City Times and part of its Pulitzer Prize-winning team in 1982 and The Miami Herald’s in 1993. A former president of SND, Stano also chaired the southeast region, contest and quick course committees for SND. While teaching at A.N. McCallum High School in Austin, TX during the 1970’s, Stano was the school’s publications adviser and the DJNF National High School Journalism Teacher of the Year in 1974. Stano has received numerous awards for art/design directing from SND, National Headliners Club, Florida SNE, Print and many other design contests. He works as a consultant and judge for numerous art/design competitions. Stano received the CSPA Gold Key in 1980, CSPAs Joseph M. Murphy Award for service in 2005 and CSPA’s Charles O’Malley Award for excellence in teaching in 2013.

Evva Starr is the adviser of the Common Sense newspaper and the Fife & Drum yearbook at Thomas S. Wootton High School in Rockville, MD. She served as news editor and editor-in-chief of her high school paper, has a B.S. degree in journalism from the Medill School of Journalism at Northwestern University and worked as a reporter/copy editor at the Virginia Pilot and Ledger Star in Norfolk, VA. She has been a high school newspaper and yearbook adviser for 15 years and has served as a CSPA newspaper and yearbook judge. [@evvastarr]

Allie Staub advises The Scrapbook yearbook at Westfield Middle School in Westfield, IN, where she teaches art and yearbook. In her five years of advising, her yearbook students have earned numerous state and national honors including a CSPA Gold Crown in 2013, a CSPA Silver Crown in 2014, a CSPA Crown Finalist in 2015, NSPA Best of Show awards and Picture of the Year (2012 and 2013). A self-taught yearbook adviser and self-proclaimed font snob and yearbook nerd, she teaches at both local and national yearbook workshops.
Who’s Who at the Convention

Deborah J. Stepelman initiated the Math Mag at Salanter Akiba Riverdale (NY) High School and served as coordinator of math enrichment. Metromath featured her article about the magazine. She previously taught math at The Bronx (NY) High School of Science, where her responsibilities included mentoring student teachers, serving on the Standing Committee on Mathematics of NYC, serving as a conflict mediation specialist and more. Currently, Stepelman is a consultant to students and schools wanting to create a mathematics magazine and/or participate in Math Fairs. She earned her B.A. from CUNY, M.S. from Yeshiva University and Certificate of Instructional Technology from NYIT. She was awarded Teacher of the Year by AOJT.

Sandy Stephens is the adviser of both the Aries yearbook and the Green & Gold newspaper at Grayson High School in Loganville, GA. Her love for journalism began in high school and has grown over the years. Her yearbook staff has won numerous awards from GSPA, AmerSPA, and CSPA. The 2014 yearbook, Complete 180, is a Crown Finalist for in the 2015 CSPA Crown Award this year.

John Tagliareni advised Bear Facts, the student newspaper of Bergenfield (NJ) High School, for 37 years, until he retired in 2010. Bear Facts earned state and national awards including: GSSPA's Garden State Award, CSPA's Gold Medalists, Silver Crowns and All-Columbian Honors. Bear Facts was featured on the Reading Rainbow program, ABC-TV’s Nightline and National Public Radio. He serves as a GSSPA past president and as a member of JEA Student Press Rights Commission. He served as a CSPA judge and CSPAA Recording Secretary. His awards include: GSSPA Golden Quill, DJNF Distinguished Adviser Award, CSPA Gold Key, OIPA and JEA Lifetime Achievement awards, The New York Times and CSPA Charles R. O’Malley Award for Excellence in Teaching, The Deadline Club, The New York City Chapter of SPJ, Teacher Recognition Award.

David Studinski is Director of Product Management at Sailthru, a behavioral communication and analytics platform. He was a columnist and design editor of his high school publication, and went on to be editor-in-chief of Ball State University’s student newspaper. Outside of his office, he is in his second year of as the NYC Pride March Director and is one of the youngest docents at the National September 11th Memorial Museum.

Edmund Sullivan serves as executive director of CSPA. 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 University, he served on the SPLC Board of Directors from 1983 to 2000. His numerous awards include the Laurence B. Johnson Award for Best Editorial Writing from EPAA, Distinguished Service Award from CGJA, the Reid Montgomery Service Award from CMA, the NSPA Pioneer Award, the SIPA Outstanding Service Award and the Gold Key from CSPA. He was inducted into the National Scholastic Journalism Hall of Fame in 1998. [@gstobbe]

Students set up for a broadcast stand up in front of Butler Library at the 2014 Fall Conference.

Greg D. Stobbe is the adviser of The Feather Online (www.thefeather.com) at Fresno Christian High School. CSPA has honored The Feather Online with multiple CSPA Crown awards and NSPA has awarded The Feather Online numerous Online Pacemakers. Stobbe is a former board member of JEANC and Highwired.com and a winner of CNPA Foundation’s 2012 High School Adviser Training Grant. Stobbe has spoken at the NSPA and CSPA conventions on numerous occasions and has been an advocate of online high school journalism since 1998. [@ManWithaHat]

John Tagliareni advised Bear Facts, the student newspaper of Bergenfield (NJ) High School, for 37 years, until he retired in 2010. Bear Facts earned state and national awards including: GSSPA’s Garden State Award, CSPA’s Gold Medalists, Silver Crowns and All-Columbian Honors. Bear Facts was featured on the Reading Rainbow program, ABC-TV’s Nightline and National Public Radio. He serves as a GSSPA past president and as a member of JEA Student Press Rights Commission. He served as a CSPA judge and CSPAA Recording Secretary. His awards include: GSSPA Golden Quill, DJNF Distinguished Adviser Award, CSPA Gold Key, OIPA and JEA Lifetime Achievement awards, The New York Times and CSPA Charles R. O’Malley Award for Excellence in Teaching, The Deadline Club, The New York City Chapter of SPJ, Teacher Recognition Award.

Alexandar Thorp advises The Observatory Yearbook Journalism program at The Bronx (NY) High School of Science, a school for gifted students. He previously was an editor at Random House (Bantam Doubleday Dell) and at Columbia University Press. During the 14 years that he has served as faculty adviser to The Observatory, the yearbook has won first place ratings numerous times in every major national journalism competition.

Cameron Todd is a junior at The Hockaday School. Todd has been part of Vibrato magazine’s staff for the past three years. She is currently the photography editor and, as such, collects submissions and facilitates the review process. Through her work on Vibrato, Todd has learned to appreciate the artistic work of her peers.

Violet Turner has taught secondary English in the Wantagh (NY) School District for nearly 30 years. She is an adjunct professor for Long Island University, teaches creative writing, and is the adviser to Escapades, the Wantagh High School literary magazine. Turner’s professional background includes writing radio copy as well as newspaper and magazine feature articles. She was the 2012 finalist in the Norman Mailer High School Teacher Fiction Writing Contest and received the New York State English Council Educator of Excellence Award (2008). Turner is currently completing an M.F.A. in Creative Writing from SUNY Stony Brook Southampton.
A Wiser Adviser

John Cutsinger

Join the culture club with some sage advice from someone who has been there and done that. Whether a rookie or an experienced adviser, you are sure to get an idea or two that will make your life better and easier.

From First Date to Falling in love

Laura L. Smith

Discover ideas for teaching beginning journalism classes that help students move from “I’m here because theater class was full” to “Journalism is my passion.”

ALL PUBLICATIONS

On-site Critiques

Each publication staff — print newspaper, hybrid, digital, yearbook, literary magazine and general magazine — participate in an in-depth critique session to review the reference essentials and visual and verbal elements of the publication. The critiques are individualized to meet the specific needs of each staff. This detailed evaluation can serve as a blueprint for the staff to follow for the new school year.

Murder, Mayhem, and Cartoons: New Challenges for the Media

Warren Green

This panel (see page 3 for more information) of professional journalists will discuss the practical and ethical challenges for reporters and editors deciding what is news and how to report news when reporters and cartoonists are being murdered, words are triggering riots, many expressions are considered “offensive” and extreme views are becoming commonplace. How does the coverage affect perceptions of the objectivity and credibility of the reporters and news outlets?

Control Freak’s Guide to Design

Brenda W. Gorsuch

Today’s students lead fast-paced lives. They suffer from information overload. Flashy web sites, slick magazines, action-packed video games and movies compete for students attention. Given the situation, publication staffs need to take a serious look at their publication design and learn how to use design techniques to increase readership.

Making Teamwork Work

Sara Hashem Liles and Molly Clarkson

For advisers and editor-in-chiefs, one commonly asked question is “What do you do when you disagree?” This session focuses on avoiding these kinds of setbacks, delegating responsibilities among co-advisers and editors in order to make the class or club a well-oiled machine.

The Past, Present and Future of Digital Media

Jake Palenske

You know how to use Twitter, Instagram, Facebook and SnapChat for communicating with your friends, but do you know how to use it for communicating with your audience? Learn about the power of digital/social media, how to use it as communicators and why it will be so important to your career.

Four Levels of Storytelling

Linda S. Puntney

Not all stories should be told the same. This session examines storytelling techniques from the professional, collegiate and high school media. You’ll laugh, you may cry and you will learn how to best tell the stories of the year.

Steps to Create a Better Design/Art Headline

C. Randy Stano

Stano walks you through a step-by-step process to take into consideration when creating design/art headlines for your publication.

Student Swap Shop

Melissa Wantz, moderator

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

Student Press Rights: You Can Have Them, Too

Tracy Anne Sena, Madison Riehle and Tatiana Gutierrez

Learn from a student editor perspective how we moved from a newspaper under prior review and restraint to a First Amendment Press Freedom Award-winning school — and how you can, too.

Wanna Be a #journalist? Step Up Your Twitter Game

Liz Palmer and James Miller

Once upon a time, we rarely tweeted. But in one year, Twitter transformed our journalism program at duPont Manual High School, our careers, and our lives. Fifty-nine percent of journalists are on Twitter as of 2013, and the number keeps growing. We’ll tell you how we use it as a source, a forum, a professional network, a promotional tool, and, most importantly, as an amplifier. You can become a sought-after voice in your community by doing the amazing work you always do—just add Twitter.

Student Swap Shop

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

Beginning Photoshop

Hal Schmidt

Get the basics on adjusting and cropping photos. See easy steps for cut-outs and other special effects.
Localizing and Nationalizing News

Elizabeth Zwerling
From community (or school) to national news outlets, today’s journalists must think globally. Local news has the potential to become international news thanks to the emergence of the Web as the predominant vehicle for news consumption. The challenge for community news outlets is to report stories that appeal to their communities, and also represent the communities’ uniqueness for a global audience. This workshop looks at ways to nationalize and localize news for your community and beyond.

How to Say Something Meaningful without Whining

Sandy Hall-Chiles
With the exception of student government, no other institution on your campus has the authority or platform to advocate for students like the school newspaper. But, too often, staff editorials resemble rants, not reasoned arguments. Learn how to use this opportunity wisely to open dialog and perhaps affect meaningful change. Providing a collective and powerful voice is not only your right, but your responsibility.

Writing about the Death of a Student or Teacher

Kathleen Neumeyer
When a death occurs in a school community, it often takes everyone by surprise. Student newspapers should plan in advance how they would handle the death of a student or teacher — does it go on the front page? Should it be a traditional obituary? Should there be any other kind of tribute or eulogy printed? This session talks about how to write a dignified, respectful and journalistically sound story that will help a grieving school community.

Captioning 1, 2, 3

Mike Simons
Learn to write captions that everyone will read. Get the simple formula for taking captions to the next level.

Now That’s a Concept

Ann Gramlich Akers and Ray Slye
It’s more than a theme. It’s more than color, type, shapes, texture and “identifiable” elements. Don’t forget that the verbal message and coverage choices are important factors in anchoring and developing the ideas that set any year’s book apart from the others.

A Designer’s Guide to What Works

Rick Brooks
An up-to-date look at design trends from all forms of mass media. The best design is all around you. Learn how to be inspired by the most effective trends.


Jim Jordan
This session will stimulate your thinking for next year. Where do the great yearbook designers get all those great ideas? Come see what the professionals are doing and see how you might adapt them to next year’s book.

Baby Market

Crystal Kazmierski
If you are selling seniors ad space in the yearbook ad section (or just paying tribute to them), you’ve come to the right place. Get tips on promoting “baby ads” and how to design them to fit the look of your book.
ALL PUBLICATIONS

Rhythms for Storytelling in the Digital Age

Mario García

The news cycle has changed and how you report it has evolved. We now live and survive in two temps of receiving information: the 24/7 constant flow of always updated information; and the curated and carefully crafted in-depth pieces that have a definite beginning and end. Come to this lively demonstration of how to nurture and produce this balance.

Branding Your Publication

Daniel M. Haygood

This session is about branding scholastic media properties. Haygood introduces modern concepts of branding and discusses how to apply these concepts to school yearbooks, newspapers and magazines. These concepts are based on long-held practices of the marketing and advertising industry.

Localizing and Nationalizing News

Elizabeth Zwerling

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8 Things You Didn’t Know Adobe Illustrator Could Do

Tracy Anne Sena

If you have the Adobe Creative Suite, you already have Illustrator, a powerful tool for making beautiful infographics for your publication. The presenter has videos covering all skills in this presentation at YouTube.com/user/TracyAnneSena

Unite, Divide, Conquer

Sara Hashem Liles and Molly Clarkson

Running any publication as an afterschool club can be extremely difficult for a number of reasons. Advisers and editors share tips on how to successfully raise funds, obtain schoolwide notoriety, and work as a cohesive and successful team to meet goals and deadlines.

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Who’s Who at the Convention

V

Wanda Vanish teaches English and advises the online newspaper and print literary magazine at Altoona (PA) Area Junior High School. The staffs of both publications have been recognized locally and nationally. Vanish served as president of the PSPA from 2005 to 2008. She worked with PennCORD and attended The Peter Jennings Institute for Journalists and the Constitution. Vanish served as Pennsylvania state representative for JEA until 2011. Vanish was honored by CSPA in 2010 with a Gold Key award.

W

Lizabeth A. Walsh is the Re-Wa-Ne yearbook adviser at Reno (NV) High School. She has taught yearbook for almost 25 years and newspaper for seven years. Her staffs’ publications have earned CSPA Gold Medalists, NSPA All-Americans, and have placed in NSPA’s Best of Show. She teaches at summer camps, conventions and conferences, and she evaluates and judges publications. She was awarded CSPA’s Gold Key and was a 2011 Distinguished Yearbook Adviser. Request electronic sharing of materials at editorlaw@gmail.com. [elizabethwalsh]

Melissa Wantz is the adviser of The Foothill Dragon Press, the online news site at Foothill Technology High School in Ventura, CA. She founded the digital journalism program in 2008 as a 10-member lunch club and this year advises a staff of 37. She serves as president of the CSPAA and has taught digital journalism for advisers at CSPA’s Summer Journalism Workshops for the past four summers. The Foothill Dragon Press (www.foothilldragonpress.org) has been recognized with two CSPA Gold Crowns and four NSPA Online Pacemakers and been designated All-American for five consecutive years. [mwantz]

Chris Waugaman is the adviser of Royals Media, which is composed of Prince George (VA) High School’s newspaper, online, broadcast, yearbook, and literary magazine staffs. He serves as the director of VAJTA, and is on the board of SIPA. In 2014, he was honored by CSPA with the Gold Key award and also by the DJNF with the DJNF National Journalism Teacher of the Year. The Royal News (www.trnwired.org) was honored with a CSPA Gold Crown in 2012 and 2013 and an NSPA Online Pacemaker in 2012 and 2013. [cwaugaman]

Ray Westbrook is the newspaper and yearbook adviser at St. Mark’s School of Texas in Dallas where publications he advises have won CSPA Gold Crowns, NSPA Pacemakers and Gold Stars. A frequent speaker at publications workshops during the summer, he is the immediate past president of CSPAA and now chairs its Honors Committee. He has received the Gold Key from CSPA, the John Murrell Excellence in Teaching Award from St. Mark’s and the Edith Fox King Award and the Max Haddick Texas Journalism Teacher of the Year award from ILPC.

Y

Sergio Luis Yanes is the adviser of the WolfPack Yearbook at Lawton Chiles High School in Tallahassee, FL, where he also teaches English. He serves as a professional development lead, assisting teachers in enhancing learning with technology. He has taught copywriting and layout design skills at yearbook camps as well as in smaller group settings for the past two years. The WolfPack has earned high marks in critiques and was honored to be selected for Herff Jones’ “Ideas that Fly” in 2014. [commapolice]

Z

Laura Zhu advises the Jamboree Yearbook at Toby Johnson Middle School in Elk Grove, CA. She was Elk Grove Unified School District’s 2013 Teacher of the Year and a California League of Middle Schools Educator of the Year. Zhu’s yearbook students have earned several state and national awards, including three consecutive CSPA Gold Crowns and a 2011 NSPA Pacemaker. Zhu is the JEA Junior High/Middle School Contest Chair.

Elizabeth Zwerling is a former award-winning newspaper reporter who left the newsroom for the classroom and is currently an associate professor of journalism at the University of La Verne in California. At ULV, she advises the university’s award-winning Campus Times newspaper and teaches news reporting, media ethics and other courses. She also advises ULV’s chapter of Her Campus, the nationally networked college women’s magazine. Zwerling continues to write and produce journalism across the media, most recently for Women’s eNews, the Online Journalism Review, Ms. Magazine, Pasadena Weekly and Public Radio, among others.

Kathleen D. Zwiebel was the 1998 DJNF National High School Journalism Teacher of the Year. She advised five publications at Pottsville Area (PA) High School that received national and state honors from CSPA, NSPA and PSPA. A 1996 CSPA Gold Key recipient, Zwiebel also received the CSPA Diamond Jubilee Award, CSPA’s Charles R. O’Malley Award for Excellence in Teaching, NSPA Pioneer Award, JEA Medal of Merit and PSPA Teacher of the Year. She is a past president of CSPAA and now chairs its committee on Judging Standards.
The Joseph M. Murphy Award
for Outstanding Service

The Joseph M. Murphy Award is named for the CSPA’s founding director and honors his 45 years of distinguished service to the student press and to Columbia University.

This award recognizes outstanding service to the Association over many years. It is intended as the ultimate distinction offered by the Association for service by a person.

Suggestions for suitable candidates should be sent to the executive director. There is no formal nomination process.

The Murphy Award is discretionary. If presented, it is given at the Association’s annual Spring Convention in March at Columbia University.
I decided I wanted to be a journalist in ninth grade after years of reading the daily newspaper and watching the evening news with my family. An avid reader of the Philadelphia Bulletin, delivered to my home in New Jersey, I wrote to columnist Claude Lewis asking how to pursue my dream. He advised me to study journalism in college and suggested I send away for a little pamphlet published by an outfit called the Newspaper Fund in Princeton, NJ.

I used that booklet to find an undergraduate program in journalism at the University of Bridgeport in Connecticut where I received a full scholarship. Back in Philadelphia on a school break, I visited Channel 10 where Edie Huggins, the first African-American broadcast anchor there, advised me to learn journalistic writing if I wanted to work in television. For a variety of reasons, I decided on-air work wasn’t for me but I took her advice to heart emphasizing print journalism.

After graduating with a B.A., I worked for 12 years as an education reporter, news editor, bureau chief, columnist and city editor at what was then Gannett Suburban Newspapers in Westchester County, NY. I used the first-generation pagination system to lay out the daily paper. I learned and watched as newspaper production became increasingly technology driven. While at Gannett, I helped lead the diversity committee charged with diversifying coverage and recruiting journalists of color to work for the company.

Thomas E. Engleman, executive director of the Dow Jones Newspaper Fund, hired me as assistant to the director in 1988. In 1992, I was promoted to deputy director when Richard S. Holden became executive director. I was named managing director of the Fund last August.

The Fund’s work remains to promote journalism careers and helping diversify the nation’s newsrooms with a renewed emphasis on digital programs. Maintaining quality instruction in the basics of journalism, accurate and unbiased reporting, clear and compelling writing and superb copyediting are still our highest priorities.

While my background is in print journalism, I’ve picked up a few digital skills along the way to develop, oversee and maintain DJNF’s web site, produce the annual report, digitize internal operations and integrate social media into the Fund’s communications.

During 26 years with DJNF, my primary responsibilities have included overseeing the summer high school journalism workshops program and coordinating the business reporting internship program since its inception in 1995. I was also responsible for Adviser Update, the quarterly newspaper for high school media teachers, alumni relations and coordinating the National High School Journalism Teacher Awards program. Recruiting efforts have taken me to career fairs, individual college classrooms and national conventions.

I could not imagine at 14, that I would be honored by such a venerated organization for my work with the small nonprofit foundation that helped me pursue my dream.

Honors: The Robert Knight Multicultural Recruitment Award from the Scholastic and Minorities in Communication divisions of the Association for Education in Journalism and Mass Communication; a Gold Key from the Columbia Scholastic Press Association, a Community Service Award from the National Association of Black Journalists and the Pioneer Award from the National Scholastic Press Association. The Journalism Education Association also named Shockley a Friend of Scholastic Journalism. For several years Shockley helped teach in JEA’s Outreach Academy, a project of the group’s Multicultural Commission.
The Charles R. O’Malley Award for Excellence in Teaching

The Charles R. O’Malley Award for Excellence in Teaching is named for the CSPA’s second director and honors his generous service to the student press and to Columbia University, his alma mater.

This award recognizes “a sustained record of outstanding teaching” in support of student journalism or student publishing. It is intended to be the CSPA’s highest accolade in support of the core function of teaching as related to student-practiced journalism.

Suggestions for suitable candidates should be sent to the executive director. There is no formal nomination process.

The O’Malley Award is discretionary. If presented, it is given at the Association’s annual Spring Convention in March at Columbia University.
Scholastic journalism had an enormous impact in my life. My scholastic journalism mentors paved the way: For me, it all began when I met my first journalism adviser, Miss Barbara Garfunkel, who became my mentor at Miami-Dade Community College where I became editor of the Falcon Times. Later, as editor of the University of South Florida’s The Oracle, my interest in journalism grew, and the rest was history. But it was only the beginning. Then, I became an adviser to the Falcon Times, replacing the retiring Miss Garfunkel.

It was at this time that I won a Dow Jones Newspaper Fund Fellowship to study at the University of Oklahoma. It was an honor for a college professor/journalism adviser to get such a fellowship, and 12 of us gathered there to study for three weeks, and become better teachers.

That is how I met one of my most theatrically memorable mentors: the late Prof. James F. Paschal. He would become a lifelong friend to me and my family. Jim Paschal taught journalism, but he had a passion for scholastic journalism, student newspapers and yearbooks, and he was certain that participation in student publications made a student a better citizen, regardless of whether they were interested in a journalism career. Of course, after students attended a Jim Paschal workshop, THEY forever wanted to go into journalism. Legions of his students did.

Jim played the piano like a pro, and he loved everything about Walt Disney (had held a job at Disneyland in California during his college years). To this day, when I hear the signature Disney song “When You Wish Upon a Star” I immediately think of Jim Paschal and his passion for our profession, his impeccable timing in front of a class (master teacher that he was), and the fact that he was a showman, knew it and did not try to hide it.

Two weeks into the workshop at Oklahoma, Jim pulled me aside one day and said: “You were born to teach, and I think I’d like to join me on a workshop for high school and college journalists next month.”

Showman Jim and showman Mario hit the road to do workshops nationally from coast to coast that summer, and for many years after that. My mentor Jim taught me that passion is the key and that perfection is not a choice.

Yes, all of my mentors are now deceased. But mentors brand you. Their teachings, guidance, recommendations and, most importantly, their faith in you, stays there, intact. When you begin to have self doubts, you can see their faces, hear their voices, believing in you. Then, somehow, you straighten yourself up, give them a nod and move on.

Then, suddenly, the constant evolution of life in all its manifestations makes YOU a mentor.

I have mentored many, and I am honored that they would give me the chance. I continue to do that, and will probably do it to the end.

Mentors believe in you and push you to pursue your dreams. In my view, nobody makes it without that mentor and that push. I believe that there is a mentor in every journalism adviser, and I know I would not be here today without my wonderful mentors.
Gold Key

“In recognition of outstanding devotion to the cause of the school press, encouragement to the student editors in their several endeavors, service above and beyond the call of delegated duty, leadership in the field of education, and support of the high ideals from which the Association has drawn its strength and inspiration” are the words on the certificate that accompanies the CSPA’s Gold Key.

The Gold Key has its roots in history. The crown on its top is a symbol of King’s College, formally established by Royal Charter on October 31, 1754, as the first such institution in the Province of New York and the fifth in the American Colonies. After the Revolutionary War, its name was changed to Columbia College. The Trustees authorized the change to the institution’s present name of Columbia University in the City of New York in 1896.

Bearing a replica of the seal of the Columbia Scholastic Press Association, the Key includes the date of the CSPA’s founding, 1925. Inside the frame is a reproduction of the facade of Low Memorial Library, the central architectural feature of the University’s Morningside Heights campus and a New York City landmark. The CSPA seal was executed by James Kip Finch, professor (and later Dean) of engineering at Columbia.

A total of 902 Gold Keys have been awarded since the CSPA’s founding director, Joseph M. Murphy, started the tradition in 1929. Beginning in 1930, Gold Keys were presented during the concluding ceremonies of the Association’s annual convention.

Different procedures were used to select those honored with the Gold Key during the CSPA’s history. Most often prior to 1955, an advisory committee would consider nominees recommended by past Key recipients. Many faculty adviser nominees were considered due to an extensive record of the CSPA honors earned by the student publications they advised. From 1955 until 1979, Joseph M. Murphy made the annual selections with some advice from officers of the Columbia Scholastic Press Advisers Association (CSPAA). Selections in 1980 and 1981 were made by then-director Charles R. O’Malley. From 1982 until 1991, selections were made by a committee convened by Executive Director Edmund J. Sullivan, using nominees suggested by either past Key recipients or directors of state scholastic press associations. Beginning with the 1992 selections, Sullivan asked the CSPAA to create a permanent Committee on Honors and Awards, chaired by its immediate past president, to make the selections, accepting nominees from scholastic, collegiate and professional sources, including past recipients.
As a journalism educator for more than 17 years, I have worked to engage students through challenging and rewarding experiences and to create an environment where students can belong and find their voices. While teaching the fundamentals of writing, photography, design and digital media, I have worked to reinforce the expectation of excellence and the desire to improve. These goals are at the core of what drives me every day whether as a classroom teacher, workshop presenter or as executive director of the National Scholastic Press Association. Regardless of my title, I have always considered myself to be a teacher. I am passionate about helping curious young people discover their talents and achieve their goals.

During the six years I led NSPA, its programs to inspire and recognize the best of scholastic journalism moved from a print focus to a digital leader. As workshop director for seven summers in Washington state, I emphasized affordable training, so more than 200 students and dozens of advisers could attend each year. Relationships I built while teaching for a decade at Wenatchee High School led to significant community support to fight censorship, influence community attitudes and establish a parent booster club. I believe strongly in sharing — ideas, advice, curriculum and even a helping hand when necessary. While my roots are solidly in traditional media, I have built on experiences to understand the digital path ahead.

That path is not fully cleared, but that excites me. In January, I began a new role at the University of Chicago Laboratory Schools, a teaching experience unmatched in its ability to extend learning and a learning experience for students to put theory into practice. U-High is a special place where journalism is taken seriously. It thrills me to be there.

Wasn’t sure if education/teaching would be my second (and perhaps final) career, I knew I would enjoy mentoring and passing on all my knowledge, my experience, and my wisdom to the next generation or to whomever is willing to listen and learn. All my life, I’ve had great appreciation, admiration, and respect for teaching professionals, despite their being under appreciated and under paid. Now with ten plus years of teaching under my belt, I look back with no regrets. The ultimate pay off was not the dollar value on my paycheck at the end of each month but the emails I receive from former students who have moved on to become contributors to communities and industries while enjoying life. The most satisfying feeling is watching my students grow, achieve, and be recognized. They don’t have to show their gratitude with Starbucks gift cards or a greeting card here and there. All I want was for them to keep challenging themselves and do their best to try reaching their potential, explore, take chances, be creative and think outside the box, be innovative.

Journalism students are amazing kids. I’m impressed by how they start out as curious bunch of individuals and mature to be responsible young adults and journalists, collaborating and leading to reach a common goal. I always tell my students that yearbook journalism is a team sport, because I feel that it’s the best simulation of running a corporation. They start out as apprentices, then advance to become editors, and ultimately Editor-in-Chief. Along the way, they build character and develop professionalism while respecting the First Amendment, copyright, and integrity. My role has been leading them to open their minds and encourage them to tell stories.
After 16 years teaching journalism and advising student media, life is more chaotic than ever. I wouldn’t have it any other way. I am proud to teach in a journalism classroom based on rigorous and relevant skill-based standards with emphasis on the 4Cs of communication, collaboration, creativity and critical thinking. I am honored to help craft an experience that produces strong communicators with a focus on civic engagement and college and career readiness. No other environment in the high school setting offers such a powerful opportunity on a daily basis. This is 21st-century education.

What I try to offer as a student media adviser is a simple “yes.” Open to possibility, willing to hear ideas and confident in their ability to succeed, I give students a green light in days otherwise filled with rules, restrictions and limitations.

For me, advising is first based on intuition. I consider it both an art form and an experiment, a fine balance between following my heart and later taking a more cognitive approach. At the end of the day, I reflect on what worked and what didn’t. I type notes and ideas into my phone. I jot reminders into one of my many spiral notebooks. I vent to my husband at dinner. And then I make plans for how to do it better tomorrow.

At the core of my advising philosophy are three suggestions I gladly share. First, focus on the people and the process. Second, be the teacher and adviser but not the staff member. Third, lead by example.

As someone proud to embrace change, I hope my involvement in local, state and national journalism organizations connects students and teachers at all experience and ability levels. We succeed when our peers succeed. We are better when we collaborate.

Seven years ago, as a newly hired teacher at Foothill Technology High School, I seized an opportunity to pitch a new journalism class to the principal. It was a farfetched proposal, even to me. While I recall sounding confident at the time, in actuality, I had no idea how to create a newspaper program. No advising experience. No funding. No students. No help or advice from anyone on campus. No clue about how to build and manage a website.

The principal said yes though, and ever since I’ve been scrambling and learning.

The little pipe dream I named The Foothill Dragon Press, has privileged me to work with some of the brightest, most curious and talented people in education, both young and old. It has given me a larger community of similarly focused educators than I ever knew existed. It has enriched my life and made me a far better person.

To be honest though, it’s been seven years of constantly wondering “what the heck do I do next” as a technology revolution turned publishing and the newspaper business I grew up with inside out. Like every other teacher and adviser, I’ve had to grow my skills to stay relevant — all with little financial support during one of the worst economies our state has ever faced.

While some believe that scholastic journalism’s best days are over, I am certain there is a place in the future for honest young men and women who report the facts, tell the true stories and help others make sense of the uncertainties of our time. Done right, journalism education teaches young people core values and new skills that can transfer to many other jobs. It’s my privilege to help them learn to do just that.
The Edmund J. Sullivan Award recognizes student editors who pursue innovative ways to present the truth on behalf of their audiences. The award may be given to a single student or a group of students.

Suggestions for suitable candidates should be sent to the Honors Committee chair of the Columbia Scholastic Press Advisers Association, c/o the CSPA office. Supporting materials will be required.

The Sullivan Award is discretionary. If presented, it is given at the Association’s annual Spring Convention in March at Columbia University.

The Playwickian
Neshaminy High School,
Langhorne, PA

In October, 2013, the student newspaper at Neshaminy High School in Langhorne, PA debated the continued use of the school traditional mascot for its teams and activities. The mascot, Redskins, had been in use for many years. Some controversy had been raised about its continued use, including by a parent of a Native American student several years earlier. However, entrenched local opinion seemed to favor the continued use of the mascot.

The Playwickian editors met and debated the stance they would take in a staff editorial. The editorial board split into a majority faction that favored opposing using the name Redskins in the paper. The minority opinion favored its continuation. The majority view resulted in an editorial against using the mascot. The minority view was printed in a signed column written published in the same issue. The staff split was reported to readers.

An acrimonious public debate ensued, played out in local media, school board meetings and the national press. The school board eventually voted to change its policies to require use of the mascot in opinion pieces, including letters to the editor. Media groups wrote letters to oppose this attempt at overriding the students’ voice, calling it censorship. The editors published a later issue without submitting to required prior review by the principal, when he insisted upon the use of the mascot in full. For this, they were punished. The students have continued to publish, even under tightened controls on their speech.

An in honor of their courage and persistence in clearly presenting their views to their readers, despite criticism and opposition, the Columbia Scholastic Press Advisers Association is proud to honor The Playwickian staff with its Edmund J. Sullivan Award.
An online newspaper all the way across the country may seem an unlikely champion for a beleaguered student newspaper facing local criticism and hostility for its honest attempt at editorial leadership. Yet The Foothill Dragon Press, a seven year old online newspaper in southern California, took up the cause of The Playwickian newspaper staff at Neshaminy High School in Langhorne, PA.

The California student editors published their own editorial, “When One Publication is Threatened We Are All Threatened” in response to the administrative crackdown on The Playwickian in spring 2014. Their editorial became one of their top commented ones of the year and was later recognized with a first place honor in the CSPA Gold Circle Awards.

But The Foothill Dragon Press editors didn’t stop with writing a powerful editorial; they backed up their words with action. They started an online fundraiser that sought $2,400 to compensate The Playwickian staff and adviser for monetary penalties imposed by Neshaminy. The drive was oversubscribed to $6,810 contributed by 162 donors from among 7,672 viewers including some in Europe, the UK and Canada, as well as throughout the United States. The funds were turned over to the adviser and staff of The Playwickian.

For innovative and steadfast support of the free speech rights of their fellow student editors, the Columbia Scholastic Press Advisers Association is proud to honor The Foothill Dragon Press staff with its Edmund J. Sullivan Award.
Crown Awards are the highest recognition given by the CSPA to a student print or online medium for overall excellence. Both Gold Crown and Silver Crown Awards are given each year.

A panel of Crown Judges assembles each year at Columbia University to view all entrants, whether they are newspapers, magazines, yearbooks or online media. Judges are experienced former advisers to student media, professional journalists who understand student media or professionals, such as photographers or online specialists with particular expertise needed for the judging exercise.

No set number of Crown Awards is required; the awards are discretionary, based on the evaluation by the Crown Judges. Decisions of these judges are final. They consider all aspects of value to the reader or viewer: content, design or presentation, coverage, photography as well as writing and editing.

The Crown Awards are distinct from other awards given by the CSPA and they have no relation to its Medalist Critiques or to its Gold Circle Awards for individual excellence. Entry in these other programs is separate from the Crown Awards although the CSPA membership provides the opportunity to enter several of them.

Gold Crown Awards were first presented in 1982 and Silver Crown Awards were added in 1984.

Crown Judges are selected by the CSPA’s Executive Director, in close consultation with the chair of the CSPAA’s Committee on Judging Practices, who supervises their work during the actual evaluations.

As a general guideline, the CSPA tries to rotate the judging panelists among different assignments to preserve continuity while also promoting fresh perspectives. These changes in perspective are brought about by regularly adding new judges to the panels or by asking experienced Crown Judges to work on different types of publications from one year to the next. For example, a Crown Judge who has worked primarily with newspapers for several years may be asked to continue with yearbooks in another year, if that person has knowledge of both.

In response to a formal recommendation from the CSPAA Executive Board in 2007, Crown Judges will no longer include persons who are either employed by printing companies or paid by them as ongoing consultants. For obvious reasons, Crown Judges cannot be recruited from among current publication advisers who may have entries among those being considered.

In general, all judging decisions are reached by consensus. However, in cases where Crown Judges recognize they have worked with a staff or adviser at a summer workshop or in another short-term training capacity, they are asked to recuse themselves from any consideration of that publication for Crown status. Other members of the judging panel will make those decisions. Decisions of the Crown Judges are final. Only when results are released by the CSPA should they be considered authoritative.

Questions, comments or concerns about the judging process should be addressed to the CSPA Executive Director.

For further information, contact the CSPA directly.
2015 Crown Award Recipients

Middle School Digital Crown Finalist
Livewire / livewire.aascat.com, Altoona Area Junior High School, Altoona, PA.

High School Digital Crown Finalists
eagletaleonline.com, Canyon High School, Canyon, TX;
FHNtoday.com, Francis Howell North High School, St. Charles, MO;
foothilldragonpress.org, Foothill Technology High School, Ventura, CA;
inklingsnews.com, Staples High School, Westport, CT;
King Street Chronicle, Convent of the Sacred Heart, Greenwich, CT;
MyJAGnews / newspaper.neisd.net/johnson, Claudia Taylor Johnson High School, San Antonio, TX;
nchschant.com, North Cobb High School, Kennesaw, GA;
palyvoice.com, Palo Alto High School, Palo Alto, CA;
rbclevision.com, Riverside Brookfield High School, Riverside, IL;
southwestshadow.com, Southwest Career and Technical Academy, Las Vegas, NV;
thefeather.com, Fresno Christian High School, Fresno, CA;
theredledger.net, Lovejoy High School, Lucas, TX;
therideronline.com, Legacy High School, Mansfield, TX.

High School Hybrid Crown Finalists
Central Times / centraltimes.org, Naperville Central High School, Naperville, IL;
El Estoque / elestoque.org, Monta Vista High School, Cupertino, CA;
Global Vantage Magazine / vantage.thegjp.org, Pacific Ridge School (with Canyon Crest Academy and Kibera Girls Soccer Academy), Carlsbad, CA;
Grant Magazine / grantmagazine.com, Grant High School, Portland, OR;
HiLights / hilights.org, Boone High School, Orlando, FL;
HiLite / hilite.org, Carmel High School, Carmel, IN;
Knight Errant / bsmknighterrant.org, Benilde-St. Margaret’s School, St. Louis Park, MN;
Odyssey / odysseynewsmagazine.net, Clarke Central High School, Athens, GA;
Scroll + Scrolling, Holton-Arms School, Bethesda, MD;
Spartan News Network (SNN) / sntoday.pcsb.org, Lakewood High School, St. Petersburg, FL;
The Boiling Point / shalevethboilingpoint.com, Shalevet High School, Los Angeles, CA;
The Broadview / broadview.sacreds.org, Convent of the Sacred Heart High School, San Francisco, CA;
The Campanile / palycampanile.org, Palo Alto High School, Palo Alto, CA;
The Carillon / thecarillon.org, Bellarmine College Preparatory School, San Jose, CA;
The Chronicle / hwchronicle.com, Harvard-Westlake School, Studio City, CA;
The Circuit / cbhcircuit.com, Cypress Bay High School, Weston, FL;
The Echo / slpecho.com, St. Louis Park High School, St Louis Park, MN;
The Edge / pgedgeonline.com, Pleasant Grove High School, Texarkana, TX;
The Epic / smnewest.com, Shawnee Mission West High School, Overland Park, KS;
The Fourcast / hockadayfourcast.org, The Hockaday School, Dallas, TX;
The Gazette / gbгазета.org, Granite Bay High, Granite Bay, CA;
The Kirkwood Call / thekirkwoodcall.com, Kirkwood High School, Kirkwood, MO;
The Muse / themuseatdreyfoos.com, Dreyfoos School of the Arts, West Palm Beach, FL;
The Patriot / fc patriot.com, John Carroll School, Bel Air, MD;
The Prospector / prospectornew.com, Prospect High School, Mt Prospect, IL;
The Royal News / trnwired.org, Prince George High School, Prince George, VA;
The Rubicon / rubiconline.com, St. Paul Academy and Summit School, St Paul, MN;
The Saagamore / thesagamore.com, Brookline High School, Brookline, MA;
The Shakerite / shakerite.com, Shaker Heights High School, Shaker Heights, OH;
The Southerner / thesoutherneronline.com, Henry W. Grady High School, Atlanta, GA;
The Viking / vikingsportsmag.com, Palo Alto High School, Palo Alto, CA;
Tiger Times / tiger-timesonline.com, Texas High School, Texarkana, TX;
Tiger Times / ttonline.org, Seoul International School, Seoul, Korea;
tjTODAY / tjtoday.org, Thomas Jefferson HS for Science and Technology, Alexandria, VA;
Wingspan / wingspanonline.net, West Henderson High School, Hendersonville, NC.

Middle School Magazine Crown Finalists
Doorways, East Ridge Middle School, Ridgefield, CT;
Inkblot, Kealing Middle School, Austin, TX;
Inklings, Pierce Middle School, Grosse Pointe Park, MI;
Intermedia, Lewis F. Cole Middle School, Fort Lee, NJ;
Young Writers, Atlantic Middle School, Quincy, MA.

High School Magazine Crown Finalists
Agape, Oyster Bay High School, Oyster Bay, NY;
Artistic License, American International School of Ghangzhou, Ghangzhou, China;
Big Red, Harvard-Westlake School, Studio City, CA;
Calliope, Dwight-Englewood School, Englewood, NJ;
Chusms, Copper Hills High School, West Jordan, UT;
Colophon, Towson High School, Towson, MD;
Connotations, Fayetteville High School, Fayetteville, AR;
Creations, Warren Township High School, Gurnee, IL;
Earthwinds, Jackson Preparatory School, Jackson, MS;
Elysium, Coral Reef Senior High School, Miami, FL;
Euantes, George Washington High School, Danville, VA;;
Fine Lines, Richard Montgomery High School, Rockville, MD;
Gallimaufry, Cranbrook Kingswood Upper School, Bloomfield Hills, MI;
Hatch, Bigfork High School, Bigfork, MT;
Images, Plainview-Old Bethpage JFK High School, Plainview, NY;
Impressions, Riverdale Country School, Bronx, NY;
Inkblots, The John Cooper School, The Woodlands, TX;
Mad About Mu, Clarkstown South High School, West Nyack, NY;
Math Mag, SAR High School, Riverdale, NY;
Montage, Greenhill School, Addison, TX;
Muse, Marymount School, New York, NY;
Nexus, Henry W Grady High School, Atlanta, GA;
One Blue Wall, duPont Manual High School, Louisville, KY;
Pegasus, The Walker School, Marietta, GA;
Portfolio, South Lakes High School, Reston, VA;
Pulp, Lincoln Park Performing Arts Charter School, Midland, PA;
Quill, Glendale High School, Springfield, MO;
Repentino, American School Foundation, Mexico City, Mexico;
Roars & Whispers, Providence Senior High School, Charlotte, NC;
Shadows, Cactus Shadows High School, Cave Creek, AZ;
Silent Voices, Woodward Academy, College Park, GA;
Soltice Art & Literary Magazine, Hinsdale Central High School, Hinsdale, IL;
Middle School Newspaper Crown Finalists
The Knightly News, Nativity School, Hollywood, FL;
The Spectrum, Harvard-Westlake Middle School, Los Angeles, CA.

High School Newspaper Crown Finalists
Arrow, Utica High School, Utica, MI;
CS Press, Cactus Shadows High School, Cave Creek, AZ;
Eagle Edition, Episcopal School of Dallas, Dallas, TX;
High Tide, Redondo Union High School, Redondo Beach, CA;
Inklings, Crown Point High School, Crown Point, IN;
North Star, Francis Howell North High School, St. Charles, MO;
Northwest Passage, Shawnee Mission Northwest High School, Shawnee, KS;
Overland Scout, Overland High School, Aurora, CO;
Panther Prowler, Pflugerville High School, Pflugerville, TX;
Prospective, Bryant High School, Bryant, AR;
Spark, Lakota East High School, Liberty Township, OH;
Stampede, Burgs High School, El Paso, TX;
The Arapahoe Herald, Arapahoe High School, Centennial, CO;
The Chronicle, Tom C. Clark High School, San Antonio, TX;
The Crane-Clariion, Cranbrook Kingswood Upper School, Bloomfield Hills, MI;
The Globe, Clayton High School, Clayton, MO;
The Lancer, Thousand Oaks High School, Thousand Oaks, CA;
The Lion’s Tale, Oviedo High School, Oviedo, FL;
The Marquee, Marcus High School, Flower Mound, TX;
The Messenger, Northview High School, Johns Creek, GA;
The Pen, Palos Verdes Peninsula High School, Rolling Hills Estates, CA;
The ReMarker, St. Mark’s School of Texas, Dallas, TX;
The Review, St. John’s School, Houston, TX;
The Rock, Rock Bridge High School, Columbia, MO;
The Saratoga Falcon, Saratoga High School, Saratoga, CA;
The Talon, John Paul Stevens High School, San Antonio, TX;
The Triangle, Columbus North High School, Columbus, IN;
The Winged Post, The Harker School, San Jose, CA;
Titan Times, Antelope High School, Antelope, CA;
Tribal Tribune, Wando High School, Mt. Pleasant, SC;
Verde, Palo Alto High School, Palo Alto, CA.

Middle School Yearbook Crown Finalists
Eagle Eye View, Sierra Middle School, Parker, CO;
Jamboree, Toby Johnson Middle School, Elk Grove, CA;
Lion’s Den, Hyde Middle School, Cupertino, CA;
Sentry, Robinson Middle School, Fairfax, VA;
Spotlight, Lawton C. Johnson Summit Middle School, Summit, NJ;
The Explorer, Sierra Middle School, Stockton, CA;
The Nighthawk, Rocky Heights Middle School, Littleton, CO;
The Prowl Yearbook, Powell Middle School, Littleton, CO;
The Scrapbook, Westfield Middle School, Westfield, IN;
The Surfer, Coronado Middle School, Coronado, CA;
The Vespa, Kealing Middle School, Austin, TX.

High School Yearbook Crown Finalists
Aries, Grayson High School, Loganville, GA;
Arrowhead, Vero Beach High School, Vero Beach, FL;
Ash-A-Wat, Gabrielineo High School, San Gabriel, CA;
Auctioneer, Greeneville High School, Greeneville, TN;
Buzzer, Brookville High School, Lynchburg, VA;
Calumet, Arapahoe High School, Centennial, CO;
Cavalier Classic, Carroll County HS, Hillsville, VA;
Cayuse, Walnut High School, Walnut, CA;
Cornerstones, The Hockaday School, Dallas, TX;
Decamhian, Del Campo High School, Fair Oaks, CA;
Details, Whitney High School, Rocklin, CA;
Don Days, Amador Valley High School, Pleasanton, CA;
Dragon, Round Rock High School, Round Rock, TX;
El Paisano, Westlake High School, Austin, TX;
Fentonian, Fenton High School, Fenton, MI;
Fusion, Hargerty High School, Oviedo, FL;
Hauberk, Shawnee Mission East High School, Prairie Village, KS;
Hornet, Bryant High School, Bryant, AR;
La Pantera, Palos Verdes Peninsula High School, Rolling Hills Estate, CA;
La Vista, Mountain View High School, Mesa, AZ;
Laconian, Salem High School, Salem, VA;
Lair, Shawnee Mission Northwest High School, Shawnee, KS;
Laurel Wreath, Lancaster Mennonite High School, Lancaster, PA;
Legend, Boone High School, Orlando, FL;
Log, Columbus North High School, Columbus, IN;
Marksmen, St. Mark’s School of Texas, Dallas, TX;
Nugget, Cupertino High School, Cupertino, CA;
Nuntius, Altavista Combined School, Altavista, VA;
Odyssey, Chantilly High School, Chantilly, VA;
Pelican, Pelham Memorial High School, Pelham, NY;
Pilot, Redondo Union High School, Redondo Beach, CA;
Pow Wow, Cheyenne Mountain High School, Colorado Springs, CO;
Pride, Franklin High School, El Paso, TX;
Rampages, Orangewood Christian School, Maitland, FL;
Reata, Memorial High School, Houston, TX;
Sage, Loudoun Valley High School, Purcellville, VA;
Skjöld, West High School, Painted Post, NY;
Summit, Smoky Hill High School, Aurora, CO;
Techniques, Thomas Jefferson HS for Science and Technology, Alexandria, VA;
Teletios, Mount Paran Christian School, Kennesaw, GA;
The Belltower, St Thomas’ Episcopal School, Houston, TX;
The Clan, McLean High School, McLean, VA;
The Claw, Arvada West High School, Arvada, CO;
The Crimson, duPont Manual High School, Louisville, KY;
The Hawk, Pleasant Grove High School, Texarkana, TX;
The Indian, Shawnee Mission North High School, Overland Park, KS;
The Lion, McKinney High School, McKinney, TX;
The Lonestar, Vista Ridge High School, Cedar Park, TX;
The Pix, Little Rock Central High School, Little Rock, AR;
The Quinault, JM Weatherwax High School, Aberdeen, WA;
The Stampede, J.W. Mitchell High School, New Port Richey, FL;
The Tiger’s Eye, Seoul International School, Seongnam-Gyeonggi-do, Korea;
Titanium, Antelope High School, Antelope, CA;
Touchstone, Stony Point High School, Round Rock, TX;
Triune, Trinity High School, Euless, TX;
Ursus, Granite Bay High School, Granite Bay, CA;
Wings, Arrowhead Christian Academy, Redlands, CA;
Wingspan, James Enochs High School, Modesto, CA.
The CSPA is an international student press association unifying student journalists and faculty advisers at schools and colleges through educational conferences, idea exchanges and award programs.

Founded in 1925, the CSPA is owned and operated by Columbia University in New York City. 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 the 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 4,000 students from across the country and around the globe come to Columbia each year as delegates to the CSPA’s annual conventions and workshops. At each event, seasoned journalism teachers and media professionals share their knowledge and experiences with eager newspaper, magazine, yearbook and digital 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 as well as 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 the CSPA’s web site and offers daily access at http://cspa.columbia.edu. 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 continually improve;
• to recognize that journalism can be a means toward broader understanding of society and people without leading to a specific career choice.

About the CSPAA

The Columbia Scholastic Press Advisers Association (CSPAA) was founded in 1927 by faculty members working with student editors of the 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 the CSPA conventions and workshops and advises the CSPA executive director on the needs and wants of its members.
Student Awards Convocation

Friday, March 20, 2015
2:30 p.m. to 4:30 p.m.
Roone Arledge Auditorium, 1st fl., Lerner Hall
115th St. & Broadway

Edmund J. Sullivan Award

The Edmund J. Sullivan Award recognizes student editors who pursue innovative ways to present the truth on behalf of their audiences. The award may be given to a single student or a group of students.

2015 Recipients:
Edmund J. Sullivan Awards
The Foothill Dragon Press—Foothills Technology High School; Ventura, CA.
The Playwickian—Neshaminy High School; Langhorne, PA.

Gold & Silver Crown Awards

This year, 1,203 digital publications, newspapers, magazines and yearbooks published during the 2013-2014 academic year were eligible for judging in the 2015 Crown Awards Program. The digital publication entries were judged at Columbia University on November 1, 2014 and the other categories of print magazine, print newspaper and print yearbook as well as “hybrid,” a membership classified as a publication that works to combine its digital and print publications as one, were judged December 13-15, 2014. All publications were judged by members of the Board of Crown Judges. Publications are judged on writing/editing, design, content, concept, photography, art and graphics.