2014 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 times to get the most out of the convention.

• The Power of Light by Mark Murray on Wednesday at 1:30 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 90th time, the Columbia Scholastic Press Association welcomes student journalists and their faculty advisers to Columbia’s historic campus in the Morningside Heights section of New York City.

As delegates to this national convention, you seek both knowledge and the fellowship of your peers. This three-day program offers 317 distinctive sessions exploring the purposes, techniques and values imparted by the journalistic experience. Sessions are available for those interested in work with newspapers, yearbooks, magazines, broadcast and digital media. Some of you have received instruction in journalism classes offered at your schools. Others take up the craft of journalism without any training. Whether you approach the excitement of reporting and presenting the news with or without prior, formal instruction, Columbia offers many sessions to help you to better practice journalism.

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

On the Cover—
A look back at the past eight decades that the Columbia Scholastic Press Association has hosted a spring convention on Columbia University’s campus. Highlights from the past 89 years:

1926: Founding CSPA Director Col. Joseph M. Murphy poses with convention delegates for the official convention photo.
1936: First Lady Eleanor Roosevelt gives the convention luncheon address.
1949: President Dwight D. Eisenhower delivered the convention luncheon address.
1952: Col. Joseph M. Murphy awards President Harry S. Truman the CSPA Gold Key prior to Truman’s speech at the luncheon.
1964: Students speak with one of the convention speakers after the session concludes.
1974: Students displaying their publication banners during the photo shoot of the official convention photo.
1980: CSPA Director Charles R. O’Malley and then CSPA Associate Director Edmund J. Sullivan preside over the Gold Key Awards.
1999: Actor Martin Sheen speaks with convention delegates after a press conference and screening on the TV Show “The West Wing.”
2009: Former New York Times copyeditor Merill Perlman, now of Merrill Perlman Consulting, presents a session to delegates.

All photos from the CSPA Archive.
Some say, “Do what you love, and you’ll never work a day in your life.” Come listen to panels of NYC-based professionals who loved journalism in high school and pursued work that draws on their experiences as members of a publications staff in high school. Join us as they discuss their current work, the impact technology has had on their jobs, and how you can build your resume with the skills you’re developing today. Each session will include time for a Q & A with the panelists.

**WEDNESDAY**

10-10:45 a.m.

- **Michael Tedder** — managing editor, The Talkhouse, online music magazine
- **Lindsey Ramsey** — managing editor, FoodService Director Online
- **David Studinski** — director of product management at Salthru, a NYC-based tech company
- **Katarina Alaupovic** — owner of Redefined Communications and freelance writer

Moderator: **Carrie Faust**

**THURSDAY**

10-10:45 a.m.

- **Katarina Alaupovic** — owner of Redefined Communications and freelance writer
- **Larry Buchanan** — graphics editor at The New York Times
- **JD Rinne** — managing editor at Self.com
- **Jeff Brown** — photographer

Moderator: **Kristina Skrela**

**FRIDAY**

9:45-10:30 a.m.

- **Jeff Brown** — photographer
- **Jamie Miles** — assistant managing editor, XO Group and TheKnot.com
- **Zach Hetrick** — freelance photographer

for Nike, ESPN, Facebook, Runners World
- **Jessica Haley** — owner of an online stationery boutique, calligrapher, designer, blogger and photographer

Moderator: **Mike Simons**

All sessions in Lecture Hall, Journalism 3rd floor
Mark Hansen joined Columbia’s Graduate School of Journalism in July of 2012. He was named professor and East Coast director of the David and Helen Gurley Brown Institute for Media Innovation, an innovative collaboration between Columbia and Stanford University’s School of Engineering.

While working in Los Angeles, Hansen held appointments in the Department of Statistics, the Department of Design Media Arts and the Department of Electrical Engineering at UCLA -- literally forming a triangulation of data, art and technology. He and his collaborators at UCLA developed a data analysis component for a computer science curriculum running in Los Angeles Unified School District.

While in New York, Hansen was a long-standing visiting researcher at the New York Times R&D Lab and a consultant with HBO Sports. Hansen works with data in an essentially journalistic practice, crafting stories through algorithm, computation and visualization.

Hansen holds a PhD and MA in Statistics from the University of California, Berkeley and a BS in Applied Math from the University of California, Davis.

Established in 2012, the Brown Institute for Media Innovation is a collaboration between Columbia and Stanford Universities. Our mission is simple: Sponsor thinking, building and speculating on how stories are discovered and told in a networked, digitized world.

Attend their session!
Two chances during the convention.

Storytelling from Data
Mark Hansen
Learning how to interpret and shape data into stories is at the heart of today’s journalism. As we grow more dependent on data and computation, we must responsibly and creatively find and tell the stories that spring from the data. This session will teach you how to use data and computation in a thoughtful way for reporting. We will also give advice for teachers wanting to tell stories using data, computing, and visualization.

http://brown.columbia.edu

THURSDAY 2:30-3:15 P.M.
106 Jerome Greene Hall [Law]

FRIDAY 9:45 - 10:30 A.M.
106 Jerome Greene Hall [Law]
A

**Justin Abello** is currently a freshman at Georgetown University, double majoring in Government and History with a minor in English. Last year as a senior at Loyola High School of Los Angeles, he served as the Opinion Editor of the school newspaper, the copy editor of the yearbook, and the literary editor for Windowpanes, the school’s art/iterary magazine. Abello received the highest award the high school could bestow upon a student: “Son of Loyola.”

**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 Towsley Award, JEA’s highest honor, and has been awarded CSPA’s Gold Key and NSPA’s Pioneer Award.

**Martha Akers** has been advising yearbook and teaching photojournalism at Loudoun Valley High School for the past 34 years. Her students’ yearbooks have received CSPA’s Gold Crown, NSPA’s Pacemaker and VHSL’s Trophy on numerous occasions. Akers, who speaks at and directs conventions and workshops nationwide, has been named the 2005 JEA Yearbook Adviser of the Year, and received CSPA’s Gold Key, NSPA’s Pioneer Award, VHSL’s Lifetime Achievement Award, VHSL’s Torch Award and SIPA’s Distinguished Service Award. In October 2008, she was inducted into the VHSL Hall of Fame. She has also been inducted into OIPA’s National Scholastic Journalism Hall of Fame.

**Katarina Alaluopovic** is the owner of Redefined Communications, specializing in content strategy for the travel, fashion, and beauty industries. Her freelance articles have appeared in publications like The Knot, Sunset, and Unboundary by USA Today. She is the author of The Food Lovers’ Guide to Phoenix & Scottsdale, founder of the fashionable travel blog Style Jaunt, and hotels columnist for SheKnows.com. As a student at Corona del Sol High School in Tempe, AZ, Alaluopovic was on yearbook staff all four years and served as editor-in-chief from 2003 to 2004.

**James Amato**, the journalism director and adviser of the WRHSonline.net/WRHSmedia broadcast at Woodland Regional High School, Beacon Falls, CT. The program has undergone several program enhancements in its tenure since 2001. Starting as black-and-white, print-only program (a Silver Medalist production), they have explored AM radio, FM broadcast, podcasting, web page design, CMS distribution, live web updates, full-color broadsheet print, online-only production, Twitter and Facebook integration and, now, live event, multi-camera broadcasting. Journalists work with local news outlets who often embed WRHSmedia broadcasts in their own websites, Twitter feeds and Facebook pages. [@wrhsmedia]

Angela Amos advises the Cypress Legacy yearbook, teaches Introduction to Digital Design and Digital Photography at Cypress Lake Middle School in Fort Myers, FL. She is a Master Digital Educator for the state of Florida, as well as a 2012 Golden Apple finalist in Lee County and a 2011 Teacher of the Year nominee.

**Sonja Anwar-Ahmed Martinez** is an 11th grade student at the American School Foundation in Mexico. She has lived in seven different countries, spanning four continents and is eager to utilize her diverse cultural experiences to the advantage of others. She hopes to work with the United Nations in the future.

Ellen Austin is the director of journalism at The Harker School in San Jose, where she advises their award-winning newspaper, website and yearbook programs. Previously, Austin taught journalism at Palo Alto High School, advising The Viking sports magazine and website, and co-advising the broadcast program. Austin has served on the JEA national board of directors, and as the former chair of the Student Press Law Center’s steering committee. Currently, Austin serves as a JEA (Northern California) board member. She received the Dow Jones News Fund 2012 National Journalism Teacher of the Year. Austin will receive CSPA’s Gold Key at this convention. [@ellenAustin]

**Monica Avila Alvarez** is an 11th grade student at the American School Foundation in Mexico City. A native of Mexico City, Alvarez enjoys creative writing and wishes to pursue it professionally in the future. She currently is a staff member of the Repentino Literature staff.

B

**Michelle Balmeo** is adviser to El Estoque newsmagazine and news website at Monta Vista High School in Cupertino, CA. She guided her staff through the publications from a 12 page tabloid newspaper to a 40+ page magazine and news website that is updated daily. Her students have received multiple awards from national organizations, but she is most proud of her staff’s continual effort to ameliorate their publication. [@michellebalmeo]
Who’s Who at the Convention

Anne Barr currently teaches English at Episcopal Academy in the metropolitan Philadelphia area and advises the student newspaper, The Scholium. Under her leadership the online version of the paper was instituted and sports reporters began regularly using Twitter to provide live updates on sports games to the Episcopal Academy community. This past January, Barr taught a journalism class developed for Episcopal’s newly launched J-Term curriculum.

Katy Bellotte is a high school senior and co-editor-in-chief of Severna Park High school newspaper, manager of the Unified Sports Team, and owner of a registered business in the state of Maryland. Her YouTube channel, begun in 2009, now has over 16 million views. [@HelloKatyxo]

Joe Bergantino is the executive director, managing editor and co-founder of the New England Center for Investigative Reporting. 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. He also did investigative reporting for WPLG-TV, 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 a duPont-Columbia Award and Citation, a Robert F. Kennedy Award for reporting on the disadvantaged, and a Gabriel Award. [@joebergantino]

Kathleen Bergen has been an English teacher at Madison (NJ) High School for the past ten years. She serves as the adviser for the high school’s online news site, Dodger Online, as well as the high school’s hybrid literary arts magazine, Glyphs.

Bonnie Blackman currently serves on the board of the GSSPA, and received their Golden Quill Award for contributions to journalism in New Jersey. Blackman is also a member of the Advisory Board of the PSFA. She is a 2006 recipient of the CSPA Gold Key. Blackman speaks nationally at conventions and yearbook camps specializing in staff management, motivation, and marketing. Blackman began her career as a yearbook adviser and coach in Boston public schools before joining Jostens. [@blackmanbonnie]

Erika Bleed is a junior at the American School Foundation in Mexico City. Bleed is currently a staff member of Repentino, an international art and literature magazine dedicated to fostering a love of the arts. She is trilingual in English, French and Spanish and is thinking about pursuing a career in law.

Jason Boland advises the Calhoun High School newspaper, Hoofbeats, in Merrick, NY. His staff has been recognized by numerous press organizations in the last eight years, receiving a CSPA Gold Medalist award and Most Outstanding Newspaper by the American Scholastic Press Association. He has a Bachelor’s Degree in Journalism and a Master’s in Education from St. John’s University and has been teaching AP English and Journalism for 16 years. Before teaching, he worked as a reporter and editor for several local newspapers. He was recently named a 2013 Educator of Excellence by the New York State English Council. This is his sixth year presenting at CSPA. [@thejasonboland]

Harry Robert Brake is the adviser of Repentino magazine at the American School in Mexico City. repentino was a recipient of the CSPA Silver Medalist certificate in 2012. Brake restarted the magazine two years ago with Camila de la Parra. Under his guidance the local magazine has become an international one, increasing its staff from six members to its present 57. He believes in the power of social media to uplift others, and in sharing the work of artists, having himself met John Green, Alice Walker, Scott Westerfeld and many more. [@Michigan01]

Betsy Brittingham is the adviser of Nuntius yearbook in Altavista, VA. Before teaching English and advising the yearbook, Brittingham was a newspaper editor and reporter. She has expertise in public relations, graphic design and advertising. The Nuntius is a recipient of the CSPA Silver Crown and NSPA Pacemakers in 2011 and 2012. Brittingham currently serves as a board member of the VAJTA. She has presented at the 2011 and 2012 CSPA Spring Conventions. [@BetsyBrit]

Rick Brooks is a creative design manager with Jostens and has over 20 years experience within the publishing and creative design fields. A graduate of Fairmont (WV) State University, he has degrees in Commercial design, Graphics and Fine Arts along with Journalism and Art Education. Brooks received the Gold Key and the PSPA Keystone award for exemplary work in helping student journalism through education and training. He attained his CJE from JEA in 2013. Brooks spends the majority of his time teaching, lecturing and working with schools on creative concept materials.

Jeff Brown is a photographer now living in Brooklyn, NY. In his last year of high school, Brown was co-editor in chief, scene editor, a columnist, a photographer and a feature writer for The Blue & Gold newspaper at Center High School in Antelope, CA. During his tenure The Blue & Gold was a regular Crown winner.

Larry Buchanan is a graphics editor at The New York Times. Buchanan has previously worked as a freelancer for The New Yorker, The Onion, ESPN and others.

Christopher Burman teaches Spanish at Pacific Ridge School, in Carlsbad, CA, and is the faculty adviser for Global Vantage. Global Vantage is a Crown Award Finalist for 2014 and the student staff is the recipient of the 2014 Edmund J. Sullivan Award.

C

Aaron Cahall is a contributing editor and a partner in The Dagger, a news Web site covering Harford County, MD. A native of Baltimore, he has written for professional and student publications for more than 10 years. He has worked for several newspapers covering local government, police, fire, and community issues, and has interned at Newsday’s Washington, D.C. bureau, op/ed and sports departments, as well as Maxim magazine. He is a 2007 graduate of the Columbia University Graduate School of Journalism. [@aaroncahall]
Wednesday, March 19, 2014

Highlights for delegates

**Exhibits and Publication Display**
Arledge Auditorium of Alfred Lerner Hall
8 a.m. through 3 p.m.
Check out the offerings from our exhibits in the auditorium of Columbia’s student center. Also, tables of award-winning newspapers, magazines and yearbooks will be on display.

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

**On-site Critiques**
Ongoing from 9 a.m. to 3:30 p.m.
Sign up in room 555, 5th floor 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 or viewed online. Critiques are available if only one staff member or adviser is present at the Convention, or for groups as large as nine persons (we use tables that seat 10 persons). These are not ratings, and they don’t carry awards. But they are a good chance to ask questions, get clarifications, learn new terms or techniques and inquire about possible changes or innovations you may be considering.

Each publication staff — newspaper print, hybrid, digital; yearbook, lit mag and general magazine, will participate in an in depth critique session to review the reference essentials, visual and verbal elements of the publication. The critiques will be individualized to meet the specific needs of each staff.

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

**Columbia’s Visitors Center**
Hours 9 a.m. to 5 p.m.
Located in room 213, on the west side of the foyer at the main entrance of Low Library, the Visitors Center offers information and campus tours to prospective undergraduates of Columbia College and the Fu Foundation School of Engineering and Applied Science and to the public.

**Student Swap Shops**
Wednesday, March 19, at 10 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 whatever questions or problems the group at your table wants to talk about. You can also bring copies of your paper, magazine or yearbook to show or even exchange with others. Issues can be the most recent or from previous months or even last year. If you don’t have enough copies to exchange, swap names and addresses (including email addresses) so that you can follow up after you return home.

Follow CSPA [@cspa] on Twitter for convention updates!
And tweet what you learned at the convention #cspasc14
**ADVISERS**

### Growing Your Own Journalism Program

**Ellen Cowhey**

Here’s a how-to for beginning newspaper advisers who are just beginning to advise, or are inheriting a small or dysfunctional journalism program. One adviser shares her story over a ten-year period, where she expanded the program, increased courses available, and developed specific protocol for students, faculty and administration. This will be an opportunity for other advisers to share their experiences and exchange ideas on best practices as well.

### Turning 5 into 50

**Matthew LaPorte**

For those of us advisers who have a small staff, we yearn for those huge staffs that could take on all those “things” that always seem to fall by the wayside. At this session, learn how the Southwest Shadow Online News Site (staff of five) and The Howl Yearbook (staff of three) are maximizing their strengths to update daily and produce a 256-page volume.

### Approaches to Reading in Journalism and English: Bridging the Divide

**Deborah March**

This session explores techniques for bridging the gap between approaches to reading in journalism and English classes, fostering students’ awareness of distinct purposes and modes of literacy. I focus on the increasing prevalence of close reading in the English classroom, the turn toward nonfiction, and journalism’s implicit lessons to students about the value of context in shaping published writing. Get sample lessons and practices that can be integrated into the production cycle.

### Staying Semi-Sane in the Midst of Chaos

**Laura Schaub**

Join this discussion for advisers of all types of publications as we explore staff management, grading techniques and other aspects of advising student publications.

### How to Advise a Yearbook Staff to Take Ownership of their Yearbook

**Alison Stanford Turner**

This session will reveal the four steps an adviser can follow to make yearbook staff members care about and take charge of their publication.

### ALL PUBLICATIONS

### Trello for Everyone!

**Harry Robert Brake & Alia Suhaimi**

That’s right, not Jello, but TRELLO will change your world! See how one class in Mexico City took Trello and made it a staple in organizing a staff that went from 12 to 57 on one year. See ways to increase the use of Trello and make it work for you in a variety of ways, saving you time, energy, and increasing activity! Guaranteed to be a life saver of time, energy and help increase your publication’s productivity!

### 7 Ways to Be Eye Catching

**Alena Cybart-Persenaire**

Learn strategies to write eye catching openings as well as photo captions that grab your readers’ attention, and keep them reading.

### Confessions of Former High School Journalism Nerds

**Carrie Faust, moderator**

Come talk to former pub students and find out how their involvement in journalism helped them in college and in their professional careers.

### Using Sources to Create a More Readable, Informed Publication

**Donald P. Mazella**

Attend this primer on using editorial skills to incorporate internal and external sources in everyday scholastic editorial enterprises. Learn how to cultivate sources, read and explain official documents and tell how they relate to your educational institution. Better interviewing techniques when querying officials for information.

### Streams. Compressors. Bits. (No Water, Air or Kibbles.)

**Jacob 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. We’ll cover hardware/software needs, production tips, video hosting options and the best way to embed video into your webpages.

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On-site Observation

Eve Hill-Agnus

On-site observations—in the cafeteria kitchen; in the closet of a ninth-grader as she discusses the thought process that goes into picking a school outfit; at the dance studio where a student practices Indian dance—provide crucial insight into a story and prompt questions a reporter would not otherwise think to ask. Session-goers will leave with an understanding of the “added value” of on-site observations; how to capture sensory detail; and how to weave observations into various story types.

D I G I T A L  M E D I A

Make Every Shot a Masterpiece

John Chase Soliday

Capture images no one will ever forget! Shoot photos, TV, Web-episodes and movies. Learn new tricks and old rules for photographers, yearbook and newsprint editors, photographers, artists, directors and actors. Discover how models, TV and movie stars are made from artists, directors and actors. Discover how to grow your audience. Social media integration will be discussed.

NEWSPAPERS

Adding Video Online Can Be Easy!

LaJuana Hale

Today staffers need to have some video skills. Using the $5 iMovie app, students can shoot video with their iPhone or iPad and then load it directly to their online newspaper. A short video story can be filmed, edited and uploaded in 30 minutes.

M A G A Z I N E S

In Praise of Walking

Christian McEwen

Learn the relationship between writing and walking.

PHOTOGRAPHY

Pictures Reveal the Story

Rosalie Cooper

Photography is a powerful tool that invites the reader into the spread. Facial expression, people’s actions, close ups, perspective views, light settings, are all discussed to enhance your pictures for your publications.

L A W & E T H I C S

Avoiding the Libel Trap

Adam Goldstein

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

YEARBOOKS

Small Staff? Big Book? Get Organized

David Framel

Tradition and other factors can guarantee a large book year after year, but staff sizes are rarely as consistent. When faced with 400+ pages and a handful of staff, organization is crucial. Learn how to create design guides and work spreadsheets while fostering a sense of teamwork for effective project management.

You have a domain, now what?

Monique Sandoval

Your school district has allowed you to go online with your newspaper, but what happens next? This session will help you get your online news website started and will offer suggestions on how to grow your audience. Social media integration will be discussed.

Broadcast Your Voice

Greg D. Stobbe, Callista Fries & Christopher Grossman

Learn to Podcast: The Feather’s lead multimedia anchors discuss the in’s and out’s 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.

Remember that ‘All Publications’ sessions are open to all convention delegates.
Mr. Terry G. Caldwell is the co-moderator of Windowpanes, a literary/art magazine published annually at Loyola High School of Los Angeles. He has co-moderated this literary/art magazine for over 15 years, garnering more than 10 Gold Medalists and two Silver Crown Awards from CSPA.

Molly Clarkson is the co-adviser for Richard Montgomery High School’s literary magazine Fine Lines. This is Clarkson’s seventh year serving as co-adviser. She is the MVP coordinator at Richard Montgomery High School, MD, in addition to teaching Honors English Nine.

Erin Coggins has advised The Crimson Crier and The Senator at Sparkman High School for 12 years. She has been named the ASPA’s Adviser of the Year four times as well having received the CSPA Gold Key and DJNF Distinguished Adviser awards. Prior to entering education, Coggins worked in public relations for NASA. [@eecoggins]

Jane Collins is the Co-Editor-in-Chief of the Madison Dodger Online. She has been working on the Dodger since her sophomore year, but she was first published by her local paper in the eighth grade.

Michael Comos has been the adviser of the Hilltopper yearbook and Pawprints newspaper at Clarkston (MI) High School since 2004.

Rosalie Cooper was an adviser to the Challenger yearbook for over 15 years at Elizabeth Blackwell Middle School in Ozone Park, NY. The yearbook was a CSPA Gold Medalist with All-Columbian honors. She received the CSPA Gold Key in 2007. She continues to critique yearbooks and magazines for CSPA and NSPA. Cooper was the successful grant writer for Elizabeth Blackwell Middle School, which also collaborated with schools in the Learning Technology Grant. She has taught for 36 years in the New York City public school system and is currently teaching digital photography to adults.

Ellen Cowhey has advised Tower, The Masters School’s newspaper, for a decade. She has also worked in the editorial department at Simon and Schuster’s Pocket Books and Hyperion. Her staff’s work has consistently been recognized by CSPA and Quill and Scroll. Last year, one of her editors-in-chief won The Journalist of the Year for New York State. [@masterstower]

Elyn Coyle is adviser of The Chief, teaches journalism at Massapequa (NY) High School and served as vice president for the LISPA for three years. The Chief was honored with a CSPA Gold Medalist in 2013 and earned over 62 awards at the Long Island Press High School Journalism Program in 2013.

Meredith Cummings is a journalism instructor at The University of Alabama and the Vice President/ President Elect of the SPJ Alabama Professional Chapter. She directs the NESPA, the ASPA and the Multicultural Journalism Workshop at UA. Cummings is a freelance writer for various publications, including alcom where her blog The Up Beat won third place in the National Federation of Press Women contest in 2013. Cummings has worked at newspapers, magazines and Web sites in AL, PA, NC, NY, SC and FL. [@merecummings]

John Cutsinger was named the 1987 DJNF National Journalism Teacher of the Year. Cutsinger was named the 1987 DJNF National Journalism Teacher of the Year. Cutsinger awarded him a Gold Key; NSPA, a Pioneer award; and SIPA, its Distinguished Adviser Award. In 1992, he was inducted into the FJA Hall of Fame. A past JEA Commissioner; John is JJE qualified and received a JEA Medal of Merit and also a JEA Friend of Journalism. Cutsinger has judged as well as has spoken at conventions for nearly 40 years. Prior to his creative accounts manager role, he served as marketing manager where he edited Advisor & Staff, created the Y Club Curriculum, co-edited History Repeats itself yearbook history and co-authored the new Adviser’s Companion. [@johnnyyearbook]

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 56 journalism awards including four 2012 New England Scholastic Press Association awards and Connecticut’s 2012 Margaret M. Generali grant for literacy. A former staff writer for the Bristol Press, Hartford Courant and Columbia Spectator, she was named the University of Connecticut’s 2006 Graduate of the Last Decade. She was editor in chief of UConn’s The Daily Campus, winning 1996 second place U.S. Newspaper of the Year from the Associated Collegiate Press.

Cindy Dahle teaches creative writing at Corner Canyon High School in Draper, UT. A multi-year CSPA Gold Medalist recipient and judge, she was hired to launch the still-unnamed literary magazine for CGHS, a brand-new high school. She plans to create a hybrid publication that includes techniques from the latest printing processes and desktop publishing software combined with finished book art craftsmanship.

Kristen Dixie is enjoying her sixth year as a teacher at American School Foundation in Mexico City, Mexico as part of the Upper School English department. She recently completed her Masters in Educational Leadership, after having completed her Honour Degree in English Language & Literature, her Bachelor in Education and her Masters in International Education. She is licensed to teach by the Ontario College of teachers and has been teaching for nearly 10 years.

Dannly Domingo is currently the Senior Designer at Conde Nast where he designs and art-directs editorial content across all print and digital platforms of Architectural Digest. He is also a freelance art director and photographer working effprimarily in fashion. Domingo has a BFA in Photography and Imaging from NYU’s Tisch School of the Arts.

Mary Kay Downes loves yearbook so much that her license plate reads YBQUEEN! She has advised the Odyssey yearbook for 26 years in Chantilly, VA. Her students’ books have garnered numerous CSPA Crown and NSPA Pacemakers and have received the VHSL Savedge Award for sustained excellence four times making 21 VHSL Trophy Class awards. Downes is the 2007 JEA Yearbook Adviser of the Year and has received CSPA’s Gold Key, JEA’s Medal of Merit, NSPA’s Pioneer Award and SIPA’s Elizabeth Dickey Award. She is a past-president of CSPAA and chairs its Honors Committee. [@mdkybq]

Who’s Who at the Convention

CSPA Convention delegates walk to their next session during the 2011 annual convention. photo/Alan M. Murray

90th Annual High School Convention Program
Who’s Who at the Convention

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 OIPA National Scholastic Journalism Hall of Fame.

Carrie Faust has been advising yearbook and newspaper for 12 years at Smoky Hill High School in Aurora, CO. Her yearbooks have won four CSPA Silver Crowns, an NSPA Pacemaker, and also a finalist. A 2008 JEA Rising Star, 2009 Distinguished Adviser, and a 2013 Medal of Merit recipient, Faust enjoys speaking at conventions and workshops around the country. [@carriefaust]

Maura Fennelly is Co-Editor-in-Chief of Madison High School’s newspaper, the Madison Dodger Online. She began taking journalism her sophomore year and plans to pursue a career in the field.

Steve Ferguson has been a representative for Balfour Publishing in the Tampa Bay, FL area for 24 years and has pieces published in CSPA’s Scholastic Yearbook Fundamentals. He is a graduate of the UNC-Chapel Hill School of Journalism and has worked at The Miami Herald. As a yearbook adviser at North Miami Beach High School, his yearbooks received Silver Crowns from CSPA, All Florida from FSPA and Pacemaker awards from NSPA. He has led yearbook workshops in 22 states. His schools frequently solicit his expertise on layout, design, copywriting, and InDesign tips and tricks. [@yearbookman]

George Fiala is a professional photographer and teacher based in Dallas, TX. He specializes in capturing lyrical images of people on location or in studio for editorial, corporate and advertising applications. Fiala is also the head of photography at the Episcopal School of Dallas.

Virginia Fitzgerald is an adviser of the Algonquin Harbinger newspaper and Sachem magazine at Algonquin Regional High School in Northborough, MA. She left the newsroom for the classroom and has been teaching English and Journalism since 2007.

Adrienne Forte has been teaching Newspaper Journalism for the past nine years at Robinson Secondary School in Fairfax, VA. Her students, seventh and eighth graders, produce quarterly issues of the school newspaper.

David Framel has taught high school English and journalism for 28 years and has advised The Hexagon yearbook, The Knight Times newspaper, and the KEHS News broadcast program for Episcopal High School in Belaire, TX, since 2005. His publications and staffs have earned numerous national and regional writing and graphic design recognitions, including Gold Circle, Scholastic Arts and Writing, and Yearbook of Excellence honors. A published author of fiction, he also coaches and teaches summer yearbook and newspaper workshops.

Dr. Seth Frechie is Chair of the Department of English at Cabrini College in Radnor, PA. In the last decade, the faculty in his department have re-imagined the Woodcrest literary magazine to create an emerging arts culture that invigorates campus life. Dr. Frechie is a 2007 recipient of the Lindback Award for Teaching Excellence. A writer and editor, he is a founding member of the Forum for Undergraduate Student Editors (FUSE) conference network.

Callista Fries is a junior and the multimedia anchor for The Feather Online (thefeather.com), at Fresno (CA) Christian High School. The Feather Online won 2012 and 2013 NSPA Online Pacemakers, a 2013 Best of Show, a 2013 CSPA Gold Crown, and a 2012 Silver Crown. They are a Crown Award finalists this year.

William Friskey is in his fourth year of advising the journalism program and his seventh year of teaching at Ledyard (CT) High School. He teaches English 11 and journalism and advises The Colonel News magazine, Horizons Yearbook, the Poet Laureate, and the Youth Alive Bible Club. He has a Masters of Fine Arts in Creative and Professional Writing from Western Connecticut State University where he specialized in fiction and speech writing. In addition to penning three novel-length manuscripts, Friskey enjoys writing poetry and short fiction when he gets a chance. [@WilliamFriskey]

Sheryl Fulton is the Marketing Services Manager for Jostens Printing & Publishing in Topeka, KS. Fulton formerly taught at Fort Collins (CO) High School, where she advised the Lamblkin yearbook and she also advised the Archive yearbook at St. Louis University. Her books have won awards from NSPA, CSPA, and CHSPA. She was awarded the Pioneer Award from NSPA in 2013. She enjoys speaking at summer workshops and conventions.

Aaron Gillego is the faculty adviser of AMUSED, the literary magazine of Miami Country Day School. He has been teaching high school English for 11 years, holds an MFA in Poetry, and was himself a recipient of a CSPA Gold Circle Awards Certificate of Merit as a student.

Nelson Gomez is a junior at the Massapequa (NY) High School. He is the managing editor of The Chief. The Chief was honored with a Gold Medalist rating from CSPA in 2013 and has also earned more than 62 awards at the Long Island Press High School Journalism Program for Excellence in Teaching.
Order up! Bringing Culinary Coverage Online

Ellen Austin

With an ever-increasing media focus on food competitions and celebrity chefs, why not bring that audience to your school’s online site? Join this session with two Bay area high school food bloggers who are piloting innovative food coverage with recipes, reviews, and culinary tips for their online audience.

How to be a Social Media Star

Katy Bellotte

This high school senior reflects on how she built a YouTube presence of over 16 million views, and how you can too.

School Publication as Local and Global Engagement

Steven Le

Global Journal Project empowers students with business skills to connect communities by sharing stories. We form public-private-international school partnerships that operate a student-run magazine. Each magazine’s content comes from members of all three schools, including students, teachers, parents, alumni, and the general public, making each publication a shared voice. Join us to see how you can start a GJP Chapter at your school.

You Sound, Like, Um...Stupid? You Know?

Jacob 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 will teach you how to use your voice, your words and your body language to be an outstanding, intelligentsounding interviewer (or interviewee.)

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, the human-to-human communication that lies under the words. Long time journalist Michael Lydon shows how good phrasing, mixing long and short words, alliteration, and dynamic opposites can make your writing sing — and make it more convincing.

If You Can’t Say Anything Nice…

Jimmy Margulies Editorial Cartoons

Jimmy Margulies

Award winning nationally syndicated editorial cartoonist Jimmy Margulies discusses and shows examples of his work.

Using Editorial Material to Get into the College of Your Choice

Donald P. Mazella

Learn what’s important to college admission officers and how you can turn your editorial experience into selling points on admission forms. Build a resume to enhance your profile to make you a high profile candidate for scholarships and intern programs. Whether to journalism schools or elite colleges some of the things you can do to build a better admissions packet.

Masterpieces, Yearbooks, Newspapers, TV, Web-episodes and Blockbuster Films

John Chase Soliday

Learn to use the professional tricks of the stars now! Shoot your pictures to leap off the page. Create unforgettable moving images! Capture viewers with the psychology of color. Be a pro now! Professional tips you can use now from award winning pro!

Cornflakes, Confessions and Controversies

John Tagliareni

In this entertaining and informative session, the speaker will present legal advice and strategies for students and advisers about covering controversial and sensitive issues in school publications. Resources will be given for assistance about censorship concerns with school administrators.

Tweet what you learned at #cspasc14
Exposing the Best in Graphic Design-I: Braving the Worst Type Demons  
C. Bruce Watterson

Almost like magic, the right type choice can turn two-dimensional designs into dynamic and powerful pieces of journalism—digital or print. From light to extra bold italic, the right font can turn good reporting into great storytelling. Delegates will use this session to preview and critique a variety of font samples from high school magazines, newspapers and yearbooks.

DIGITAL MEDIA

The Best Kept Secret for Broadcast Journalism (and it’s free!)  
James Amato

In this session, students explain the finer points of setting up a live broadcast using Google Hangouts (which is free). It is a simple method to broadcast sports, musicals, and other events for your school and journalism program. Also discussed, YouTube policies and video archiving process.

Online Workflow  
Greg D. Stobbe, Tynin Fries & Viviana Hinojosa

Managing an online publication can be cluttered and slowed by a room with little to no organization. The Feather editors remove the guesswork away from organizing a workflow by sharing their experience and tips for managing an efficient staff.

MAGAZINES

New to the Menu: Moving Beyond Free-Form Poetry  
Cindy Dahle

This session will suggest methods to broaden and modernize the content of your magazine and ideas to include the work of students who wouldn't normally think of themselves as writers or consider their work art. We will brainstorm ways to include writing and art forms that can be pulled from technology, social media, sustainability efforts, and other trends that offer writing opportunities beyond traditional short stories, essay writing, and poetry.

Across the Bridge of Dreams  
Christian McEwen

Learn how to use dreams in poetry and prose.

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 publish. See examples of strong images and gain perspectives on the behind-the-scenes efforts in making them.

Photo Storytelling Strategies  
Alan M. Murray

Learn strategies and tips for creating better photo essays. Become familiar with the storytelling process from concept to post-completion. Learn how to interact with your subjects to get better access and more compelling images. See examples of strong images and gain perspectives on the behind-the-scenes efforts in making them.

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.

NEWSPAPERS

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.

Pushing the Limits: How to Create an Award-Winning Newspaper  
Lori Hart

The focus of the session will be to encourage students and advisers to take chances and push the limits with their newspaper’s content. This is not a class on first amendment rights, it is more about building relationships with the decision-makers at your school and how important it is to continue to test your limits. We will show examples of ways we have done this — what we have “gotten away with” and what we have not, and why.

YEARBOOKS

Cure for Boring Yearbook Copy  
MaryKay Downes

This veteran adviser will offer ways to make yearbook copy sizzle so that more people than your grandmother will say, “Great job!” Examine topic, angle and interviewing techniques to ensure you eliminate the snooze factor from vapid copy and meaningless quotes.

Remember that ‘All Publications’ sessions are open to all convention delegates.
Writing about Pop Music
Michael Lydon
So you want to write the next cover story of Rolling Stone? Pop music is made by—and for teens, so this is a field where young journalists can be experts. Reviewing records, interviewing stars, discovering up and comers, reporting on new technology—writing about pop music can challenge your reporting and critical skills. Michael Lydon, a pop music writer for forty years, will share all he’s learned from interviewing the Beatles, Ray Charles, the Rolling Stones, Jimi Hendrix, and many more.

Student Swap Shop
Ray Westbrook, 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

Web Project Management Basics
Alan M. Murray
Become familiar with basic project management principles and strategies for more effective web development. Learn how to establish a clear vision for your final product, how to work with multiple stakeholders to manage expectations and requirements, and become acquainted with low-cost tools and resources that can save time and money.

60 eyes, 60 hands... creating one big, fun story
Melissa Wantz
Take your next big event story and set your entire publication team lose on it. Come to this session to see how to “blanket cover” an event or a “day in the life.” Build team spirit, mentor newbies and create a story told from multiple views on multiple platforms.

ALL PUBLICATIONS

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

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.

Tweet what you learned at #cspasc14
Beginning Photography
Jay Kleinrichert
Learn how to control your camera and take better pictures. In this session, you will learn how to control your Aperture, Shutter Speed, and ISO. You will also learn different composition methods such as framing, panning, leading line, and the rule of thirds.

The Power of Light x2 Part 1 of 2
Mark Murray
“Amazing. Exciting. Enthralling. Are these words that describe your photographs? They could if you learn to harness the power of light in your images, in the same way that master artists have learned to work with oil, watercolor or stone. In a special class at CSPA this year, you’ll join us on Wednesday for instruction on how to see light and have it make a difference in your photographs. Then take the rest of the day to practice what you’ve learned. On Thursday morning you’ll drop off your best images (as digital files) and later that morning gather again for a lively critique of the images from the entire class. A digital camera, required.”

Lyrics Inspire Powerful Poetry & Prose
Violet Turner
Exploring the art of concise and potent imagery through the works of lyricists including Bob Dylan, Bruce Springsteen, and Tom Waits.

KEEP IT FRESH
Tom Hayes
Creative writing is the backbone of keeping an arts and literary magazine fresh. Discuss ways to solicit material and how publications staff incorporate their literary magazine into everything they do. This session focuses on ways to produce an online magazine and combining a creative club with a production group.

There is Life Beyond Literary Art Magazines
Deborah J. Stepelman
Learn the story of the genesis of a “General” Magazine, one that is all about mathematics but is geared to all readers. It makes no difference whether you are good in math or not, whether you like math or not. Everyone likes our “general” magazine.

Seed Books & Journals
Christian McEwen
Learn how to keep track of what really matters to you.

Photography as a Social Change Agent
George Fiala
“The most powerful weapon in the world has been, and can be a photograph . . . and it only takes 1/500th of a second.”--Eddie Adams. In this session we will view and discuss war photographs telling the stories of the suffering to bring attention to the human struggle, one image at a time. We will also discuss how student photographers can adopt the techniques of the masters to capture their experiences for their audiences.

Lyrics Inspire Powerful Poetry & Prose
Violet Turner
Exploring the art of concise and potent imagery through the works of lyricists including Bob Dylan, Bruce Springsteen, and Tom Waits.

50 Ways to Tell A Story
Meghan Percival
Mods. Sidebars. Alternative Story Forms. Whatever you call them, they are a great way to expand your publication’s coverage, play with design and explore unique forms of storytelling. If you’re stuck in a picture and quote rut, this session will give you some new ideas.

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

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 Student Press Law Center 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 CSPAs Gold Key, Charles O’Malley Award and Joseph M. Murphy Award for Outstanding Service. [@SMarkGoodman]

Elizabeth Gouldman is the director of digital media at the Holton-Arms School in Bethesda, MD. She manages the high school’s website and social media presence. Gouldman also advises the Screen Club and is technical adviser to Scrolling, the Holton-Arms Schools online literary magazine.

Sue Grady is the adviser of The Devils’ Advocate print and online newsmagazines at Hinsdale (IL) Central High School. She founded the online website in 2011 and has been an adviser of student publications for 13 years. Grady teaches Journalism 1, Journalism 2, Honors Print and Journalism 2 Honors Online. She advises two staffs and an extracurricular club for writers. Devils’ Advocate was a recipient of the NSPA Pacemaker Award.

Warren Green is a Boston-based investment banker who advises companies on both corporate finance and mergers and acquisitions. He is also frequent speaker at business schools. Prior to law school, Green wrote for The New York Times, and had articles published in its Sunday Business, Sunday Travel, and national and metropolitan news sections. His photographs have been featured on the Associated Press A-wire and in private shows and have also been displayed in The Brooklyn Museum and at the World Exposition in Osaka, Japan.


Christopher Grossman is a junior and the sports editor for The Feather Online (thefeather.com) at Fresno (CA) Christian High School. The Feather Online won 2012 and 2013 NSPA Online Pacemakers, a 2013 Best of Show, a 2013 CSPNA Gold Crown, and a 2012 Silver Crown. They are a Crown Award finalists this year.

Sandy Hall-Chiles is the adviser to Eagle Edition, the student newspaper of The Episcopal School of Dallas, TX. In her previous schools, her students’ publications have been awarded Gold and Silver Crowns from CSPSA, Pacemakers from NSPA, Gold Stars from Texas’ Interscholastic League Press Conference. Hall-Chiles has been awarded the Edith Fox King Award, the Max R. Haddick Teacher of the Year Award, and the Dallas Teacher of the Year award. She is a proud recipient of the CSPSA Gold Key.

Mark Hansen is the east coast director of the David and Helen Gurley Brown Institute for Media Innovation, an innovative collaboration between Columbia and Stanford University’s School of Engineering. For full bio see page four.

H

Laluana Hale is an adviser to both newspaper and broadcast staffs at Marcus High School in Flower Mound, TX. The Marquee staff produces both a print and online newspaper. The print paper was honored with a CSPNA Silver Crown in 2010 and is a 2014 Crown Award finalist. The broadcast staff of MOB was awarded a NSPA Pacemaker in 2009 for Video Yearbook. In 2013 Hale was awarded a master’s degree in Journalism from the University of North Texas. [@lajhale]

Erinn Harris has been a yearbook adviser for the past eight years. She is currently in her fifth year advising Techniques at Thomas Jefferson High School for Science and Technology in Alexandria, VA, where the staff recently celebrated its first CSPNA Silver Crown. A 2010 JEA Rising Star, 2014 Special Recognition Adviser; and “yer’d” for the past 18 years, Harris recently took over as newspaper and broadcast adviser and views student publications as the most exciting part of education. [@ErinnHarris]

Charla Harris advises the yearbook, newspaper, online newspaper and the broadcast program at Pleasant Grove High School in Texarkana, TX. All four programs have been consistently recognized at both the state and the national level with Crown and Pacemaker Awards. Last year, both the Hawk yearbook and the Edge newspaper were honored with CSPNA Gold Crowns, and the Hawk and PGEedge Online received NSPA Pacemaker Awards. Harris is both a JEA and DJNF Distinguished Adviser.

Robert Greenman teaching writing at the 2009 Fall Conference. photo/Rebecca Castillo

90th Annual High School Convention Program

Who’s Who at the Convention continues on page 28
2:30 p.m. - 3:15 p.m.

ADVISERS

Recruiting from Within

Angela Amos

Set up prerequisite classes that will have them banging down the door to join your yearbook staff. Listen to how one middle school teacher created two electives, Intro to Digital Design and Digital Photography that increased the quality of applicants and the rigor of staff selections. Course syllabus and lesson plans available so bring your USB to download.

Techniques for Judging Hybrid Publications

Kathleen Zwiebel

“Hybrids (print plus digital) are the fastest growing publication genre today. Learn how to use CSPA’s criteria to provide a detailed critique. Along with an overview of the judging process, advisers will be invited to share perspectives, questions and suggestions.

You Want a Website. Now What?

Doug Levandowski

The editor-in-chief and adviser of The Tower will talk about their recent experience with establishing a website for their school newspaper. They'll go over the unexpected upsides - and the unexpected pitfalls - associated with having a website, and they'll discuss how they addressed the school districts various legal concerns. We'll leave time for questions, and we hope that all participants will leave with an outline of a plan for establishing their own website!

“How do I” using InDesign

Hal Schmidt

Ever wondered, “How do I do that in InDesign?” Here’s your chance to ask that question and, hopefully, get an answer. If you have an example of your question, bring it with you.

DIGITAL MEDIA

A Starter Kit of Web Interactives

Michelle Balmeo

Newspage: your online publication isn’t your print publication. Sure, you can post photos and stories, but with the Web, you have the opportunity to do so much more. Join us for a quick primer on 10 online interactive tools to tell stories on your website in an alternative way. They’re almost all free, easy to learn, and great for taking your news website to another level.

ALL PUBLICATIONS

On-site Critiques

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

The Art of the Interview

Marcia Meskie-Macy

Five quick hints that take the fear out of the questioning and put the jazz into the story.

Old Stories, New Media: Convergence Journalism Basics

Jacob Palenske

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

Writing Fashion & Beauty: Frivolous vs. Functional

Gerit Quealy

Examining the underpinnings of a very popular and competitive topic, opinion-driven “journalism”, and the difference between journalist and blogger.

It’s no wonder colleges want me

Bonnie Blackman & Sheryl Fulton

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

Tweet what you learned at #cspasc14

90th Annual High School Convention Program
Captions 1, 2, 3
Mike Simons
Captions are the most-read copy in your publication, and you owe it to your audience to craft them with care! Come pick up tips on how to use a proven formula to increase your publication’s journalistic value and create captions that prove there’s more to the story.

Sports Writing and Editing
Helen F. Smith
Learn the hows and why’s of sports reporting so as to keep your sports stories appealing and informative all year round.

More is More: How to produce a newspaper every 10 days
Evva Starr
The only way school newspapers can hope to be relevant is to publish more often. Learn why this is essential and how to make it happen. Get all the tools to produce an award-winning, 16-page newspaper in just 10 school days. Staff organization, workflow, editorial process and budget will be addressed.

Editorials that Count
Dave Wooley & Michael von Wahlde
The Editorial is the voice of your publication. Courageously conceived and effectively written, it can drive the discourse of your community. Let us take you through the process of creating timely and impactful editorials from idea planning to research to the final written product that will establish your publication as an essential voice within your school community.

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

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

Eve Hill-Agnus is the adviser of The Evergreen, the student-produced newspaper at the Greenhill School in Dallas, TX. She teaches English, creative writing and journalism and is also freelance writer.

Pat Hinman is a journalism teacher and yearbook adviser at Robinson Secondary School in Fairfax County, VA. In her position as teacher and adviser for the past 22 years, she has developed an extensive middle school yearbook curriculum. Hinman has advised the middle school yearbook for 22 years and the high school publication, Above & Beyond, for the past four years. Under her leadership, the Sentry yearbook has won numerous CSP Gold and Silver Crowns as well as NSPA Pacemakers. Hinman received her CSP Gold Key in 2010 and is a regular presenter at scholastic press association conferences.

Viviana Hinojosa is a senior and the senior editor for The Feather Online (thefeather.com), at Fresno (CA) Christian High School. The Feather Online won 2012 and 2013 NSPA Online Pacemakers, a 2013 Best of Show, 2011 and 2013 CSP Gold Crowns, and a 2012 Silver Crown. They are a Crown Award finalists this year.

Tara Huber is a journalism/creative writing teacher and adviser of The Playwickian, at Neshaminy High School’s monthly student newspaper in Langhorne, PA. The CSPA has critiqued The Playwickian for the past 36 years and has received a Gold Medal for an outstanding 24 years. She holds a BA in Journalism and Communications from Lehigh University. [@kikhayskycyon]

Beth Hunsinger is adviser of The Falcon Flier, the student newspaper of Fredericksburg (VA) Academy. Before joining independent education, she was a government and education reporter for The Free Lance-Star; Fredericksburg’s daily newspaper. Hunsinger’s full-time position as Fredericksburg Academy’s director of communications requires her to use journalistic skills daily as she writes, edits, and designs the school’s marketing publications and oversees its online presence.

Karin Kisel is a junior at the American School Foundation in Mexico City, Mexico. She works as part of the PR Staff in Repentino. and hopes to go on to study psychology and marketing abroad in the United States. She has lived in three countries, Mexico, the United States, and Sweden, and has a passion for travelling and learning about new cultures and traditions.

Jay Kleinrichert has been an adviser at Windermere (FL) Preparatory School for three years. Prior to that, Kleinrichert has worked professionally as an education stock photographer and graphic designer.

Columbia’s copy of The Thinker (Le Penseur) is an authentic cast by French sculptor Auguste Rodin himself, one of only a few in the world. It stands outside Philosophy Hall. photo/Rebecca Castillo

Lori Hart is the adviser of the CS Press, Shadows literary magazine, the Shadow yearbook, and the CS Press online at Cactus Shadows High School in Cave Creek, AZ. Both the CS Press and Shadows literary magazine have received CSP Gold Crowns and NSPA Pacemaker Awards. [@jedihart]

Sara Hashem Liles is the co-adviser for Richard Montgomery High School’s literary magazine, Fine Lines, in Rockville, MD. This is Liles’ seventh year as co-adviser. In addition, she teaches AP Language and Composition, Honors English Nine, and IB Theater.

Tom Hayes is an award-winning sports journalist. Hayes began teaching after covering sports for 20 years and working in computer publishing for 10 years. He is currently in his eighth year advising newspaper, yearbook and magazine at one of Indiana’s largest public schools. He oversees a staff of nearly 100 aspiring journalists and has taught at summer yearbook and newspaper workshops. [@BD_Publications]

Zach Hetrick is a photographer. After participating in student media during high school, Hetrick started freelancing for clients when he began attending Indiana University. Since then Hetrick has worked for clients such as Nike, ESPN, Facebook, Runners World, and Indiana University. He lives in Brooklyn, NY.
3:30 p.m. - 4:15 p.m.

**ADVISERS**

**Assessment is not a dirty word**

*Angela Amos*

It is possible to find a balance between student work product and curriculum expectations. Come see how this middle school teacher marries yearbook product grades with curriculum expectations. Rubrics, course expectations and student samples will be discussed. Bring your USB to download.

**Techniques for judging yearbooks**

*Kathleen Zwiebel*

Yearbook advisers and staffs expect lots of comments in their critiques so they can improve each year. Learn how to use CSPA’s criteria to provide a detailed critique. Along with an overview of the judging process, advisers will be invited to share perspectives, questions and suggestions.

**ALL PUBLICATIONS**

**The Art of Art - Art Picking in Style**

*Sonia Anwar-Ahmed Martinez & Erika Bleed*

In a magazine that includes art, how do you know which pieces are ideal for your specific magazine or publication? Every magazine and publication is different, therefore the art included will vary. We are going to set a general criteria to go art picking. Interactive PowerPoint We will bing examples of distinct types of art work, as well as a handy toolkit to help you make these difficult decisions.

**Grabbing the Amazing, Making It Your Own, Creating Something for EVERYONE!**

*Harry Robert Brake & Kristen Dixie*

How do you reach not only adults, but students, families in and out of your school, and those on the fence of being interested about your publication? In this workshop, you will be given a variety of tools to not only increase attendance to events to promote your publication, but ideas that will extend for years to increase your audience! Get excited about this very animated and exciting workshop that will help you increase your audience, and interest of your publication on a DAILY basis!

**Let’s Poke a Hole In It: Debunking the Writerly Rules**

*Patricia Ann McNair*

We’ve all heard them: “show don’t tell,” “less is more,” “write what you know,” and so on. This session, aimed at writers, editors, and teachers alike, will encourage an active questioning of these rules as a way to bring the best work to the page.

**Know Your (Copy)Rights**

*Jacob 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 will shed light on the most common copyright issues encountered by publication staffs.

**An internship in high school? It’s possible.**

*Alexa Pence and Brigid Neary*

Learn how to secure the right internship, outshine your colleagues and be the indispensable journalist that every newsroom needs. If a journalism career is your goal, you should start gaining professional experience now. This session will help you start.

**Ethics of Expertise: Opinions, Overreaching & the Dangers of Hyperbole**

*Gerit Quealy*

Examining boundaries regarding the journalist’s role in telling the truth, reporting the truth, evaluating the truth, assessing the truth.

**Advanced InDesign**

*Hal Schmidt*

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

**DIGITAL MEDIA**

14 in ’14 – Online Edition

*Logan Aimone*

Fourteen things today’s online news staff should think about and do for 2014 — and beyond.

**Breaking News Online, On Time**

*Michele Balmeo*

Once you have an online presence, it’s time to start breaking news online. In this session, we’ll talk about managing breaking news, working in large reporting teams, and handling sensitive situations on a really tight deadline. These strategies can be scaled for staffs big and small.

**Techniques for judging yearbooks**

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Tweet what you learned at #cspasc14
Editors
So You’re Going to be an Editor
Mike Simons
It takes a special kind of person to step up into a leadership role in a publications lab. If you’re on track to serve as an editor next year, come to this editors-only session where we’ll create some space for a discussion about tips, tricks, strategies and concerns you have for the year ahead. Come ready to talk, share and network with other students who will be in the same boat as you in September!

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

NEWSPAPERS
How to Cover the Arts in Your Own School
Helen F. Smith
News, features and reviews are all important components to reporting on the arts. Learn how to cover students’ work in musical and theatrical performances along with their exhibitions.

PHOTOGRAPHY
Photo Question and Answer
Mark Murray
Dealing with a file management issue on your staff? Having problems getting the photos you need? Questions about buying equipment? Join us for this Q&A session on everything photo related.

Photographic Literacy
Dave Wooley & Michael von Wahlde
Photographs are ubiquitous. This workshop puts them under the cultural enlarger, helping you use the tools of media literacy and the principles of design to take and choose the most powerful, “can’t stop looking” images for your paper, site, or project. Bring news or feature images with you for review for the second half.

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 smart phone! You can take a self guided tour and find out what happens in each building or learn about the architecture highlights of the campus.

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

**Tiffany Kopcak** is the photojournalism teacher and adviser of the Apollo yearbook at Colonial Forge High School in Stafford, VA. She teaches a staff of 46 returning students and 84 new students. Her staffs have earned multiple CSPA Gold Medalists and have also been included in NSPA’s Best of the High School Press. Kopcak writes the “Picture This” column for Walsworth’s IdeaFile and teaches at the Walworth East summer workshop at James Madison University.

**Dean Kostos** has numerous collections that 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 over 300 journals: Boulevard, Chelsea, Cimarron Review, Cincinnati Review, Southwest Review, Western Humanities Review, on Oprah Winfrey’s Web site, Oxygen.com, to name a few. Kostos has taught at Wesleyan, The Gallatin School, and CUNY, and has also served as literary judge for the CSPA Crown Awards.

**Glenn Krake** was editor of his high school and university newspapers and spent time in radio and video production, but didn’t discover the magical world of Yearbook until he re-entered the classroom as a teacher. He counts how many years he’s been teaching (10) by how many books he’s advised. Krake is currently adviser of the West Linn High School Green & Gold Yearbook in West Linn, OR.

**L**

**Matthew LaPorte** is the adviser of the Southwest Shadow, online news site, and The Howl, yearbook, at Southwest Career and Technical Academy in Las Vegas, NV. He is thrilled to be attending his first CSPA Convention and ecstatic for the staff of the Southwest Shadow (www.southwestshadow.com) for being named a Crown Finalist. The Southwest Shadow was also honored as an NSPA Pacemaker finalis in 2013. [@educatelaporte]

**Matilde Larson** teaches English and Journalism in the Upper School of the 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. In its first year the KSC was awarded a CSPA Gold Medalist. [@ciaocara7]

**Steve Le** founded GJP and has served as its executive director since 2010. Before starting GJP, Le had professional experiences in the military, education, and government sectors as well as nonprofit administration. As a teacher at Pacific Ridge School, in Carlsbad, CA, Le founded and advised the magazine Global Vantage. He is an avid reader and ready traveler, and he also teaches cooking classes to people of all ages.

**Pete LeBlanc** is in his 20th year of teaching and his sixth at Antelope (CA) High School where he advises the national-award winning Titanium Yearbook, Titan Times Newsmagazine and the Channel 5 Titan TV News. LeBlanc is a recipient of the CSPA Gold Key and the JEA’s 2006 Yearbook Adviser of the Year. He will teach design at CSPAs’ 2014 summer workshop.

**Doug Levandowski** is the co-adviser for Princeton (NJ) High School’s newspaper, The Tower. He takes a very student-centered approach to journalism and is happy for his students to run the show. His laissez-faire leadership has paid off: the students have earned Gold or Silver Medalists in their past six CSPA critiques.

**Gary Lundgren**, a senior marketing manager for Jostens, served as director of student publications and director of the Arkansas Scholastic Press Association. His staffs received several Gold Crown and Pacemaker Awards and he received the CSPA Gold Key, NSPA Pioneer Award, JEA Medal of Merit and was inducted into the Scholastic Journalism Hall of Fame. During his 16 years at Jostens, Lundgren launched the “Look Book” and Jostens Adviser University. He edited three editions of the “1,2,3 Yearbook Journalism Curriculum” as well as serving as editor of “Jostens Adviser & Staff” magazine for 14 years.

**Michael Lydon** is a writer and singer/songwriter who lives in New York. A founding editor of Rolling Stone and the author of eight books, Lydon has interviewed and toured with John Lennon and Paul McCartney, the Rolling Stones, BB King, Johnny Cash, and many more for pieces published in The New York Times, Atlantic Monthly, and Village Voice. He also wrote “Ray Charles: Man and Music,” the definitive biography of the Ray Charles. Lydon has released three CDs of his music, and he plays regularly at many clubs in Manhattan.

**M**

**Deborah March** is the adviser of Valor Dictus, the newspaper of Robinson Secondary School in Fairfax, VA. She co-founded and currently directs the school’s first writing center. March teaches journalism, broadcast journalism, and IB English. Since earning her Ph.D. in American Studies and African American Studies in 2012, she has been interested in interdisciplinary approaches to teaching reading and writing at the secondary school level. [@wolfram]

**Jimmy Margulies’** editorial cartoons appear regularly in Newsday and AM New York. His cartoons are nationally syndicated by King Features and appear in USA Today, The Washington Post, Los Angeles Times, and many other publications. He previously served as editorial cartoonist for The Record in New Jersey, The Houston Post, and Journal Newspapers in the Washington, DC suburbs. Visit his website at www.jimmymargulies.com or check out his free iPhone app, which can be found under Political Cartoons and his name, Jimmy Margulies. [@jimmymargulies]
Exhibits and Awards
Arledge Auditorium of Alfred Lerner Hall
8 a.m. through 3 p.m.
Check out the offerings from our new exhibits in the auditorium of Columbia’s student center. Also tables of award-winning newspapers, magazines and yearbooks will be on display.

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

Columbia’s Visitors Center
Hours 9 a.m. to 5 p.m.
Located in room 213, on the west side of the foyer at the main entrance of Low Library, the Visitors Center offers information and campus tours to prospective undergraduates of Columbia College and the Fu Foundation School of Engineering and Applied Science and to the public.

On-site Critiques
Ongoing from 9 a.m. to 3:30 p.m.
Sign up in room 555, 5th floor 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 or viewed online. Critiques are available if only one staff member or adviser is present at the Convention, or for groups as large as nine persons (we use tables that seat 10 persons). These are not ratings, and they don’t carry awards. But they are a good chance to ask questions, get clarifications, learn new terms or techniques and inquire about possible changes or innovations you may be considering.

Advisers’ Luncheon
Rotunda, 2nd floor Low Library
12 noon - 1:30 p.m.
“Advocating for our students”
Jim Streisel, Dow Jones National Journalism Teacher of the Year for 2013
CSPA Executive Director Edmund J. Sullivan will interview Jim on his path teaching journalism and how he is adapting to the changing times of technology.
Welcome: Ray Westbrook, President Columbia Scholastic Press Advisers Association (CSPAA)
Inquire at the Registration Desk in Arledge Auditorium about available spaces.

Student Swap Shops
Thursday, March 20
1:30 p.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 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.

Session Spotlight
Thirteen Lessons from a Life in Media
Neal Schapiro
CEO of WNET and past president of NBC News
Thursday, March 20 at 1:30 p.m.
104 Jerome Green Hall [Law]
See page 50 for full session description.

Follow CSPA [@cspa] on Twitter for convention updates!
And tweet what you learned at the convention #cspasc14.
Flip this Classroom

Kristen Scott and Sarah Waggoner

Do you get tired of answering the same questions over and over? Like a record player going round and round, you cover the same material again and again. Flipping your Journalism classroom streamlines lectures through the use of video tutorials. Learn how to maximize instructional time and make your students problem solvers, leaving you free to work one on one, troubleshoot and meet deadlines.

“You’re the Expert, So What Do You Think?”

Erin Timmons & Sue Grady

Learn ways to manage your staff so that it is a truly “student-run” publication. Instead of advisers fielding issues from their staff, this management system places the “ownness” on the students. Build accountability & ownership in your staff by dividing them into specialized “experts” (in-house photographers, writers, copy editors, designers, business managers, marketing gurus), and having them teach/manage the staff.

On-site Critiques

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

Making Teamwork Work

Sara Hashem Liles & Molly Clarkson

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

Crop It Like It’s #Hott

Steve Kent

“Kids only look at the pictures.” Well, then, make ‘em amazing! 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 driver’s seat. #OhSnap

Old Stories, New Media: Convergence Journalism Basics

Jacob Palenske

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

Ahead of the Technology Curve

Susan M. Pavelka

As technology evolves, it is important to take advantage of the online apps like Remind 101, Google Drive, and Dragon Dictation to stay connected and assist with creating and editing copy.

Exposing the best in graphic design-II: Are your photos page-turners?

C. Bruce Watterson

Using photography to illustrate, not decorate. It is time to capture things the reader takes for granted: the awe, the mystery, the victory, the humor and, yes, the defeat that tell the stories that matter.

You have a domain, now what?

Monique Sandoval

Your school district has allowed you to go online with your newspaper, but what happens next? This session will help you get your online news website started and will offer suggestions on how to grow your audience. Social media integration will be discussed.

Digital Media

Tweet what you learned at #cspasc14
Remember that ‘All Publications’ sessions are open to all convention delegates.
Marcia Meskiel-Macy has been working with yearbooks and newsmagazines for the past 30-plus years in South Florida and fosters a journalistically-sound atmosphere in which more than 40 staffs have won Crowns. A 1975 Journalism Graduate of the Year from the University of Iowa, Meskiel-Macy maintains her ties to Iowa and to the University of Miami’s award-winning Ibis Yearbook and Distraction Magazine. She is the director of MyMediaSeminars hosting several integrated media workshops in Orlando, New Orleans and at the University of Miami during the year.

Jamie Miles studied magazine journalism at the S.I. Newhouse School of Public Communications at Syracuse University. She now works as an assistant managing editor at XO Group, writing, building and distributing content for TheKnot.com. Miles began her professional career at New York magazine and continues to freelance for its entertainment blog, Vulture.

Bob Minzesheimer now writes about books and authors for USA Today, but was once a sports editor of his high school newspaper, The Francis Lewis Patriot. A former political reporter in Washington, DC, he now reviews books and interviews authors such as J.K. Rowling, Bill Clinton, Maya Angelou, Suzanne Collins, Stephen King, Norman Mailer, Wally Lamb, John Green and Daniel Handler to name a few. He lives in Ossining, NY, and fondly remembers his high school newspaper adviser, Mr. Fredericks. He’s a graduate of Colgate College and Columbia’s Graduate School of Journalism. Minzesheimer was also a Knight fellow at Stanford. [@bookbobminz]

Christine Mooney advises the yearbook staff at Monsignor Donovan High School in Toms River, NJ. She also teaches French and works with teachers to help integrate technology into their curriculum. Mooney loves helping her students express their creativity. The MDHS yearbook, EXEMPLAR, has been consistently recognized with the GSSPA’s All-NJ Awards. [@cmooney6]

Kyle Moreno is currently a freshman, serving as a Trustee Scholar at the University of Southern California, and is pursuing a Bachelor of Fine Arts with an emphasis in Design and Photography at the Gayle Garner Roski School of Art and Design. Last year as a senior at Loyola High School of Los Angeles, he served as the Art and Layout Editor for Windowpanes, the school’s art/literary magazine. Moreno’s work is recognized nationally by The National Young Arts Foundation and the Columbia Scholastic Press Association.

Denise Markt credits her years advising student publications for her passion in support of First Amendment rights and responsibilities. Adviser of The Survey at Warwick Valley (NY) Central HS for over 15 years, she taught as 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 of Tokyo for teaching the English language in 2002, was a DJNF Semifinalist in 2009, and was awarded a Target Corporation grant for her journalism students to attend the 2012 CSPA Convention.

Donald P. Mazella is a lifelong journalist and editor who has held senior level positions at McGraw Hill, Essence, Thomson. He has also worked for NBC News as well as newspapers and magazines. He is currently editorial director of small business, healthcare and HR publications serving more than two million online readers. He has won the National Press Club award for best consumer magazine. He has taught at NYU, Herbert Lehman College, Fairleigh Dickinson and other major institutions and is currently participating as a mentor for students at Misericordia College. Mazella holds BA, MA, and MBA degrees from NYU.

Tamra McCarthy advises the James Enochs High School yearbook, Wingspan, in Modesto, CA. Her staff has been recognized as a CSPA Crown winner and NSPA Pacemaker Finalist/ Winner for their 2009, 2010, 2011, 2012 and 2013 editions. McCarthy is a JEA Certified Journalism Educator and has been teaching English for 12 years and advising for eight. She was recognized as a JEA Rising Star in 2011 and was recently named a 2013 Distinguished Adviser by JEA. She is proud to call herself a "yerd".


Jim McGonnell was an adviser to the newspaper, TV broadcast and website at Findlay (OH) High School for 20 years. All three programs received Pacemaker and Crown awards. Personal honors include DJNF National Journalism Teacher of the Year; CSPA Gold Key, GLIPA Hall of Fame, Master Teacher of Ohio and the 2014 Linda S. Puntney Teacher Inspiration Award from JEA. He retired after 35 years of teaching and advising media staffs. McGonnell lives in New Smyrna Beach, FL, and besides enjoying life at the beach, he works at the Magic Kingdom at Walt Disney World.

Patricia Ann McNair is the adviser for Hair Trigger, the student-edited literary journal of Columbia College Chicago’s fiction program. She was the recipient of Columbia College’s Excellence in Teaching Award and was nominated for Carnegie Foundation’s US Professor of the Year Award. McNair has chapters in the textbooks The Truth of the Matter: Art and Craft in Creative Nonfiction, Short Circuit: A Guide to the Art of the Short Story and Culture: A Reader for Writers.
Thursday, March 20, 2014

10:00 a.m. - 10:45 a.m.

**ADVISERS**

**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.

**ALL PUBLICATIONS**

**On-site Critiques**

Each publication staff — newspaper print, hybrid, digital; yearbook, lit mag and general magazine, will participate in an in-depth critique session. The critiques will be individualized to meet the specific needs of each staff.

**Putting the ‘Quest’ in Question**

Michelle Balmeo

Question-driven stories lead reporters on a journey. If some of your publication’s stories feel flat or uninspired, maybe you need to focus more on developing questions, not just for interviewees, but for yourselves. It’s the kind of journalism you see in movies, and it’s a blast.

**Unite, Divide, Conquer**

Sara Hashem Liles & Molly Clarkson

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

**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 to build pages piece by piece. Space, color and type contribute to the science of graphic design, and separate us from the animals. #TheStrugglesIsReal

**Problem Solving 101**

Marcia Meskiel-Macy

Just when you thought you had everything RUNNING SMOOTHLY … THIS (fill in the blank) happens!!! Learn how to have that difficult conversation that will go a long way toward making you a better leader, a stronger adviser or a great staffer. Go home with a PLAN!!!

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

Jacob Palenske

We’ve all heard them from parents, counselors, family members and maybe complete strangers, “Journalism? Hope you like being poor.” “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.

**Adaptation – Borrow from the Best**

Kristi Rathbun

Some of the strongest content — both visual and verbal — comes from astute observation of the pros and stellar adaptation of it for our audience. Make the most of the ideas all around us and transfer them into fantastic designs, stories, and coverage for our publications.

**A Twisted Mind is a Terrible Thing to Waste**

Leigh Rubin

Through his humorous presentations “Sit-down comedian” Leigh emphasizes the rewards of persistence and the fun of problem solving while celebrating the joy of creativity. Rubin says he tries to inspire people to break their normal routine of looking at things and think outside of the box, even though he himself has to draw inside a box.

**Confessions of Former High School Journalism Nerds**

Kristina Skrea, moderator

Come talk to former pub students and find out how their involvement in journalism helped them in college and in their professional careers. On the panel: Katarina Alaupovic, Lindsey Ramsey, David Studinski and Michael Tedder.

**Journalism’s 10 Deadly Sins**

Jim Streisel

Thing you’re ready to submit your story? Think again. Here’s a checklist of 10 things you can do to edit and improve your writing to make your sound more professional.

**Exposing the Best in Graphic Design-III: Rid the Clutter, Simplify**

C. Bruce Watterson

Ever tried to spice up your design by adding something? Next time, subtract something instead. Join us to see just how hard it is to create simple, effective designs. It is time to eliminate the flashy, overly-graphic patterns that glut our grids.

**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 the latest film may make your critique entertaining, but probably won’t provide opinions useful to your readers. Educate yourself about what professionals keep in mind when they review a particular venue.

**LAW & ETHICS**

**Online News: Redefining Journalism?**

Adam Goldstein

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

**Tweet what you learned at #cspasc14**

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Reinventing Your School Newspaper

Jason Boland

Looking to breathe new life into your publication? Let’s discuss ways to improve the design, look, and content of your high school newspaper. Changing your style, look, and approach to the reader will be discussed.

Using 007 Skills to Find Good Stories

Erin Coggins

Tired of the same old stories. Utilize your best spy skills to find interesting stories for your publication.

Alternative is the New Normal

Beth Hunsinger

Our readers are visual, impatient, and easily distracted. It’s our job to grab their attention with engaging, easy to follow content. Learn principles for planning, reporting, and designing stories in formats other than the traditional narrative. Newspaper staff members will leave this session with inspiration, as well as guidelines for maintaining high journalistic standards in the alt-story format.

Free Books! Reviewing and Reporting on Books

Bob Minzesheimer

A book reviewer and reporter for USA Today describes what it’s like to get paid to read, review books and interview authors such as Suzanne Collins, Toni Morrison, Stephen King and John Green. We’ll review one of Bob’s book reviews, talk about the art and craft of criticism and brainstorm about how student journalists can write about books and authors.

The History of Headline Writing and Its Use by News Agencies to Promote Readership

Ana Rosenthal

News headlines have evolved since newspapers were first published. This presentation explores the history of headline writing, and how/why news outlets have modified the way they grab their reader’s attention.

Generating a Great Double-Page Spread

Karen Thompson

This interactive session will cover how much copy/art is needed to fill out a spread and how to generate diverse story ideas under one overall topic. Student journalists should finish the session with at least three fleshed-out plans for some great spreads.

Surrealism: Its Relevance to Writers Today

Dean Kostos

Frank O’Hara said that surrealism made it possible for poets to write love poems in the twentieth century. Explore this image-driven language of dreams to better articulate.

Don’t Get Schooled by Academics

Carrie Faust and Erinn Harris

Don’t settle for photos of kids staring at textbooks. There are great stories in your classrooms and telling them starts with fantastic photos. Two yearbook advisers discuss vibrant academics coverage through great photography, strong coverage and contemporary design.

Remember that ‘All Publications’ sessions are open to all convention delegates.
Creating the Ultimate Fictional Experience - Experience from Around the World

Monica Avila Alvarez

Learn how to heighten your writing including descriptions of your feelings regarding the future through the use of any feeling the audience chooses without actually using the word “future” since feelings are better described in a latent manner.

Tools, Tips and Tricks for Journalists: Beyond the Norm

Meredith Cummings

This session will provide you with dozens of ideas on how to get the most from your media outlet through apps, websites and social media tools beyond the usual outlets. From print to video, this session will leave you with oodles of resources to explore and use when you go home.

Making Video Your Publication’s New BFF!

Daniela Jessurun & Karin Kisel

Faster than reading a publication is showing more about it through video! Learn about different ways in which video can be implemented as a way to promote and compliment your publication, providing a presence, raise an awareness with no boundaries, advertise to get new readers, and give your audience a better understanding of your work. Get to know your submitters by putting a face to the fragments that make up your publication!

#ForRealDough

Steve Kent

Your image on campus determines your success, not just how many times students are covered or if they can find themselves on your pages. It’s way more than coverage. It’s not always related to content. It’s beyond marketing. It has little to do with selling. It’s your brand, and everything you do either strengthens or weakens it. #ForRealForReal #BettaWerk

Streams. Compressors. Bits. (No Water, Air or Kibbles.)

Jacob 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. We’ll cover hardware/software needs, production tips, video hosting options and the best way to embed video into your webpages.

Covering a Catastrophe

Claire Regan

Hurricane Sandy tore Staten Island to pieces, killing 24 people and demolishing hundreds of homes. Hear about one journalist’s experience working on, and living through, the storm of the century. And learn how to be ready to cover a big story like it.

Beginning Photoshop

Hal Schmidt

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

Words In the Wild: Examining Words in Their Natural Habitat

Ben Zimmer & Georgia Scurletis

This session will lead students to look beyond a word’s dictionary definition to instead examine how a word has been used “in the wild.” Learning about how experienced writers have used words can give developing writers guidance in their own writing.
**LAW & ETHICS**

**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.

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**MAGAZINES**

**Creating an Award-Winning Art/Literary Magazine: The Student’s Perspective**
Terry G. Caldwell & Nancy Kay Turner

This student-centered workshop showcases our past editors, now in college and in the professional publishing world, who will present the importance of theme, generating the best content, running productive student meetings, and effectively laying out the final content of a literary/art magazine. Also on the panel former students Justin Abello, Danlly Domingo and Kyle Moreno.

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**NEWSPAPERS**

**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 will focus on providing you with a step-by-step method for conducting an investigation as well as coming up with investigative story ideas.

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**PHOTOGRAPHY**

**If I Had $1,000,000**

Mike Simons

The best camera is the one you have with you, but from iPhones to point-and-shoots to the newest DSLRs, publication staffs need to know where to start and what to buy when they have the opportunity to do so. We’ll cover bodies, lenses and accessories and what to buy when to help publication staffs stretch their dollar.

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**YEARBOOKS**

**Type Is Your Friend...**

John Cutsinger

Or enemy! One of the most abused visual tools, fonts can be what make or break your publication. A careful study of typography and its creative energy will be explored in this session. Join me for some fontastic ideas!

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**Using Social Media in Your Yearbook Program**

Christine Mooney

Social media provides good opportunities for communication, learning and marketing for your yearbook.

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**May The Force Be With You**

Heather Nagel

Empower your staff! Staffs that share responsibility produce better yearbooks and happier people. We will discuss proven ways to delegate, give confidence and teach others how to lead.

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**Design: Basics and Beyond**

Sara Oswald

Use InDesign to create engaging yearbook spreads that reflect your theme, school, and students. Starting with the basics, students will learn to use the program’s features to enhance layouts, graphics, and other design elements quickly and easily.

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**Trends in Yearbook**

Laura Schaub

See the latest ideas for yearbook theme concepts, designs and coverage ideas. From publications representing other schools to professional publications, ideas are everywhere.

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**Is this any Good? How to Critique a Literary Magazine**

Gail Katz Snyder

Learn how to critique your magazine publication with your staff using materials easily available to your Lit Mag.

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**Someday My Prints Will Come**

Steve Ferguson

The heart of the yearbook is the photo. Regular staff members, not just photographers, need to know what to ask for. See humorous examples, legendary yearbook photos and have fun while learning all the ways to make your yearbook pictures better. You will leave with greater ideas. This is photography for the non-photographer.

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**Coloring Outside the Lines**

Ned Semoff

Hi this is Buddy! 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.
Who’s Who at the Convention

Mark Murray gives his acceptance speech for the Joseph M. Murphy Award for outstanding service in 2012. photo/Rebecca Castillo

Alan Murray is a Pennsylvania-based entrepreneur. He is the president and a co-founder of Uncharted, a media and consulting venture that provides products, services and project management in media, leadership, education and travel-related endeavors. An award-winning photographer, journalist and editor, his work has included assignments such as the Olympics, the NCAA and long-term multimedia projects. Murray is a licensed Project Manager Professional (PMP®), specializing in the management and development of websites and mobile applications.

N

Heather Nagel advises the Lion’s Roar yearbook staff at Christ Presbyterian Academy in Nashville, TN. She is serving as the Tennessee State Director for JEA. In recent years, the Lion’s Roar has won CSPA Silver Crown, NSPA Best of Show, CSPA Gold Medalist and Tennessee High School Press Association Best Overall Yearbook and All-American. Her students have won many individual awards from Quill and Scroll and THSPA. Nagel received Special Recognition in 2012 for JEA’s HL Hall Yearbook Adviser of the Year.

Brigid Neary is a senior attending duPont Manual High School in Louisville, Kentucky. She serves as the creative director for Aberrance Quarterly, a women’s empowerment magazine based out of Louisville. With the help of her friends and editor, Neary is helping create the brand of chic feminism: the idea that empowers women to embrace feminism without losing their femininity.

Kathleen Neumeyer has advised the Harvard-Westlake Chronicle, Chronicle online, Big Red sports magazine and LIFE, an alumni magazine, for 22 years. She is a former UPI reporter and contributing editor of LOS ANGELES magazine and has freelanced for scores of publications. Neumeyer has been awarded CSPA’s Gold Key award and her publications have won both NSPA Pacemakers and CSPA Gold and Silver Crowns.

O

Anthony Oliverio is a sophomore at Pacific Ridge School, in Carlsbad, CA and is the CEO of Global Vantage. Global Vantage is a Crown Award finalists for 2014 and the student staff is the recipient of the 2014 Edmund J. Sullivan Award.

Sara Oswald has advised the Indianhead yearbook staff at the University of North Carolina at Pembroke for the past 25 years and also works with students to produce other university publications. An adjunct in the mass communication department, she is a senior lecturer in English, who teaches writing, editing, and early British literature. Oswald also designs and edits publications for various university organizations and a local theater company.

P

Jake Palenske is the senior manager of digital content and advanced media for Raytheon Intelligence, Information and Services in Dallas, TX. In his spare time, Palenske instructs and speaks at scholastic journalism events across the nation and in Europe. He is CSPA Gold Key recipient. [@jakepalenske]

Liz Palmer didn’t like yearbooks until she realized that yearbooks were journalism, too. Turning to education after working in the media, she has advised the duPont Manual High School Crimson for seven years, and likes it when it shows up on those fancy award lists. That said, she still suspects everyone has it better figured out than her. She also teaches photojournalism, digital design, and directs an annual summer writing workshop for grades 3-12 in Louisville, KY.

Susan M. Pavelka is the adviser of the Palos Verdes (CA) High School’s Triton Yearbook and the Trade Winds Literary Magazine. She is also an adjunct professor at Marymount California University. She worked for the Sonoma County Press Democrat newspaper and for KFTY Television News. Pavelka has served as the Triton adviser since 2006 and this publication was honored with a PIA Benny Award in 2008, an NSPA All-American in 2013, and a CSPA Gold Medalist in 2013. Recently, Pavelka was quoted in an article for South Bay Magazine.

Alexa Pence is the 18-year-old editor-in-chief of Aberrance Quarterly, a women’s empowerment and fashion magazine that tackles nationally relevant investigative pieces. Pence interned at NFocus Louisville Magazine her sophomore year of high school, progressed to staff photographer/writer, and is now an editorial associate. She has covered New York Fashion Week, two Kentucky Derbys trackside, President Obama’s election night rally and more than 60 local assignments. [@aberrancequart]

Meghan Percival is an adviser to The Clan yearbook staff at McLean High School in Fairfax County, VA. The Clan staff has been recognized with the NSPA Pacemaker and CSPA Gold Crown and was inducted into the NSPA Hall of Fame. Percival loves helping staffs work on theme, brainstorming new coverage ideas and hanging out with other “yerds”. She also teaches photojournalism and AP Psychology at McLean High School. [@MeghanPercival]

Dr. Amy Lee Persichetti is an Assistant Professor in the Department of English at Cabrini College. She is currently the director...
Who's Who at the Convention

continues on page 52

Claire Regan teaches students about decision making in their writing at the 2004 spring convention. photo/Joe Pineiro
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 more important to understanding current events. How do you cover it with respect, sensitivity and color?

#werd
Steve Kent

“No one reads copy.” Keep telling yourself that, champion. “On every page.” Yep, that’s what the pros do. #sarcasm Wonder where your program sits on the Arc o’ Trendiness? Come and enjoy a fun overview of the Telltale Habits of Highly Successful Staffers (and the advisers who create them). Session includes open Q&A time. #WreckMyJourney

Just My Type
Sara Oswald

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

You Sound, Like, Um...Stupid? Ya Know?
Jacob 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 will teach you how to use your voice, your words and your body language to be an outstanding, intelligent-sounding interviewer (or interviewee).

Headless Body in Topless Bar
Claire Regan

Do you struggle with headlines? Many editors do. Learn a five-step process that’s guaranteed to make you a stronger headline writer by the end of this session.

A Twisted Mind is a Terrible Thing to Waste
Leigh Rubin

Through his humorous presentations “Sit-down comedian” Leigh emphasizes the rewards of persistence and the fun of problem solving while celebrating the joy of creativity. Leigh has gained a reputation for inspiring those who attend to add a little creativity to their own lives. Rubin says he tries to inspire people to break their normal routine of looking at things and think outside of the box, even though he himself has to draw inside a box.

Thirteen Lessons from a Life in Media
Neal Schapiro

“Practical lessons learned from an experienced newsman’s journey from college newspaper to network TV news to public media CEO. A forward-looking session focused on how a passion for news that starts in high school can lead to a career that continues to excite you and challenge you.

Personality Type: Using Font to Develop an Identity
Kristen Scott & Sarah Waggoner

Understanding the personality of a given typeface can help you make purposeful decisions about your publication. Informed font choices add cohesion, strengthen your purpose, and bring depth to your theme. This session will introduce the different classifications of typography and explain how to use them to support your design identity.

When Words Become News
Ben Zimmer

Sometimes a word or phrase can become newsworthy: think of “Obamacare,” “bitcoin,” “selfie,” or even “twerk.” When words are news, it’s essential to provide historical context. This session looks at how to navigate through online resources to tell the stories behind buzzwords and catchphrases.
Student Swap Shop
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.

Digital Media
50 Tips to Improve Your Website
Logan Aimeone
Regardless of your platform or theme, learn best practices to make your site stand out. We’ll rattle off at least 50 tips in a fast-paced session.

Building the Watercooler
Aaron Cahall
Commenting forums and social media allow your readers to join the conversation, but how much is too much? High school publications often face tight restrictions, but there are ways to get readers involved and keep the trolls at bay. An editor of an independent, hyper-local news website shares the lessons he’s learned about encouraging reader interaction and where to draw the line.

Online Sports Coverage
Chris Waugaman
Sports fans want to see and hear highlights of their favorite teams right now. Broadcasting sports is now an essential element to your journalism coverage. Learn how to use video, audio, online and social media strategies for sports. Make the Web your “field of dreams.”

Magazines
Discovering Poetry Line Breaks
Aaron Gillego
The line break elides rhyme or reason or does it even matter? This session will get down to the dirty business of line breaks: participants will break and re-break lines to discover nuances, tensions, and unexpected turns that didn’t exist before the editing process.

Personae 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.

Using Nikon Digital SLR Cameras for Award Winning Journalistic Photograph
Alexander Thorp
This session will cover how to take award winning journalistic photographs using Nikon Digital SLRs. Topics to be covered will include elements of composition, working with lines, composing with color, using different types of lenses (wide angle, zoom, prime, macro), exposure metering, aperture and how to use it, bokeh (appearance of out of focus areas), plane of focus, lighting fundamentals, ISO and noise, white balance, shutter speed, flash photography, and bracketing.

Newspapers
Diving into Digital
Kathleen Bergen, Jane Collins & Maura Fennelly
This session is intended to help both advisers and student editors take the leap from print to online publication. I will address the advantages of moving away from print, planning and start-up, costs, savings, potential problems and their solutions, and day to day operations.

Photography
The Power of Light x2 Part 2 of 2
Mark Murray
“Amazing. Exciting. Enthralling. Are these words that describe your photographs? Learn to harness the power of light in your images, in the same way that master artists have learned to work with oil, watercolor stone. On Wednesday we had instruction on how to see light and have it make a difference in your photographs. Then take the rest of the day to practice what you’ve learned. On Thursday, morning you dropped off your best images (as digital files) and now we gather for a lively critique of the images from the entire class. A digital camera is required.

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.

Yearbooks
Yerds Run the World
Ned Semoff & Kristina Skrela
Queen Beyonce shocked the world again with her Visual surprise album in 2013. In this session we will uncover how you can take your yearbook imagination and produce the book you always dreamed of creating. We will take inspiration from the magazines and uncover the true potential for a magazine to yearbook conversion. Beyonce wants to shift the perception and expectation about everything in the music world...we want to do the same with yearbooks.
Who’s Who at the Convention

Daniel Reinisht has been involved in scholastic journalism in one way or another since he was a sophomore in high school -- first as editor-in-chief of his student newspaper and now as the adviser of an award-winning yearbook and newspaper in Northern Virginia. A two-time graduate of the University of Virginia, with a broad academic background in both the science and art of communication, he works to keep the important tradition of student media alive by providing the necessary tools and trust to empower student leaders and support the delicate business of journalism. [@poetelicise]

Christine Rice’s novel-in-stories was recently shortlisted in the William Faulkner–William Wisdom Creative Writing Competition. Her work has appeared in the Jaded Ibis’s Bleed, Chicago Tribune, Detroit’s Metro Times and Metro Parent, The Good Men Project, The Urbaness.com, CellStories.net, F Magazine and her radio essays have been produced by WBEZ Chicago. She’s a Chicago Now blogger at www.chicagonow.com/what-would-royko-do/ and the managing editor of www.Hypertextmag.com. Christine has taught at Columbia College Chicago since 1992. From 2001 to 2013, she edited CCC Department of Creative Writing’s award-winning publication Hair Trigger and chaired their national Young Authors Writing Competition for high school writers. Christine has also served as a CSPA judge multiple times over the past ten years.

JD Rinne is the managing editor of Self.com, the website of the award-winning Self magazine. Previously, JD worked at Jetsetter.com, the world’s leading flash-sale travel site, as well as Budget Travel and Cookie magazine. Rinne holds Bachelors and Masters degrees in Journalism from the University of Missouri-Columbia and has lived in New York City for six years.

Ana Rosenthal is the mass communications department chair of The Hockaday School in Dallas, TX. She advises the school’s newspaper The Fourcast, the news website hockadayfourcast.org, the yearbook Cornerstones, and the literary magazine Vibrato. All three print publications have been honored with Crown Awards and/or Pacemaker Awards. She is a 2013 DNJF Special Recognition Adviser.

Leigh Rubin is a cartoonist and 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. Rubin also enjoys a busy schedule giving thought-provoking and entertaining cartoon presentations at conferences and schools as well as professional organizations all around the country. [@RubesCartoons]

Melinda Salata is an adviser to Scroll/Scrolling, the literary-arts magazine of the Holton-Arms School in Bethesda, MD. She works with a staff of five to six students to produce both the magazine and its companion website. She has taught English in the Upper School at Holton-Arms for 14 years. Before becoming a teacher, she worked as a freelance editor for the World Bank and the Woodrow Wilson Center of the Smithsonian. Scroll earned a CSPA Gold Crown Award in 2010.

Monique Sandoval is the adviser of the Regalia Yearbook and ReaganRecorder.com online news website at Reagan High School in San Antonio, TX. She has been advising publications for the past seven years. The Regalia has earned a CSPA Silver Medalist and the Recorder has received both Silver and Gold Medalists as well as All Columbian Honors. Sandoval started out acquiring her love for journalism under Pam Smith, former adviser of the Crown award winning Hornet Yearbook at East Central High School. This is her first year to attend presenting at a CSPA Convention. [@reaganrecorder]

Laura Schaub is national key accounts manager and education director for Lifetouch. As executive director of OIPA at the University of Oklahoma, she taught courses in typography and design. Previously, she taught journalism and advised publications at Charles Page High School in Sand Springs, OK. A Gold Key recipient, Schaub also received the CSPA Murphy Award for Outstanding Service, O’Malley Award for Excellence in Teaching and the CSPAA’s Paschal Award for Outstanding Service for a state scholastic press groups. She was a two-term president of CSPAA. Schaub has taught workshops across the United States and Canada. Co-editor of CSPAA’s Scholastic Yearbook Fundamentals, she served as images editor for its Magazine Fundamentals and chaired the CSPA Judging Standards Committee for over ten years.

Hal Schmidt has been working with student publications for over 25 years training staffs in getting the most from their software. Schmidt is a representative of Balfour Yearbooks and owner of PS Graphics in Fredericksburg, TX.

Sabrina Schmitz teaches graphic design and journalism in addition to advising The Stampede yearbook staff and The Hoofbeat newspaper staff at J.W. Mitchell High School in New Port Richey, FL. She has a bachelor’s degree in magazine journalism, and in her five years as adviser, The Stampede has been awarded two CSPA Silver Crowns, a Gold Crown, an NSPA Pacemaker Award, and was an NSPA Design of the Year finalist in 2012.

Kristen Scott is the adviser of The Vespa, the yearbook for Kealing Middle School in Austin, TX. In just three short years, Scott has taken the Vespa from a picture book to an award-winning publication. The Vespa has been honored with a number of state awards in the University Interscholastic League and with a CSPA Silver Crown in 2013.

Georgia Scurletis is the director of curriculum development at Vocabulary.com and the Visual Thesaurus. Scurletis has spent 20 years in education; 11 as a secondary school English teacher in Brooklyn, NY, and nine as a curriculum writer and developer. [@gscurletis]
Going Deep: How to Source Large-Scale Feature Stories
Joelle Keene
News is news, but when you’re writing a feature story, the location of information isn’t so obvious. Learn how to balance student and professional, local and national, live and published sources, and structure your story so the reader can navigate effortlessly from the lead to the closing paragraph.

How to Build a $100K News Website (For Less Than $300.)
Jacob Palenske
In the digital era, a publication without a webpage is like a person without a phone number. This session will make getting easy, even with low technical abilities and a tiny budget. You’ll learn how to get web hosting, register a domain, and setup e-mail accounts for your staff. You’ll also see how to set up individual site accounts, choose a template and upload video, audio, stories and photos. As a finale, I’ll show you how to create a custom iOS and Android mobile news app for less than $50.

Storytelling from Data
Mark Hansen
Learning how to interpret and shape data into stories is at the heart of today’s journalism. As we grow more dependent on data and computation, we must responsibly and creatively find and tell the stories that spring from the data. This session will teach you how to use data and computation in a thoughtful way for reporting. We will also give advice for teachers wanting to tell stories using data, computing, and visualization.

There’s No Crying In Baseball
Chris Waugaman
Is your sports section full of boring game recaps that mean very little to your readers? Come discover how to bring emotion, impact and passion to great sports writing. You are guaranteed to leave inspired. And, yes, there may be some crying.

Paperless Creative Writing Workshop Using Google
Aaron Gillego
This session will explain the functions of Google Site and Google Drive and how they can be used to flip the classroom to conduct paperless and interactive creative writing workshops. Participants are encouraged to bring their laptops or devices to join in a mock workshop.
Top 10 Tips for Good Design
Claire Regan
Is your flag frumpy? Your typography tired? Learn simple steps and good techniques that will give your publication a cleaner, fresher look without much trouble.

Staff Motivation
Helen F. Smith
An organized staff is an excited staff. Learn how to get your reporters and editors ready to tackle each deadline.

PHOTOGRAPHY

Using Nikon Digital SLR Cameras for Award Winning Journalistic Photography
Alexander Thorp
This session will cover how to take award winning journalistic photographs using Nikon Digital SLRs. Topics to be covered will include elements of composition, working with lines, composing with color, using different types of lenses (wide angle, zoom, prime, macro), exposure metering, aperture and how to use it, bokeh (appearance of out of focus areas), plane of focus, lighting fundamentals, ISO and noise, white balance, shutter speed, flash photography, and bracketing.

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, do not’s, and sweet tricks to environmental portraits. Discover how to get a real expression as opposed to a frozen smile. Examine how lighting conveys story and some inexpensive lighting options to start building your own portrait studio.

YEARBOOKS

Finding a Theme that Fits
Carrie Faust
Some say that there are no new themes - they’ve all been done before. This is simply not true. In this session, you will learn how to find a theme that not only fits your school, but also allows you to cover the year in a way that is uniquely your own. If you find yourself saying, “Been there, done that, what’s next?” when thinking about theme, this session is for you.

Caption Magic
Pat Hinman & Adrienne Forte
Two veteran yearbook and newspaper advisers reveal their magic formula to get staff members to create good captions the first time.

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

CSPA Summer Journalism Workshop
June 22-27, 2014
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 will be 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 160 participants, with a waiting list to be maintained once the limit has been reached.

http://cspa.columbia.edu

PHOTOGRAPHY
YEARBOOKS

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

Columbia Scholastic Press Association 55
Advisers’ Hospitality Lounge
Satow Room, 5th floor Lerner Hall
8 a.m. to 11 a.m.

CSPAA: Annual Meeting of Members
11:45 a.m. to 12:30 p.m.
Room 568, 5th floor Lerner Hall
All CSPA advisers, who are members of the Columbia Scholastic Press Advisers Association, are invited to participate.
On Friday, 11:45 a.m. see page 74.

On-site Critiques
Ongoing from 9 a.m. to 11:30 p.m.
Sign up in room 555, 5th floor 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
Friday, March 21, at 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.-2:15 p.m.
Rotunda, 2nd floor Low Library
Luncheon sponsored by Herff Jones.

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

Gold Keys
Ellen Austin—The Harker School, San Jose, CA;
Beth Shull—Pulaski Academy, Little Rock, AR;
Gail Snyder—South River High School, Edgewater, MD;
Jim Streisel—Carmel (IN) High School;
Chris Waugaman—Prince George (VA) High School.

Edmund J. Sullivan Award
Global Journal Project
Pacific Ridge School (Carlsbad, California),
Canyon Crest Academy (San Diego, California), and
the Kibera Girls Soccer Academy (Kibera, Kenya).

James F. Paschal Award for Outstanding Service to a State Scholastic Press Organization
Meredith Cummings
Alabama Scholastic Press Association,
Tuscaloosa, AL

Charles R. O’Malley Award for Excellence in Teaching
Claire Regan
Staten Island Advance and Wagner College,
Staten Island, NY.

Student Awards Convocation
2:30 p.m. - 4:30 p.m.
Arledge Auditorium, Alfred Lerner Hall
Gold and Silver Crown Awards
All delegates are welcome. For more information, see page 96.
On-site Critiques
Each publication staff — newspaper print, hybrid, digital, yearbook, lit mag and general magazine, will participate in an in-depth critique session to review the reference essentials, visual and verbal elements of the publication. The critiques will be individualized to meet the specific needs of each staff. This detailed evaluation will serve as a blueprint for the staff to follow for the new school year.

PHOTOGRAPHY
Photography Portfolio Basics
Mark Murray
“There is much more to creating a portfolio than simply “collecting your 10 best pictures.” Know how a portfolio should look while gaining tips to improve your photography. Bridge the gap between high school photography and college photography.”

LAW & ETHICS
Can I Use That?
Mark Goodman
The Internet has plenty of images that would look great in your publication. Can you legally use them? Maybe. Maybe not. Learn the difference and where to go for content you CAN use.

MAGAZINES
Rising to the Top: CSPA Crown Overview for Magazines
C. Bruce Watterson
Join us for a discussion and review of the 2014 CSPA Crown Finalists.

NEWSPAPERS
How to Sell Advertising
Helen F. Smith
Develop a systematic approach to finding advertising leads and making sales that enable your publication to thrive, not just survive as a business.

Photojournalism: Telling the Story in a Single Photograph
Warren Green
We will analyze how and when photographs can stand alone to tell a complete story, drawing on examples from Bressai, Lange, Capa, Adams and others. We will discuss ways to create the memorable photos that tell the story, from finding inspiration to shooting techniques.

Organize Workflow from Anywhere with Trello
Melissa Wantz
Take away confusion and excuses by switching to Trello. All publication editors and advisers can benefit from switching to an online workflow process. Trello is an easy tool that allows collaborative teamwork to be assigned and tracked from a phone, tablet or computer.

45 Tips in 45 Minutes
Linda S Puntney
This fast-moving session will include 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.

The Designers’ Tool Bag (1 of 2)
Pete LeBlanc
In this two-hour session, students from all publications will engage in the study and application of design concepts including but not limited to: design inspiration, appeal to emotion, marriage of elements, photography, type, dominance, design hierarchy, scale and relationship, contrast, negative space and mods. Fill up your designers’ tool bag with the correct tools that will help you successfully redesign your publication.

Rising to the Top: CSPA Crown Overview for Magazines
C. Bruce Watterson
Join us for a discussion and review of the 2014 CSPA Crown Finalists.

Now That’s a Concept
Ann Gramlich Akers & 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.

The Dream Team: Divine Design + 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.
Save the Yearbook! (Or At Least Stop Killing It.)

Jacob Palenske
Contrary to popular belief, yearbooks *aren’t* dead. But they will be unless we make them relevant to 21st-century audiences by re-thinking their content, adding a digital component, and letting go of damaging “traditions.” This session will explain what you can do to nurse your yearbook back to health using technology, education, creative marketing tactics and updated content.

Yearbook Countdown
Tamra McCarthy & Liz Palmer
If yearbook is documenting a single year, does it begin the first day of school? The first day of summer? What about the previous spring? Join two experienced advisers as they break down their preparation rituals for their staffs — from retreats to bootcamps, from planning the ladder to organizing summer coverage, from interviewing for the staff to theme pitches, you should leave with some new ideas for jumping into the next yearbook season.

Confessions of a Fontaholic
Lynn Strause
With thousands of fonts available for use in publications, it’s easy to become a font fanatic. Learn how to make the most of your fonts to strengthen your designs and how to avoid font faux pas. Check out the seven-step program to cure your font addictions.

Create a System to Keep Your Staff on Task
Beth B. Ward
Tired of feeling like you are always running after yourselves? Attend this session and learn how to visually organize your room; organize your staff; establish a routine; create a proper checklist and monthly to do list; meeting deadlines as well mini deadlines. Organizing a yearbook staff requires much work from the adviser the first time around. However, once you have created a process that works for you and your staff, it just becomes a matter of tweaking the process from year to year.

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 recognized 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 school or colleges throughout the United States and in overseas schools following an American plan of education. All Newspaper and Magazine entries must be POSTMARKED by June 10th. All Yearbook, Digital/Online entries must be POSTMARKED by October 10th.

Publication Critiques
Your critique contains a written set of standards developed by the Association to itemize the best practices for student media. The adviser-judge reads the print or online publication and analyzes its strengths and weaknesses 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.

http://cspa.columbia.edu
Who’s Who at the Convention

Ned Semoff is a graduate of the State University of Buffalo with a Bachelor of Fine Arts in Communication Design. He is a yearbook representative for Yearbook Advisers, Inc., in Westchester and Rockland Counties, NY. Semoff began his journey with yearbooks in high school. He joined his yearbook staff during his sophomore year and rose to co-editor in chief by his senior year. In addition to his yearbook work, Ned worked on a variety of projects for varying companies and institutions, including one affiliated with the United Nations in New York City. [@ybkadv]

Neal Shapiro is an award-winning producer and media executive with a 25-year career spanning print, broadcast, cable and online media. As CEO of WNET, he oversees the operations of THIRTEEN, WLIW21 and NJTV, reaching an audience of more than 5 million monthly. Before joining WNET in 2007, Shapiro was President of NBC News, leading its top-rated news programs, including Today, NBC Nightly News and Meet the Press, as well as Dateline NBC. He previously spent 13 years at ABC News. Shapiro has won numerous awards, including 32 Emmys, 31 Edward R. Murrow Awards and 3 Columbia DuPont awards. [@nshapiro]

Michael D. Shear is a White House correspondent for The New York Times. He joined The Times in September 2010 as a lead writer on The Caucus blog. Previously, Shear wrote for the Washington Post as a metro reporter covering Virginia politics, the 2008 presidential election and the White House. Shear received a B.A. degree from Claremont McKenna College and a Masters in Public Policy from Harvard University. [@shearm]

Beth Shull is an Arkansas native who teaches at Pulaski Academy, Little Rock, AR, an independent college preparatory school for preschool through 12th grade, where she teaches journalism, yearbook, photography, public speaking, online communications, and is the Honor Council adviser. The 2014 Bruin is her 20th yearbook to advise. Beth lives with her husband, one dog, and three college kids - when they are home. Beth's favorite places include New York City, the beach, and home. She will receive CSPAs Gold Key at this Convention.

Mike Simons advises the Skjöld yearbook at West High School and the Logos yearbook at East High School in Corning, NY. An Information technology teacher and band director as well, Simons teaches at various regional journalism and yearbook workshops, conventions and summer camps. He serves as second vice president for CSPAA and lives with his wife and four children just south of the Finger Lakes in upstate New York. [@Msimons]

Kristina Skrela is a Herff Jones Yearbook representative servicing Metro New York. She is also the director of the Yearbook Expo, which showcases the best yearbooks in the area. She trains her yearbook staffs with an emphasis on publication design, coverage, and organization.

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 to becoming a yearbook representative in the Sacramento 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.

Helen F. Smith is the executive director of the NESPA and a past president of CSPAA. From 1973-2009, she taught English and journalism as well as advised the Newtonite and Mirettes at Newton North High School in Newtonville, MA. Smith has edited such publications as Springboard to Journalism and its Teacher’s Manual, The Official CSPA Stylebook, and Scholastic Newspaper Fundamentals for CSPA.

Gail Katz Snyder advises Etchings, South River High School’s Literary magazine, where she serves as English Department Chairman. Snyder teaches English 10, Creative Writing, Literary Magazine, and Speech and Debate. A graduate in English and Education from the University of Maryland, she also holds a Master’s Degree from Loyola College. Snyder achieved her National Board Certification in Adolescence and Young Adulthood/English Language Arts and has written extensive curriculum for Anne Arundel County Schools. She is also working on committees for the selection of teaching materials for high schools. She will receive CSPAs Gold Key at this convention.

John Chase Soliday is an award winning professional director of theatre, film, TV, photography and professor of cinema and theatre. Soliday is also the Director of Undergraduate Studies at the University of Miami’s “Cinema and Interactive Media Department” and Director of Europe’s #1 Film School FAMU, the Czech National Film School in Prague. He conducts workshops in Berlin, Munich, Dresden, Salzburg, Vienna and Prague. Soliday also serves as the Director of Graduate TV, Print and Photographic Journalism and Cinema and the National Communication Association’s “Theatre, Film and New Multi-Media Division.”

C. Randy Stano is a professor of practice in visual journalism and journalism in the School of Communications as well as editorial adviser for both the Ibis yearbook and Distractions magazine at the University of Miami. He is also 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 the Pulitzer Prize-winning team in 1982 and also for The Miami Herald’s in 1993. A former president of the SND, he also chaired its southeast region, annual contest and quick course committees. While teaching at A.N. McCallum High School in Austin, TX, during the 1970s, he 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 arts/design competitions. Stano received the CSPAs Charles R. O’Malley Award for Excellence in Teaching.

Evva Starr is the adviser of the Common Sense newspaper and the Fife & Drum yearbook at Thomas S. Wootton High School.
Who’s Who at the Convention

in Rockville, MD. She has been teaching English and journalism for 14 years and her student publications have won numerous awards and medals from both CSPA and NSPA. She has a BS from the Medill School of Journalism at Northwestern University and worked at the Virginia-Pilot and Ledger Star in Norfolk, VA, before becoming a teacher. [@evvastarr]

Deborah Stepelman was the initiator of and faculty adviser to the Math Mag at SAR High School and served as the coordinator of mathematics enrichment. The spring 2013 issue of Metromath featured her article about the magazine. She previously retired from teaching mathematics and computers at the Bronx High School of Science. There, her responsibilities included mentoring student teachers, serving on the Standing Committee on Mathematics of NYC, acting as conflict mediation specialist and more. She earned her BA from CUNY, MS from Yeshiva University and Certificate of Instructional Technology from NYIT. In 1999 she was awarded Teacher of the Year by AOJT.

Greg Stobbe has taught publications at Fresno (CA) Christian High School for 22 years where he serves as the adviser for The Feather Online (www.thefeather.com). The CSPA has honored the digital paper with five Crown awards (2009-2013); three Gold Crowns and two Silvers. Additionally the NSPA has awarded The Feather with five Online Pacemakers (2006-2013). Stobbe has spoken at the NSPA and CSPA conventions on numerous occasions and has been an advocate for online high school journalism since 1998. [@gstobbe]

Lynn Strause advised 30 yearbooks before retiring, the last 13 at East Lansing (MI) High School. She was named Michigan Adviser of the Year, JEA National Yearbook Adviser of the Year, and has received a CSPA Gold Key and NSPAs Pioneer Award. JEA presented her with its Lifetime Achievement Award in 2007. Strause continues to teach at a number of workshops across the country and to speak and judge for national, regional and state organizations. Strause currently works as a yearbook consultant.

Jim Streisel is the adviser of the Carmel (IN) High School HiLite newspaper and its website, www.hilite.org. He is the 2013 DJNF National High School Journalism Teacher of the Year. Streisel has written two journalism textbooks, “High School Journalism: A Practical Guide” and “Scholastic Web Journalism: Connecting with Readers in a Digital World.” He received an NSPA Pioneer Award in 2012 and was named a 2012 DJNF Distinguished Adviser. He was also named 2011 Indiana Journalism Adviser of the Year. In addition to several sessions on the regular program of this Convention, he will be interviewed during the Advisers Lunch on Thursday. He will also receive the CSPA’s Gold Key at the Award Luncheon on Friday. [@CarmelJim]

David Studinski is the director of product management at Sailethru, a NYC-based tech company redefining real-time analytics and behavioral communication. Studinski was a two-term editor-in-chief at the Ball State Daily News, three-term president of the Indiana Collegiate Press Association, and design editor, writer and columnist at Homestead High School’s Spartana newspaper. Honors include the first online story Pacemaker, UWIRE Top College Journalist and Ball State’s Journalism Workshops Hall of Fame.

Alia Suhaimi is a junior at the American School Foundation in Mexico City, has been an international student since the day of her birth, living in 5 different countries in the span of her 17 years of life. A proud Malaysian citizen, she has spent the last 3 years living in Mexico and has spent her time being part of an international literary/arts magazine by the name “Repentino.” Previously the artist behind the first cover, followed by Art Editor; she is now the Editor in Chief of Repentino. Magazine for this year and hopefully, the next.

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

Michael Tedder is the managing editor of the Talkhouse, and the former managing editor of CMJ. He has written for Spin, The Village Voice, the New Republic, Salon, MTV, The Orlando Sentinel, Buzzfeed to name only a few. Though Tedder lives in Hoboken, NJ, he calls himself a New York-based writer.

Karen Thompson is the adviser for the newspaper and literary magazine at Flintridge Sacred Heart Academy in La Canada, CA. The publications have won numerous top awards from CSPA, ASPC, Quill & Scroll and NCTE. A former journalist for a variety of business publications, she holds a master’s in print journalism from USC.

Alexander Thorp advises the online newspaper and the Observatory Yearbook Journalism program at The Bronx High School of Science, a school for gifted students in the Bronx, NY. He was previously an editor at Random House (Bantam Doubleday Dell) and at Columbia University Press. For the past 13 years that he has served as adviser to The Observatory, the yearbook has won first place ratings in every major national journalism competition.

Erin Timmons is the adviser of El Diablo yearbook at Hinsdale (IL) Central High School. She has served as the yearbook adviser for four years. She also teaches Sophomore English Honors. Timmons previously taught at Seton Hall University and worked at Simon & Schuster. For the first time, the El Diablo is a finalist for a Crown Award this year. The 2012-2013 yearbook earned the honor rating of First Class with Three Marks of Distinction in Concept, Coverage, and Writing/Editing from NSPA.

Cindy Todd advises the El Paisano yearbook and teaches photojournalism at Westlake High School in Austin, TX. Her students’ publications have earned top awards from TAJE, ILPC, CSPA and NSPA. The 2012 Yearbook Adviser of the Year; Todd has also received the CSPA Gold Key, NSPA Pioneer, JEA Medal of Merit, TAJE Trailblazer, the ILPC Edith Fox King and Max R. Hadick Texas Teacher of the Year awards. [@cindydtodd]

Sarah Tricano has advised Holy Trinity Episcopal Academy’s Tigrium, a CSPA Silver Crown and NSPA Pacemaker finalist, K-12 yearbook for six years. She also teaches digital photography. She has taught sessions at My Media Seminars in Miami and Melbourne, the FSPA district convention in Orlando and most recently at the Fall 2013 NSPA/JEA convention in Boston. Before becoming an adviser and teacher, Tricano worked as a design professional at high-end interior design firms in New York. She earned her BA from SUNY at Stony Brook and MFA in Industrial Design from Rochester Institute of Technology. [@sarahtricano]
Cost Effective Ways to Distribute to Alumni and the Community

Myrtle Jones

Students and your on-campus constituency have access to your publications but how do you use other distribution channels to extend your audience? This session reviews cross media distribution workflow strategies that can be cost effectively implemented to grow and extend your audience.

Advisers Unite to Tackle Daily Obstacles

Denise Markt

Advisers will collaborate by sharing unique perspectives and commonalities on a variety of issues which surface daily when guiding a student publication. Cutting edge article topics, and strategies which will strengthen your advising position, will be discussed.

“You’re the Expert, So What Do You Think?”

Erin Timmons and Sue Grady

Give your students the opportunity to really run the show. This session discusses ways to manage your staff so that it is a truly “student-run” publication. Instead of advisers fielding issues from their staff, this management system places the “ownness” on the students. Build accountability & ownership in your staff by dividing them into specialized “experts” (in-house photographers, writers, copy editors, designers, business managers, & marketing gurus), & having them teach & manage the staff.

Busy as a Bee

William Friskey

Time management for understaffed and overworked publication advisers and editors. Focus on creating deadlines, keeping them, managing multiple publications, dealing with dead-weight staffers, being proactive, and flexibility. This is ideal for extremely small staffs and those that produce multiple publications. There will be ample time for individual school trouble-shooting.

The Missing Story: Financial Reporting for School Newspapers

Warren Green

Student publications rarely report financial news, although the economy affects everyone in the school. The “Washington Monument Syndrome” doesn’t just take place in Washington - it happens in schools, too. This radical session will introduce economic reporting, and provide suggestions on developing relevant, personal and lively financial reporting for school newspapers.

20 Ways to Be Me Organized!

Marcia Meskiel-Macy

Whether your desk (or your room) are a red-hot mess or not, whether you make deadlines early or miss them by 10 days, even if you think TIME is your friend (or conversely if you pray for just another 24-hours in a week), there’s a tip here that will make your life in general more WONDERFUL. Tip #1 - Attend this session.

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

Jacob Palenske

We’ve all heard them from parents, counselors, family members and maybe complete strangers. “Journalism? You’ll never have a stable job.” “Journalism is poor.” “The newspaper industry is dying.” “You’ll never have a stable job.” “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.

The Designers’ Tool Bag (2 of 2)

Pete LeBlanc

In this two-hour session, students from all publications will engage in the study and application of design concepts including but not limited to: design inspiration, appeal to emotion, marriage of elements, photography, type, dominance, design hierarchy, scale and relationship, contrast, negative space and mods. Fill up your designers’ tool bag with the correct tools that will help you successfully redesign your publication.

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”

We Design With a Little Help From Our Friends

Laura Schaub

Design ideas are everywhere, from the Web to the shopping mall. Learn how to borrow ideas from professionals and create beautiful designs in your publications.
Confessions of Former High School Journalism Nerds

Mike Simons, moderator

Come talk to former pub students and find out how their involvement in journalism helped them in college and in their professional careers. On the panel: Jeff Brown, Jessica Haley, Zach Hetrick and Jamie Miles.

What Can You Borrow from the Professionals?

C Randy Stano

We will take a look at professional publications to see what you can readapt for your publication. This will be an exercise in thinking of ways to add new energy to your publication.

On-site Critiques

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

DIGITAL MEDIA

Lets Get Digital - Digitize Your Publication’s Organization

Sarah Tricano

“An overview of how to take your publication to a whole new level with software, apps and websites to keep you and your staff organized and productive.

MAGAZINES

Expanding Your Literary Magazine

Mark Murray

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

NEWSPAPERS

Private School is Different

Anne Barr

Join this discussion about the advantages and disadvantages of running a journalism program at a private school. Learn how you can divorce your publication from the PR machine of your school and empower your students to produce high quality journalism.

PHOTOGRAPHY

Be an Action Hero

Cindy Todd

“Wealth great power comes great responsibility.” You may not be Spider-Man, but that press pass does give you the power and the responsibility to capture images that transform your publications’ pages. Channel your inner Peter Parker as we reveal the secrets of taking compelling action photos while on assignment. Step out from behind that shadow and assume your true identity.

LAW & ETHICS

Designating Your Publication as Public Forum

Mark Goodman

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

NEUROPSYCHOPHYSIOLOGY

Contemporary Coverage

Lynn Strause

What’s the hot trend that every staff should work towards? More coverage. See how yearbooks use modular design and umbrella coverage, along with strong organizational plans, to expand beyond traditional copy blocks, giving readers more information, more voices, more angles and more appeal.

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

Columbia Scholastic Press Association
Who’s Who at the Convention

Violet Turner has taught secondary English at the Wantagh (NY) High School for 27 years. She is an adjunct professor at Long Island University, and is the adviser to Escapades, the WHS literary magazine. Turner’s professional writing background includes radio copy as well as newspaper and magazine feature articles. She was a 2012 finalist in the Norman Mailer High School Teacher Fiction Writing contest and received the New York State English Council Educator of Excellence Award in 2008. Turner is currently pursuing an MFA in Creative Writing from SUNY Stony Brook Southhampton.

Alison Stanford Turner is in her ninth year as the adviser for the Spider Web yearbook at Concord (NC) High School. Spider Web received a Gold Medalist Certificate from CSPA in 2013. The Spider Web has also received recognition from the North Carolina Scholastic Media Association, including the prestigious Tarheel Award. Turner has taught English for 22 years and currently serves as the English Department Chair.

Nancy Kay Turner is an artist, critic and art educator and has been the visual adviser/moderator for the award-winning Windowpanes since 2001. She teaches AP Studio Art 2-D, ceramics and painting at Loyola High School of Los Angeles, CA. As an AP Studio Art Reader she is privileged to see and to grade work from all over the United States and several countries overseas. Her work has just been shown in “Black and White”, an exhibition that examines work that focuses on the absence of color. Her art reviews have been published in ARTWEEK and ARTSCENE.

Michael von Wahlde advises The Westword and TheWestwordOnline.com, and works as a Journalism/Communications and AP Language teacher at Westhill High School in Stamford, CT. An ex-editor, he writes and presents on issues of media literacy and photographic theory in contemporary media, and moonlights as a curator and photographer. He holds an M.A. in Media Studies from The New School and a B.A. in English from Loyola University Chicago.

Sarah Waggoner has advised the literary magazine, Inkblot, at Kealing Middle School in Austin, TX for the past 13 years. Over the years, Inkblot has grown from a staple-bound booklet produced after school to an award-winning, artfully-produced publication. She is proud to have her young journalists honored with a CSPA Crown Finalist for this year.

Melissa Wantz is the adviser of The Foothill Dragon Press, the online news site at Foothill Technology High School in Ventura, CA. She serves as first vice president of the CSPAA and has taught digital journalism for advisers at CSPA’s Summer Journalism Workshops for the past three summers. The Foothill Dragon Press (www.foothilldragonpress.org) was honored with a CSPA Gold Crown in 2012 and 2013 and an NSA Online Pacemaker in 2011, 2012 and 2013. [@mwantz]

Beth B. Ward is the adviser of Reflections, the yearbook publication at Mauldin (SC) High School. Ward has been advising the publication since 2001. Reflections has been honored with CSPA Silver Crown in 2011 and a Gold Crown in 2013. Reflections has also been recognized as a NSPA Pacemaker finalist in 2013. The publication has received consistent high rating with SIPA and SCSPA. The 2013 publication received SIPA All Southern rating and SCSPA Best in State in 2012 and 2013.

Bruce Watterson has been working with scholastic and collegiate publication students for years and started as a student editor in high school and college. He’s worked as an adviser in secondary and collegiate publication circles... all the while he has never met a pica he didn’t like. His passion for teaching meshes with his desire to inspire creativity, imaginative approaches and maybe even a little risk-taking in publications. Honored most recently with the CSPA’s Joseph Murphy Award for Outstanding Service, Watterson currently chairs the CSPAA Committee on Judging Practices.

Chris Waugaman teaches journalism at Prince George (VA) High School, where he advises the newspaper, broadcast, online and magazine staffs. His staffs have won NSPA Pacemakers and CSPA Gold Crowns. Waugaman is the director of VAJTA and serves on the SIPA board. In 2011, he was named a DJNF Distinguished Adviser, and in 2012, a Lowell Milken Center Fellow. He will receive a CSPA Gold Key on Friday at this Convention. [@cwaugaman]

Dave Wooley is the co-adviser of The Westword which serves the Westhill High School community in Stamford, CT. He has been teaching at Westhill High School since 2001 and advising the newspaper since 2003. Wooley also teaches English and Beats, Rhymes and Life, a course in hip hop music and culture that he piloted. [@othello88]

Ben Zimmer is the executive producer of Vocabulary.com and the Visual Thesaurus as well as the language columnist for The Wall Street Journal, and a former columnist for the Boston Globe and The New York Times Magazine. His writing about language has also appeared in The Atlantic, Forbes, and Slate. Zimmer also chairs the New Words Committee of the American Dialect Society. [@bgzimmer]
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 you can 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.

The Contrast Factor

Gary Lundgren

Big/small, horizontal/vertical, wide/narrow, thick/thin, modular/cut-out, isolated/unified, justified/unjustified, verbal/visual, color/black -- mastering the use of contrast is essential for dynamic visual presentations.

Managing Your Junior High Online Newspaper Staff

Wanda Pletcher

Managing an online newspaper is a task in and of itself. Working with junior high students to create an online publication is a unique endeavor. Join me as we discuss ways to organize your classroom and encourage autonomy with your students as they create a unique publication. Bring out the best in your younger students as they learn life and leadership skills in your classroom. Links will be provided to access handouts and materials you can take home and use in your classroom.

Midnight Deadlines Do Not Work for Me

Beth Shull

If you yearn to read novels in February, enjoy a leisurely dinner out on a weekend, or follow a TV show in real time, this advisers’ session may be for you. Time-management tips and the teaching philosophy discussed provide the best learning experience for your students, too.

Photo Packaging in the 21st Century

Pete LeBlanc

This session will introduce you to several tangible design tools and techniques you can use to bring your photo-packaging skills into the 21st century. That in turn will give your publication the contemporary look you and your audience deserve.

ALL PUBLICATIONS

On-site Critiques

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

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

Jacob Palenske

Effective 21st Century journalists must use technology to find, tell and distribute stories. This session will teach you 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 you produce so your audience can easily access it.

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Create a System to Keep Your Staff on Task
Beth B. Ward
Tired of feeling like you are always running after yourselves? Attend this session and learn how to visually organize your room; organize your staff; establish a routine; create a proper checklist and monthly to do list; meeting deadlines as well mini deadlines. Organizing a yearbook staff requires much work from the adviser the first time around. However, once you have created a process that works for you and your staff, it just becomes a matter of tweaking the process from year to year.

DIGITAL MEDIA
Online First
Logan Aimone
Is your news website still living in the shadow of your print edition? Learn how a dynamic news website and an “online first” philosophy can transform and reinvigorate your coverage of your school community.

Rising to the Top: CSPA Crown Overview for Digital & Hybrid Publications
C. Bruce Watterson
Join us for a discussion and review of the 2014 CSPA Crown Finalists

LAW & ETHICS
Your Right to School Records
Adam Goldstein
Learn how you can use freedom of information laws to get facts about your school that can make great stories.

PHOTOGRAPHY
Make Your Light
Zach Hetrick
Add lighting to your bag of photo tricks. Learn from a NYC photog who started lighting in high school and has continued to employ those same techniques with clients like Nike, New Balance, ESPN, and Runner’s World.

NEWSPAPERS
From High School Newspaper to the White House: A Reporter’s Journey.
Michael D. Shear & Nick Ferentinos
This editor has gone from news editor at The Epitaph, the newspaper at Homestead High School in California to his college paper and on to The Washington Post and now The New York Times, where he is a White House correspondent. He has reported on local, state and national issues, including the 2007 shooting at Virginia Tech, the 2008 and 2012 presidential campaigns and the White House. He will discuss his 25-year journey with his former adviser.

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

YEARBOOKS
Take a Look
Ann Gramlich Akers and Paul Ender
Hundreds of examples from books coast to coast showcase popular yearbook practices and introduce some fun, new twists. From coverage strategies and concept development to maximizing the power of your content, you’ll see how to make you book even more amazing.

Baby Market
Crystal Kazmierski
If you are selling seniors in the yearbook ad section (or just paying tribute to them) you’ve come to the right place. Tips on promoting “baby ads” and how to design them to fit the look of your book will be shared.

The Design and Content of Yearbooks
C. Randy Stano
We will take a look at yearbooks spreads/pages from across the country to see what they are covering and how they are visually displaying the topics in their yearbooks.

Remember that ‘All Publications’ sessions are open to all convention delegates.
11:45 a.m. - 12:30 p.m.

ADVISERS

CSPAA: Annual Meeting of Members

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

ALL PUBLICATIONS

Pocket Journalism: Creating Content Using Mobile Devices

Jacob Palenske

Populating a full-featured news website with stories, photos, audio and video using nothing but digital cameras and mobile devices is (finally) possible. This session will explain what apps and services you’ll need, the “speed bumps” you might encounter, and how you can introduce “pocket journalism” to your staff/publication.

Adaptation – Borrowing from the Best

Kristi Rathbun

Some of the strongest content -- both visual and verbal -- comes from astute observation of the pros and stellar adaptation of it for our audience. Make the most of the ideas all around us and transfer them into fantastic designs, stories, and coverage for our publications.

Creative Headline Design Thinking

C Randy Stano

Art headlines or design headlines. How can you add some sparkle to our publication and not take away from the basic format or look.

LAW & ETHICS

High School Press Freedom

Adam Goldstein

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

NEPSPAPERS

Covering Controversial and Sensitive Stories

Kathleen Neumeyer

In the last 22 years, there has been no topic the Chronicle hasn’t been willing to tackle. We’ve written about cheating scandals, drinking at semiformal after-parties, drug use, cyberbullying, arrests, the deaths of students and teachers, and suicides. Any story can be responsibly handled with authoritative sources and careful, accurate reporting. The Chronicle is an uncensored newspaper at a private high school.

Get Started Blogging

Wanda Pletcher

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

Design Dos and Don’ts

Martha Akers

While all designers have their own beliefs on what makes a strong layout, some basic design dos and don’ts frequently figure into design strategies. Take a look at 20 of the most accepted practices used in nationally recognized yearbooks and in professional design.

Identity Crisis?

Crystal Kazmierski

Don’t have a design meltdown when you’re stuck for design ideas. Explore the graphic identities all around you, and you just might find the inspiration you need to come up with one of your own.

The Same but Different

Linda S Puntney

The best work is inspired, not stolen. Yearbook staffs will examine the lessons from professional designers, magazine editors and other media to help you create an amazing backdrop for the story of the year. Added bonus: you may have to cover the same topics every year, but they don’t have to be the same look or content. A quick Maestro preview will show you how to make content the same but different.

RISING TO THE TOP: CSPA CROWN OVERVIEW FOR YEARBOOKS

C. Bruce Watterson

Join us for a discussion and review of the 2014 CSPA Crown Finalists.

Digital Media

Managing an Online Newsroom

Logan Aimone

Develop a structure to manage the writing, editing and publishing workflow using collaborative tools. We’ll cover best practices for frequency of publication, student responsibilities, tracking and grading the work and dealing with school administration.

RISING TO THE TOP: CSPA CROWN OVERVIEW FOR YEARBOOKS

Lerner Auditorium, 1st floor

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Marketing Your Content

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RISING TO THE TOP: CSPA CROWN OVERVIEW FOR YEARBOOKS

C. Bruce Watterson

Join us for a discussion and review of the 2014 CSPA Crown Finalists.
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.
"I share in the classroom what I experience every day in the newsroom. The results, the rewards, the challenges, the difficult decisions. Journalism skills are life skills."

Claire M. Regan has devoted her working life to learning, practicing and teaching those life skills. First as college student editor, then professional journalist, editor and designer she also served as a college faculty member and active adviser. In short, she has lived most aspects of journalism and journalism education. The daughter of New York City high school teachers, she majored in education at Wagner College in her native Staten Island, intending to take up teaching as her profession. But joining the student newspaper changed her thinking and her goals.

Regan currently serves as associate managing editor, Staten Island Advance, where she has worked since 1980, serving in a variety of progressively more senior reporting and editing positions. Today she oversees content and design of the newspaper and establishes design policy. She is a member of the core team leading the current transition of The Advance to a digital first platform. Since 1984 she has served as an adjunct faculty member at Wagner College, teaching undergraduate courses in news writing, public relations, page design, editing, ethics, new media and war reporting. Regan also serves as adviser to the student newspaper and yearbook at Wagner. The college awarded her its Adjunct Exceptional Performance Award in 2009.

Her professional achievements show a wide variety of interests and skills, including active participation at The Poynter Institute for Media Studies in Florida as one of their Ethics Fellows as well as seminars in Advanced Design and Art Direction and Effective Visual Leadership. She was also a visiting faculty member for one of their six-week fellowship programs for new journalists. The International Women’s Media Foundation also invited her to participate in a leadership institute, only to invite her back as a program speaker the following year.

Regan has served in an impressive variety of leadership positions such as a member and past president of the Board of Directors of the New York State Associated Press Association and as a member of the Executive Council, The Deadline Club, New York City Chapter of the Society of Professional Journalists. Her many professional awards, chiefly for design and spot news presentation, have come from major news competitions including the Society of News Design and the Society of Professional Journalists. She has also served as a judging facilitator for the SND’s annual news design competition at Syracuse University since 2009.

She has steadily contributed her time and talent to presentations by the CSPA, serving as a presenter at this convention since 2004 and at the Garden State Scholastic Press Association in New Jersey since 2007.

For her distinguished professional service above and beyond her actual daily duties; for her quiet but persistent efforts to advance the causes of many supporting journalism organizations, both professional and educational, the Columbia Scholastic Press Association is proud to honor Claire M. Regan with its Charles R. O’Malley Award for Excellence in Teaching.
James F. Paschal Award

The Columbia Scholastic Press Advisers Association honors state or regional school press association officials who have distinguished themselves in the field with an award named for the late James Frederick Paschal, a former director of the Oklahoma Interscholastic Press Association and a former editor of The CSPAA Bulletin. The award honors his many years of service to advisers and editors.

Consideration for the award is based on service, accomplishment, innovations and recognition by members of the state press association with which the official has been associated. The Paschal Award was first presented in 1987.

In the words of Mark Levin, the National Elementary School Press Association Founding Director, “Meredith Cummings is a tireless crusader for all things journalism for the state of Alabama as well as the nation.”

Mr. Levin’s words are supported by Meredith’s impressive professional resume and by others active in Alabama journalism circles. Erin Coggins writes, “Meredith is a great journalist, but she is even a better ambassador for scholastic journalism. She came on board when ASPA was on the verge of elimination. I served as the adviser board president during her first five years and saw our beloved press association go from almost extinct to a thriving organization with a website, social media presence, and increased membership. Meredith tweeted, Facebooked, blogged, wrote, videoed, Vined, Instagramed and organized non-stop to better the state of Alabama for high school and elementary journalists.”

Marie Parsons also adds words of support and praise. "Meredith has used her considerable organizational talent by coordinating multiple resources for contests, spring conventions, summer camps and statewide fall regionals. She has developed a cadre of Alabama media professionals, university professors and experienced local advisers, peppering it with leading figures on the national journalism scene. Her work with CSPA, SIPA and JEA has put Alabama on the map."

The Columbia Scholastic Press Advisers Association is honored to present Meredith Cummings with its James Paschal Award for Outstanding Service to a State Scholastic Press Association.

**MEREDITH CUMMINGS**

- Director, National Elementary School Press Association
- Director, Alabama Scholastic Press Association
- Director, Multicultural Journalism Program
- Instructor, Department of Journalism, University of Alabama
- Freelance writer for several publications
- President-elect for Society of Professional Journalists – Alabama Professional Chapter
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 898 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 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 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.
Ellen Austin writes “When I began a second career as a teacher 15 years ago, advising journalism was far from my plans. But a rural Minnesota school without a student newspaper needed a student voice, so with the energy of students, we started one.” In her fourth school of teaching and advising in two states, Ellen keeps teaching journalism in part because, “The joy in watching a developing young journalist find his or her voice and being a part of helping him or her find a stance in the world is an incredible experience.”

Nick Ferentinos, a retired teacher/adviser from California who is active in the journalism community comments that “Ellen’s reputation as a leader in scholastic journalism was confirmed when at Palo Alto High School she helped students create the first ever all sports publication, ‘The Viking’ and its website Vikingsportsmag.com.”

Ellen’s current boss, Samuel Keller, the Head of Harker School adds, “Ellen dreams big and she has landed in the right place to make things happen. It will take a great deal of hard work to keep ahead of the journalism students and so far she has proven more than capable of the task. Her classes are fast-paced and innovative. From all indications she is reinforcing with the students the ethical and moral foundation that is necessary for a first-class citizen, journalist and human being.”

Ellen is also an adviser who knows that the little extras make a difference. She advises, “Keep candy on your desk every day and bring “surprise treats” to your staff from time to time. The small joys and little moments are the glue that builds fun and community on a staff.”

Beth Shull served as editor of a CSPAs Gold Crown winning yearbook “The Wildcat” in 1982. She continued her love affair with journalism at Ouachita Baptist University as a communications member, and had the privilege of working on five Crown yearbooks while there.

As a yearbook adviser, Beth has gained the admiration of a fellow adviser from Arkansas, Margaret Sorrows who says, “Quite simply, I can’t think of any current yearbook adviser who is more admired. She represents what every adviser should aspire to be: innovative, hard-working, dynamic and professional.”

Megan Abbot, the head of the Pulaski Academy’s English Department comments, “Understanding that outstanding journalism begins at ‘the beginning’, Beth has shown dedication by focusing on the details, and she volunteers her time in the middle school by coaching students in design of their literary journal.”

A former student, Katherine Norwood, adds to praise of Beth. “This past semester I took a senior level journalism class at my university, and our first assignment was to write a journalistic story. I did my best to recall everything Mrs. Shull taught me, and my professor was blown away, saying I was the only person in the class to make a perfect score!”

In her own words Beth celebrates advising. “Even in the middle of stressful, tearful, crazy days, I’m glad to be here. My favorite days are when Ethan rushes in to show his headline package; when Sydney calls to brag on the homecoming coverage; when Kaelyn finishes the final caption on her spread and shouts the best words ever: Finally finished!”

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Gail Snyder is the consummate example of an educator and adviser who learned by doing. “I came into Lit Mag blind. I didn’t know the first thing about how to create a magazine, and early attempts proved that to be oh-so-true. So I attended workshops, I studied other magazines, I taught myself InDesign and slowly I learned.”

Over the past decade due to Gail’s commitment, “Etchings”, the literary magazine of South River High School has been acclaimed at both the state and national level. Her former department chair, Elaine Boothby, who recruited her, comments, “I watched our program soar to unexpected new heights under her tutelage. Gail had a vision and was able to work with talent development so that the magazine became the students’ work.”

Sarah Sapp, a former student and 2008 Editor-in-Chief is proud to consider Gail a mentor and friend. “She is dedicated to helping students understand the most basic to the most complex concepts of writing and design, and she teaches each element with wisdom and clarity.”

Sapp continues, “Mrs. Snyder taught me an incredible amount about journalism, writing and creating technology, but more than that, she gave me leadership skills and inspiration to become an educator myself.”

Gail’s passion has helped her students find a voice for their artistic and literary expressions. She comments, “I am passionate about Lit Mag. My reward is in the publication and in the fulfillment it brings to my own students. There is something magical about looking at the published copy and realizing it was created through the teamwork of me and my staff. Their pleasure is my joy.”

Nicole Wilson, the yearbook adviser at Carmel High School says this about Jim Striesel, “Professionally, Jim has set the bar high. His students’ publications, not to mention their website, consistently win awards, and when he makes a commitment, he honors it. Commitment is a skill he stresses to his students, constantly emphasizing the importance of dedication and professionalism and taking pride in one’s work.”

Jim has taught journalism for 18 of his 19 year career. In addition to commitment, he stresses time management, an essential life skill. “My role in the process is simple. I’m a devil’s advocate. I walk the room and ask: ‘Have you thought about this?’ ‘What would happen if you did this?’ Since I believe the lifeblood of every publication is its content, I also like to conference with reporters about their stories helping them polish their writing.”

Aaron Manfull, a former DJNF teacher writes, “Jim has done an incredible job with the journalism program at Carmel High School. He works to push his students to be the best they can and works to keep them on the cutting edge so that the students and the program are viewed by many as trend-setters.”

In his own words, Jim expresses thoughts about the future of American education and offers that journalism plays a significant role. To answer the essential question of what we want students to learn by the time they leave school he says, “What better than a rigorous journalism curriculum? My job is to use the language of journalism to teach what I call ‘transferrable skills’, such as meeting deadlines, writing coherently for multiple audiences and working through messy problems that will help them in any area they choose to pursue.”
Chris Waugaman wears many hats and wears them well! He advises four media at Prince George High School in Virginia and as director of the Virginia Association of Journalism Teachers and Advisers is instrumental in leading efforts in the Commonwealth for a full range of professional development for both advisers and students.

Karen Flowers, Director of Scholastic Journalism Organizations at the University of South Carolina says, “Chris was such an asset to our SIPA convention program that I invited him to serve on the SIPA Executive Committee. He challenges our thinking and helps us think of new ways to approach what we are teaching and how we teach at our conventions and sessions. He is the epitome of an excellent publication adviser who is active at all levels.”

Bradley Wilson who knows Chris well through his involvement with VAJTA and other organizations speaks of his contributions to “Communication: Journalism Education Today.” He comments, “Chris consistently works beyond the walls of his own school to contribute service above and beyond the call of delegated duty and demonstrates leadership in the field of education.”

In his own words Chris speaks of the impact of our profession. “Student journalism means seeing students with quiet, shy demeanors develop the confidence to interview gubernatorial candidates. I witness students who have no reason to associate with one another join forces to publish 24 pages of quality journalism each month. I witness students understanding the power of the written word and appreciate the impact they have on their community. It is the ultimate endeavor to be a part of journalism at a school, and I have the pleasure of doing it each and every day.”

For information on award criteria and nomination process, please go the CSPA’s website: http://cspa.columbia.edu

Join us and be part of CSPA history!

91st Annual Convention
March 18-20, 2015.
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.

Global Vantage Magazine and The Global Journal Project

Founded in 2011, Global Vantage magazine comprises three partner schools: Pacific Ridge School (Carlsbad, California), Canyon Crest Academy (San Diego, California), and the Kibera Girls Soccer Academy (Kibera, Kenya). To date, Global Vantage has published eight print issues and maintained a live website with contributions from more than 150 writers, artists, poets, and photographers across the world, ranging in age from 13 to 93. As the inaugural Chapter of the Global Journal Project, Global Vantage demonstrates the effectiveness of the student-run, community-based storytelling platform.

Global Vantage magazine is the main medium through which we share stories, generate dialogue, and encourage community involvement. This year, we are in the process of publishing three issues of our 56-page magazine. The editing team solicits stories from people across the world, working directly with the authors to ensure that all deadlines are met and that the writing process goes as smoothly as possible.

Social Action Projects:
At Global Vantage, our mission is not only to share stories, but also to strengthen our local and global community through our Social Action Projects. As stories are collected, relationships are developed, shed light on issues, and often discover specific projects we can undertake to help to reduce or resolve these issues. This is where the concept of Social Action Projects was born. Global Vantage works independently to plan, coordinate, and manage our projects.

For innovation in a global storytelling platform based on a student magazine, the Columbia Scholastic Press Advisers Association is proud to honor Global Vantage and the Global Journal Project 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 newspaper, 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 Medallist Critiques or to its Gold Circle Awards for individual excellence. Entry in these other programs is separate from the Crown Awards although 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 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.

CSPA offers every member a copy of the DVD as part of regular and associate membership. The DVD includes scans of all of the Crown winners as well as the judges’ comments for each publication. The 2014 DVDs will begin to be mailed out in April. All publications with a current 2013-14 CSPA membership will receive this DVD.

DEADLINES FOR 2015 CROWN AWARDS

Postmarked by June 10, 2014
Digital Media
Print Newspapers
Magazines
Hybrids
Spring Yearbooks

Postmarked by October 10, 2014
2014 Crown Award Recipients

Middle School Digital Publication Crown Finalists
Livewire, Altoona Area Junior High School, Altoona, PA; The Corner, Germantown Friends School, Philadelphia, PA.

High School Digital Publication Crown Finalists
FHNToday.com, Francis Howell High School, St. Charles, MO; Inklingsnews.com, Staples High School, Westport, CT; My Jag News, Claudia Taylor Johnson High School, San Antonio, TX; Southwestshadow.com, Southwest Career and TechniCal Academy, Las Vegas, NV; The Clarion, Riverside Brookfield High School, Riverside, IL; The Feather Online, Fresno Christian High School, Fresno, CA; The Foothill Dragon Press, Foothill Technology High School, Ventura, CA; The Lasso Online, George Mason High School, Falls Church, VA; The Red Ledger, Lovejoy High School, Lucas, TX; The Rider Online, Legacy High School, Mansfield, TX.

High School Hybrid Publication Crown Finalists

Middle School Magazine Crown Finalists
Enlight’ning, The Harker School, San Jose, CA; Inkblot, Kealing Middle School, Austin, TX; Inklings, Pierce Middle School, Grosse Pointe Park, MI.

High School Magazine Crown Finalists
Big Red, Harvard-Westlake School, Studio City, CA; Blue Review, Mercersburg Academy, Mercersburg, PA; Cat’s Tales/Eight By Eight, Quince Orchard High School, Gaithersburg, MD; Colophon, Towson High School, Towson, MD; Esse, Ursuline Academy, Dallas, TX; Fine Lines, Richard Montgomery High School, Rockville, MD; Folia, Flintridge Preparatory School, La Canada, CA; Galaxy, Brighton High School, Rochester, NY; Gallimaufry, Cranbrook Kingswood School, Bloomfield Hills, MI; Grant Magazine, Ulysses S. Grant High School, Portland, OR; Iliad, Clarke Central High School, Athens, GA; Impressions, Riverdale Country School, New York, NY; Itinerary, The Episcopal School of Dallas, Dallas, TX; Literati, Our Lady of Lourdes Academy, Miami, FL; Maret Literary & Visual Arts, Maret School, Washington, DC; Marque, St. Mark’s School of Texas, Dallas, TX; Montage, Greenhill School, Addison, TX; Nexus, Henry W. Grady High School, Atlanta, GA; Parallax, Ramaz Upper School, New York, NY; Perspectives, Convent of the Sacred Heart, Greenwich, CT; Phantasm, Saint Ignatius College Prep, Chicago, IL; Pulp, Lincoln Park Performing Arts Charter School, Midland, PA; Quill, Glendale High School, Springfield, MO; Rapier, Marist School, Atlanta, GA; Reflections, Cistercian Preparatory School, Irving, TX; Riverbend Review, Benjamin Franklin High School,
New Orleans, LA;
Shadows Magazine, Cactus Shadows High School, Cave Creek, AZ;
Spectator, Walter Johnson High School, Bethesda, MD;
Spectrum, West Islip High School, West Islip, NY;
The Back Porch Review, Vernon Township High School, Vernon, NJ;
The Freshman Literary & Art Magazine, Northern Highlands Regional High School, Allendale, NJ;
The Rough Draft, Flint Hill School, Oakton, VA;
The Scribe, Francis Parker School, San Diego, CA;
Vibrato, The Hockaday School, Dallas, TX;
Windowpanes, Loyola High School of Los Angeles, Los Angeles, CA;
Xiao Hua, Chinese International School, Hong Kong, China.

Middle School Newspaper Crown Finalists
The 'Stang Express, North Shore Middle School, Houston, TX;
The Spectrum, Harvard-Westlake Middle School, Los Angeles, CA.

High School Newspaper Crown Finalists
Crier, Munster High School, Munster, IN;
CS Press, Cactus Shadows High School, Cave Creek, AZ;
Eagle Edition, The Episcopal School of Dallas, Dallas, TX;
Golden Fleece, TC Robertson High School, Asheville, NC;
Inkling, Staples High School, Westport, CT;
InPrint, Fenton High School, Fenton, MI;
Lion’s Tale, Oviedo High School, Oviedo, FL;
North Pointe, Grosse Pointe North High School, Grosse Pointe Woods, MI;
North Star, Francis Howell North High School, St. Charles, MO;
Northwest Passage, Shawnee Mission Northwest High School, Shawnee, KS;
Prowler, Stony Point High School, Round Rock, TX;
ReMarker, St. Mark’s School of Texas, Dallas, TX;
Silver Chips, Montgomery Blair High School, Silver Spring, MD;
Spark, Lakota East High School, Liberty Township, OH;
Stampede, Burgs High School, El Paso, TX;
The Bulldog Print, Yavneh Academy of Dallas, Dallas, TX;
The Crimson Crier, Sparkman High School, Harvest, AL;
The Echo, St. Louis Park High School, St. Louis Park, MN;
The Epic, Lynbrook High School, San Jose, CA;
The Falconer, Fauquier High School, Warrenton, VA;
The Gazette, Granite Bay High School, Granite Bay, CA;
The Lance, Omaha Westside High School, Omaha, NE;
The Marquee, Marcus High School, Flower Mound, TX;
The Northview Messenger, Northview High School, Johns Creek, GA;
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 Titan Times, Antelope High School, Antelope, CA;
The Triangle, Columbus North High School, Columbus, IN;
Wingspan, West Henderson High School, Hendersonville, NC.

Middle School Yearbook Crowns Finalists
Eagle Eye View, Sierra Middle School, Parker, CO;
Farrier, Mirman School, Los Angeles, CA;
OIS Scenario, Orinda Intermediate School, Orinda, CA;
Sentry, Robinson Middle School, Fairfax, VA;
Stampede, Maize South Middle School, Wichita, KS;
The Prowl, Powell Middle School, Littleton, CO;
The Scrapbook, Westfield Middle School, Westfield, IN;
Yearbook, Middlesex Middle School, Darien, CT.

High School Yearbook Crown Finalists
Accolade, Cave Spring High School, Roanoke, VA;
Archives, Edmond Santa Fe High School, Edmond, OK;
Black & Gold, Rock Canyon High School, Highlands Ranch, CO;
Bruin, Pulaski Academy, Little Rock, AR;
Carillon, Bellarmine College Preparatory School, San Jose, CA;
Cornerstones, The Hockaday School, Dallas, TX;
El Diablo, Hinsdale Central High School, Hinsdale, IL;
El Paisano, Westlake High School, Austin, TX;
Etruscan, Glenbrook South High School, Glenview, IL;
Hoofbeats, Burges High School, El Paso, TX;
Hornet, Bryant High School, Bryant, AR;
Laconian, Salem High School, Salem, VA;
Lone Star, James Bowie High School, Austin, TX;
Marksmen, St. Mark’s School of Texas, Dallas, TX;
Nugget, Cupertino High School, Cupertino, CA;
Nuntius, Altavista Combined School, Altavista, VA;
Oviedian, Oviedo High School, Oviedo, FL;
Palm Echo, Miami Palmetto Senior High School, Pinecrest, FL;
Pilot, Redondo Union High School, Redondo Beach, CA;
Pioneer, Kirkwood High School, Kirkwood, MO;
Pride, Franklin High School, El Paso, TX;
Rampages, Casa Roble High School, Orangevale, CA;
Reata, Memorial High School, Houston, TX;
Reflections, Mauldin High School, Mauldin, SC;
Saga, Loudoun Valley High School, Purcellville, VA;
Summit, Smoky Hill High School, Aurora, CO;
The Arena, Legacy High School, Mansfield, TX;
The Belltower, St. Thomas’ Episcopal School, Houston, TX;
The Buzzer, Brookville High School, Lynchburg, VA;
The Crimson, duPont Manual High School, Louisville, KY;
The Hawk, Pleasant Grove High School, Texarkana, TX;
The Image, Dos Pueblos High School, Goleta, CA;
The Indian, Shawnee Mission North High School, Overland Park, KS;
Theogony, Hidden Valley High School, Roanoke, VA;
Tigrum, Holy Trinity Episcopal Academy, Melbourne, FL;
Wings, Arrowhead Christian Academy, Redlands, CA;
Wingspan, James Enochs High School, Modesto, CA.
Student Awards Convocation

Friday, March 21, 2014
2:30 - 4:30 p.m.
Roone Arledge Auditorium, Alfred Lerner Hall
115th & Broadway

Gold & Silver Crown Awards

This year 1,236 digital, newspapers, magazines and yearbooks published during the 2012-2013 academic year were eligible for judging in the 2014 Crown Awards Program. All entries were judged at Columbia University from December 14-16, 2013 by the Board of Crown Judges. Publications were judged on writing/editing, design, content, concept, photography, art and graphics.

This year CSPA judged digital only, print magazine, print newspaper and print yearbook as well as - hybrid, a membership classified as a publication that works to combine their digital and print publications as one. While most hybrids grew from print newspapers that added digital platforms, several magazines became hybrids too. CSPA created the hybrid membership as a response to publications moving from print to pixels.

Announced by Edmund J. Sullivan, CSPA Executive Director, and presented by C. Bruce Watterson, Chair of CSPAA’s Committee on Judging Practices.