

Columbia Scholastic Press Association 2013 CSPA Advisory Program

For security reasons, this ADVISORY COPY does NOT contain room locations. It does include titles, names of speakers and descriptions of all sessions by day and hour.

Each delegate will get an official program at registration upon arrival at campus that WILL include room assignments and a campus map.

*Columbia University
March 20-22, 2013
Serving student
journalists since 1925*

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.

CSPA 89th Annual Scholastic Convention

March 20-22, 2013
at Columbia University
in New York City



CSPA
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On the Cover—

The Crown, an official symbol of Columbia University, that greets visitors as they pass the iron gates on both Broadway and Amsterdam at 116th St. *Photo by Rebecca Castillo.*

Welcome to New York City and to Columbia University!

For the 89th time, the ColumbiaScholasticPress 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 300 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.



Columbia University has been the meeting site for 89 spring conventions and Low plaza has been the site for delegate group photos. The top photo is from the 1950 convention and the bottom one is from the 2012. *top photo/CSPA Archives, photo above/Rebecca Castillo*

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.



Follow CSPA [[@cspa](https://twitter.com/cspa)] on Twitter
for convention updates!



Friend CSPA on Facebook
[www.facebook.com/cspa.nyc]

Confessions of Former High School Journalism Nerds

Come listen to panels of young professionals who were in your place very recently. Join us as they discuss what they are doing professionally, how technology impacted their jobs, and how you can build your resume with the skills you learned in journalism.

Another session featuring
former journalism nerds
on Thursday 10-10:45 a.m.

Get Social: Meet Digital Journalism and Social Media Professionals

Emily Banks, Libby Brittain,
and Erik Hinton

Join this conversation with young media professionals who are working in an industry that didn't even exist when they started high school, not so many years ago. Meet journos from Mashable.com, Branch.com and The New York Times who have found thriving journalism careers in the rapid-growth sectors of social media and digital journalism.

Wednesday's Panel 11-11:45 a.m.

Jeff Brown — photographer

Helen Dear — graphic designer at AMDA, a performing arts school, freelancer.

Ashley Mason — blogger at eater.com

David Studinski — director of product management at Sailthru, a NYC-based tech company

Moderated by Carrie Faust

Thursday's Panel 11-11:45 a.m.

Katarina Alaupovic — owner of Redefined Communications,
Jessica Haley — owner an online stationery boutique, calligrapher, wedding invitation designer, blogger and photographer.

Michelle Hoover — director of learning innovations at Duke Corporate Education, a subsidiary of Duke University

Lindsey Ramsey — managing editor, FoodService Director Online

JD Rinne — managing editor of Self.com

Michael Tedder — managing editor of The Talkhouse, online music magazine

Kelli Trapnell — professional writer

Moderated by Kristina Skrela

Friday's Panel 10:45-11:30 a.m.

Juliet Barbara — digital communications professional

Larry Buchanan — illustrator, designer and coder

Zach Hetrick — photographer, freelancer for clients such as Nike, ESPN, Facebook, Runners World, and Indiana University

Jamie Miles — online producer at XO Group, writing, building and distributing content forTheKnot.com

Melissa T. Romo — freelance writer, novelist and blogger at www.thebookorbust.com

Moderated by Dmitri Conom

All panels are in the Lecture Hall, Journalism 3rd floor

Be part of the CSPA Tweet Fleet

and share what you've learned with a worldwide audience
and... be entered into a drawing for some rewards.

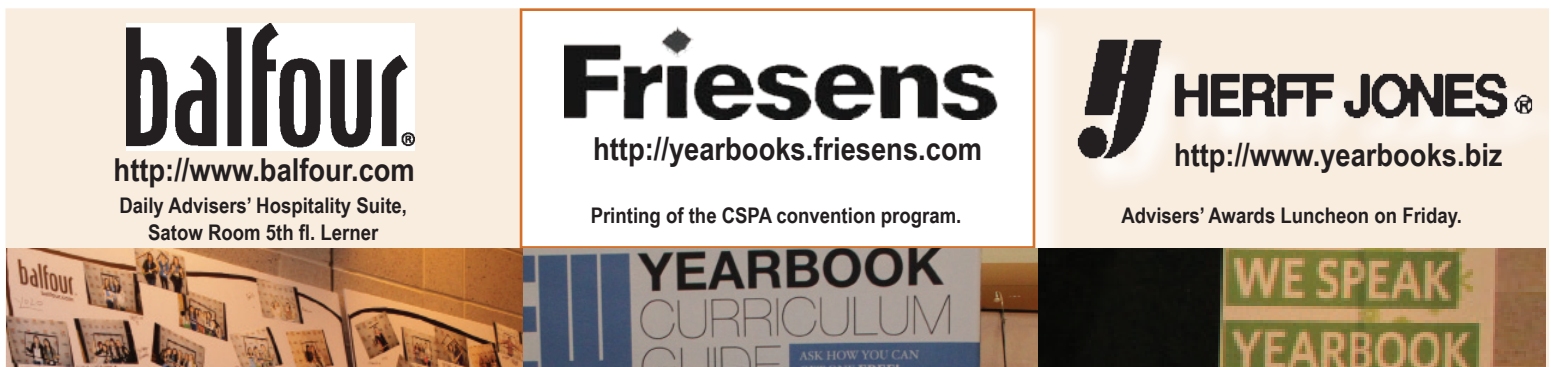
Help students and teachers learn from some of the best speakers in the world and win prizes by posting to your Twitter feed today. As you attend sessions, tweet what you are learning and include #cspasc13 in your post. CSPA will be streaming these tips in the registration area. At the end of the day the Columbia Scholastic Press Advisers Association will draw some tweets for gift cards, donated by the officers of the association. To be eligible, the tweets should include educational tips students have learned in the sessions.



RULES

- 1) You must include the hash tag #cspasc13 in your tweet.
- 2) Your tweets must be educational tips of what you learned in sessions.
- 3) Please keep it clean.

Thank you! Thank you! Thank you! Thank you! Thank you!
CSPA thanks the sponsors at this convention



Additional exhibitors and advertisers

American Society of News Editors • B&H • Dow Jones News Fund
Entourage Yearbooks • Jostens Yearbooks • Lifetouch Yearbooks
LiveYearbooks • New England Center for Investigative Reporting
schoolnewspersononline.com • Walsworth Yearbooks

ACP = Associated Collegiate Press
AEJMC = Association for Education in Journalism and Mass Communication
AHSPA = Arkansas High School Press Association
AIPA = Arizona Interscholastic Press Association
ASPA = Alabama Scholastic Press Association
AmerSPA = American Scholastic Press Association
CASE = Council for the Advancement and Support of Education
CCJA = Community College Journalism Association
CHSPA = Colorado High School Press Association
CMA = College Media Advisers, Inc.
CSPA = Columbia Scholastic Press Association
CSPAA = Columbia Scholastic Press Advisers Association
DJNF = Dow Jones Newspaper Fund
FLSPA = Florida Scholastic Press Association
GLIPA = Great Lakes Interscholastic Press Association
GSSPA = Garden State Scholastic Press Association
IHSPA = Iowa High School Press Association
IJA = Idaho Journalism Association
ILPC (TX) = Interscholastic League Press Conference
IHSPA = Indiana High School Press Association
JEA = Journalism Education Association
JEANC = Journalism Education Association of Northern California
KSPA = Kansas Scholastic Press Association
MIPA (MI) = Michigan Interscholastic Press Association
MIPA (MO) = Missouri Interscholastic Press Association
MSPA = Maryland Scholastic Press Association
NCTE = National Council of Teachers of English
NESPA = New England Scholastic Press Association
NHSPA = Nebraska High School Press Association
NMSPA = New Mexico Scholastic Press Association
NSPA = National Scholastic Press Association
NIPA = Northern Interscholastic Press Association
OIPA = Oklahoma Interscholastic Press Association
OIPAA = Oklahoma Interscholastic Press Advisers Association
PSPA = Pennsylvania School Press Association
SCSPA = South Carolina Scholastic Press Association
SPJ = Society of Professional Journalists
SIPA = Southern Interscholastic Press Association
SMCTE = Shelby-Memphis Council of Teachers of English
SND = Society for News Design
SPLC = Student Press Law Center
TAJE = Texas Association of Journalism Educators
VAJTA = Virginia Association of Journalism Teachers and Advisers
VHSL = Virginia High School League

A

Ann Gramlich Akers, MJE, is the Educational Products Manager at Herff Jones Yearbooks. Formerly NSPA's associate director, Akers has done stints as journalism teacher/publications adviser and yearbook rep. She has been honored with JEA's Carl Towley Award, CSPA's Gold Key and NSPA's Pioneer Award.

Katarina Alaupovic 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, Katarina was on yearbook staff all four years and served as editor-in-chief from 2003-04.

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

Charlene Anolik teaches art in the Bergenfield Public School District in Bergenfield, NJ. As faculty adviser for Bear Tracks Art Literary Magazine, which she began in 1999, her students' work has earned Gold and Silver Crown Awards, Medalists and an All-Columbian over the years. She also wrote the Graphic Novel - Art curriculum.

Ellen Austin advises the Vikingsportmagazine and website at Palo Alto High School, as well as co-advising the INfocus broadcast network. The Viking has won numerous regional and national awards, including CSPA's Gold Crown. Austin has a Master Journalism designation from JEA, and she was California's 2011 Journalism Teacher of the Year. She currently serves on the JEA Northern California board and has served on the JEA national board. She is the 2012 Dow Jones National Journalism Teacher of the Year and will be interviewed following the Thursday Advisers Luncheon.

B

Emily Banks is the managing editor for Mashable, a site read by more than 20 million monthly visitors. She wrote for the Minneapolis Star Tribune, reported live on TV at Georgia Public Broadcasting, and edited one of the largest student-run newspapers in the country, the Minnesota Daily. She was also a reporter at local newspapers in Wisconsin and Georgia. It all began when she was the editor in chief of her high school newspaper, The Lantern, in Cannon Falls, MN.

Juliet Barbara is a digital communications professional with experience in digital media, journalism and graphic design. Before joining HORN, Juliet worked directly for the President & CEO of Forbes Media as his Executive Coordinator, handling internal and external communications and scheduling for the office. Previously at Forbes, she worked as a Market Research Analyst, supporting the sales and marketing departments with competitive data and metrics-based storytelling. Juliet is a Contributor on Forbes.com, where she covers topics at the intersection of marketing and the social web. Juliet graduated from Wellesley College in 2010 with a B.A. in International Relations and French. In high school, she was Editor of the El Paisano yearbook at Westlake High School in Austin, Texas.

Joe Bergantino is the Co-Director and Senior Investigative Reporter of the New England Center for Investigative Reporting. A national and local investigative reporter for almost 34 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, the Washington Post owned TV station in Miami and spent five years as a correspondent for ABC News where he reported for World News Tonight, Nightline and Good Morning America. During his career, Bergantino has won many of the broadcast 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. He has won several local Emmy awards including one designating him Best Investigative Reporter in New England. Bergantino is a Clinical Professor of Journalism at Boston University and serves as adjunct faculty at Boston College where he teaches News Ethics and Investigative Reporting. He is a graduate of Holy Cross College and has two advanced degrees: an M.A. in Broadcast Journalism from the University of Missouri and an M.A. in Public Administration from Harvard University's Kennedy School of Government.

Who's Who at the Convention

continues on page 12

Bonnie Blackman is a 2006 recipient of the CSPA Gold Key. She currently serves on the board of the Garden State Scholastic Press Association, and received their Golden Quill Award for her contributions to journalism in New Jersey. Blackman is also a member of the Advisory Board of the Pennsylvania Scholastic Press Association. She speaks nationally at conventions and summer yearbook camps specializing in staff management, motivation, and marketing. Blackman began her career as a yearbook adviser and coach in the Boston Public Schools before joining Jostens.

Jen Bladen advises the Vox Populi yearbook staff at Harvard-Westlake School in Los Angeles, CA, where she is Communications Department Chair for the middle school. She is also a M.Ed. candidate at the University of Missouri, Columbia, in pursuit of a Master's in journalism education online. Before Harvard-Westlake, she was a yearbook representative for a national publisher in San Diego County, and yearbook adviser at San Dieguito Academy in Encinitas, Calif.

Sharon Bloyd-Peshkin is an associate professor in the journalism department at Columbia College Chicago. She advises the award-winning Echo magazine and teaches a wide range of courses, including a new course called Blogging: Beyond the Basics, which she helped create. She is also a blogger, freelance writer and editor.

Jason Boland advises the Calhoun High School newspaper, Hoofbeats, in Merrick, NY. His staff has been recognized by numerous press organizations in the last seven years, including being named a CSPA Gold Medalist and the Most Outstanding Newspaper in its student population by the ASPA. He has a Bachelor's Degree in Journalism from St. John's University and a Master's in Education and has been teaching AP English and Journalism for 15 years. He has also worked as a reporter and editor for several local newspapers before teaching. This is his fifth year presenting at the CSPA Convention. @thejasonboland

Harry R. Brake advises the ASF International Magazine, Repentino, and is a librarian at the American School Foundation A.C in Mexico City. Brake is a former English teacher, a frequent present at NCTE, former adviser to the Aloha Yearbook in Seaford, DE and teacher of the Year 2011, adviser of Key Club, Relay for Life, PAVE, Cross Country Coach, grant writer and all things involved with NANO and grant writing. His creativity and energy stem from students who like to test borders and boundaries of how to apply these life-changing experiences!

Lynsie Brenner advises the award-winning North Star newspaper and Panther Tracks yearbook staffs at Putnam City North High School in Oklahoma City. She is a Certified Journalism Educator and attended the Reynolds High School Journalism Institute at Arizona State University in 2011. At her previous teaching assignment, she was named 2011 Guthrie High School Teacher of the Year.

Libby Brittain leads business development and community at Branch, a technology company building a new way to talk to each other online. Branch is backed by investors including Twitter's Evan Williams and Biz Stone, Huffington Post's Eric Hippeau, BuzzFeed's Jonah Peretti, Betaworks, Crunchfund, and SV Angel. Previously, Brittain worked at Hearst Ventures, The New York Times, and startups drop.io and outside.in, which have since been acquired by Facebook and AOL, respectively. She graduated from Barnard College of Columbia University in 2011 with a B.A. in Economic History, and from Convent of the Sacred Heart High School (where she was editor-in-chief of their paper, the Broadview) in San Francisco in 2007.

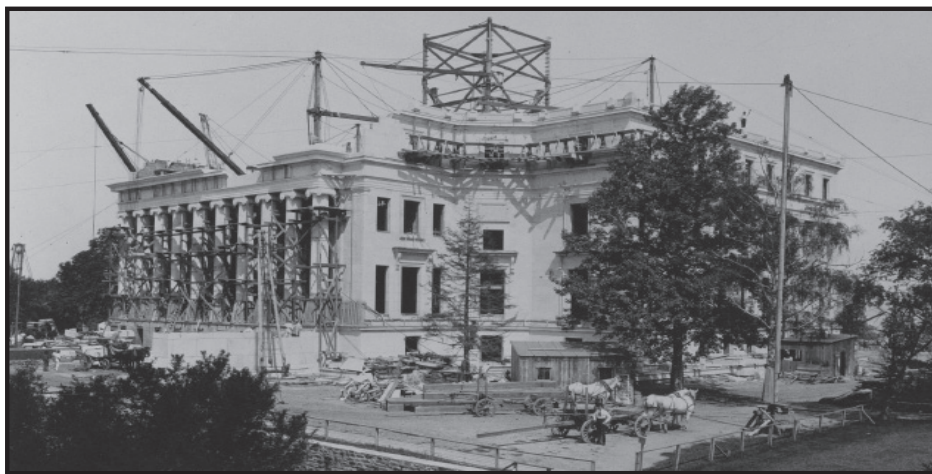
Betsy Brittingham advises the Nuntius yearbook at Altavista (VA) Combined School. After successful stints in newspaper journalism, public relations, and advertising, she put her skills together and found a home in high school journalism. In her eighth year of teaching, she is juggling three different middle school English courses, two sections of journalism and every committee imaginable. While her yearbook staffers think they are learning writing and graphic design, Betsy's secret agenda is teaching them the lost art of face-to-face communication and the elusive practice of follow-through. @BetsyBrit

Rick Brooks, Creative Design Manager with Jostens' has worked within publishing, creative and design for more than 20 years. A graduate of Fairmont (WV) State University, he has degrees in Commercial Design, Graphics and Fine Arts along with Journalism and Art Education. Brooks received the CSPA Gold Key, the PSPA Keystone award and the PSPA Friend of Journalism Award, for exemplary work helping student journalism through education and training. Brooks spends the majority of his time traveling, primarily in the Northeast, teaching, lecturing and working with schools on creative concept materials.

Beth Ann Brown advises the Daedalus yearbook staff at Northeastern High School in Manchester, PA. In her six years of advising, she has orchestrated a shift from a basic, scrapbook yearbook to a complex, journalistic yearbook. The publication has recently been recognized for its high quality by numerous organizations.

Deanne Brown has advised The Featherduster newsmagazine and taught photojournalism at Westlake High School in Austin for 25 years. Three of her students have been named Texas High School Journalist of the Year and National HS Journalist of the Year. The newsmagazine has been recognized by state and national organizations with Pacemakers, Gold and Silver Crowns, Gold Stars and Best of Show awards. Brown received the Edith Fox King in 2002, a TAJE Trailblazer Award in 2005 and is an officer in the Association of Texas Photography Instructors.

Jeff Brown is a photographer living in Brooklyn. 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. The Blue & Gold was a regular Crown winner during his tenure.



Low Library in 1896, Columbia moved to Morningside Heights in 1898, the third campus in the University's history. photo/Columbiana

Wednesday, March 20, 2013

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 3 p.m.

Enjoy some refreshments during the day.

Sponsored by Balfour.

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.

Welcome to New York Buffet For Advisers and Speakers

Low Library, Rotunda

12 noon - 1:30 p.m.

Join us for a buffet lunch as we begin our 89th Scholastic Convention in New York City. Meet new people, and catch up with your colleagues and friends. Free to advisers and speakers.

Welcome: Ray Westbrook, President

Columbia Scholastic Press Advisers Association (CSPAA)

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 20, 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 [#cspasc13](#), see page 3 for more information.

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

Wednesday, March 20, 2013

ADVISERS

Collect Cash Quickly: How to Sell Ads Effectively

Alena Cybart-Persenaire

Whether you are a novice adviser or need some refreshers on how to boost ad sales, learn how one young newspaper staff raised several thousand dollars in a few weeks. Handouts and business plans provided.

For Advisers: Organization Is the Key

Roberta Manheim

Suggestions for getting and staying organized for yearbook and newsmagazine advisers- a collaboration of ideas as well as some tried and true strategies and forms that work.

Tackling Daily Obstacles: A Forum for Newspaper Advisers

Denise Markt

Advisers will collaborate on diverse issues which surface daily when guiding a student publication. Cutting edge article topics and advising strategies that will strengthen your advising position will be discussed.

ALL PUBLICATIONS

Student Swap Shop

Mary Kay Downes, moderator

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

Using Editorial Material to Get into the College of Your Choice

Donald P. Mazzella

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, particularly at top journalism schools.

Working Without a Net (or Weaving a Tighter One)

Merrill Perlman

Who hasn't caught a typo or wrong fact AFTER publication and wondered, "How could I have missed that!?" If you have no editors, or if you are an editor who wants to get better, this session will give you some very simple techniques that can help you catch those boo-boos before your readers can boo you.

Beginner Photoshop

Hal Schmidt

A quick look at the basics of getting your photos to look their best for your publications and tips on effects you can easily produce.

Private School Press Rights Roundtable

Tracy Anne Sena

Private school students aren't guaranteed the 1st Amendment protection of their public school counterparts. Come prepared to discuss your issues, learn some ways to build trust with your administration and exercise your rights.

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 and yearbook and newsprint editors, artists, directors and actors. Discover how models and movie stars are made from an award-winning professional.

DIGITAL MEDIA

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.

LAW & ETHICS

Copyright 101

Adam Goldstein

Copyright law limits your ability to use the works of others, including cartoons and photos, and protects your work as well. Learn what is legal and what is not.

NEWSPAPERS

News and Feature Writing

Helen F. Smith

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

Tweet what you learned at #cspasc13

Making the Most of a Small Staff

Ellen Cowhey, Johanna Costigan &
Tyler Pager

We have learned to make adjustments to maximize the role each individual plays and we'd like to share these ideas with other newspapers. Get helpful suggestions on how to maximize a staff's utility to the highest level and we'll lead a discussion in which students and advisers can ask for advice and share ideas they've found helpful to share with others.

Design It Well...and They Will Follow

Jim McGonnell

Newspaper designers could be the answer to saving our publications. Yes, good writing is essential, but if you do not provide the eye candy for them to come inside, then they will not read the stories. Come to this fast paced PP presentation and go home with creative ideas to hook your audience.

PHOTOGRAPHY

Communicating through the World Of Photography

Rosalie Cooper

Photography is a powerful tool that invites the reader into the spread. An explanation of how to take powerful pictures for yearbooks, newspapers and magazines will be discussed in this session.

Photo Storytelling Strategies

Alan 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.

YEARBOOKS

Attaching Technology to Your Yearbook Program

Todd DeNoyer

Learn how to use the power of the internet to grow your program like never before. Imagine life without cell phones and computers? When you take advantage of the most innovative ways to put together a yearbook, you will have the same thoughts. Sell more books, give more options and be more flexible for your student body.

Creative Spaces: The Search for Unique Modular Design

David Framel

Your staff has made the jump to modular spread templates to increase coverage and variety, but what about creativity? How do you maintain graphic originality and use your staff's creative talents? Learn how to encourage unique modular designs and elements without sacrificing deadline timeliness.

Grids: The fast, easy (sort of) way to great designs

David Graves

Get away from template and predesigned pages while keeping unity of design. Try a system that allows your photos to drive your design and opens each page to the individual creativity of your designers.

Step-by-Step Design

Laura Schaub

Planning your content is the key to designing great yearbook spreads. Learn how to plan the elements on your pages and how to execute the plan to create beautiful, contemporary spreads.

Columbia Flashback

Here are some views of Columbia's field also known as South Field.
photos/Columbiana



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

Who's Who at the Convention

continues on page 20

Hilary Brumberg is a senior at Newton North High School in Newton, MA. She was an editor in chief of the school newspaper, The Newtonite, for two volumes. During that time The Newtonite moved from an award-winning bimonthly print newspaper to a daily website. Brumberg has received individual awards from the NESPA.

Larry Buchanan is an illustrator, designer and coder. He recently traded cornfields for crowded streets in a move from Indiana to NYC. He writes for McSweeney's and the Society for News Design and has done work for ESPN, Facebook, The Onion and more. In high school, he was one of the executive editors of the Spartana at Homestead High School in Fort Wayne, IN. He once got paid to draw a beaver dam full of dead bodies.

Aaron Cahall is a contributing editor and partner with The Dagger (www.daggerpress.com), 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, cops/fire, and business issues. He is a 2007 graduate of the Columbia University Graduate School of Journalism.

Erin Sucher Castellano is the journalism adviser at Clayton High School in Clayton, MO. She advises the Pacemaker Award winning and Crown nominated Clayton High School Globe Newsmagazine as well as the 2012 Pacemaker Award winning chsglobe.com. In addition to the Globe, she also advises the video productions program at Clayton, the Greyhound News Network. Before teaching she worked for KMOV-Channel 4 and Beyond Motion Productions in St. Louis. She has a BA in Journalism from the University of Missouri School of Journalism and a MAT in Communication Arts from Webster University.

Christina Vettraino Chatel has advised the Gladiator yearbook at Troy (MI) High School for the past 10 years. She has published "Yearbook 101: A How-To Guide for Teaching the Yearbook Basics" in the English Journal and "How to Teach Yearbook," "How to Recruit a Fantastic Yearbook Staff and Keep Them" and "A Yearlong Plan for Keeping Yearbook Fun, Keeping the Staff Motivated" in Walsworth's Idea File magazine.

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

Jerry Chomyn has been a broadcaster for 40 years working throughout Canada. He has been a broadcast journalist on radio and television, a marketing consultant, a talk show host, a program director and a media consultant for both broadcast and non-broadcast clients. For 18 years he was the station manager, professor and coordinator of the radio-broadcasting program at Humber College in Toronto. Most recently, he was the Director, Broadcast Media in the School of Media Studies and Information Technology at Humber. He is now the Program Head, Media Studies at the University of Guelph-Humber where he has developed international partnerships in Argentina, England and Germany. He holds a journalism diploma from Humber College, an honours degree from Thompson Rivers University in B.C. and a M.A. (Leadership) from the College of Management and Economics at the University of Guelph. Jerry's research during his graduate studies was on Canadian Prime Ministerial Leadership, Power and Authority – Is there an accountability gap?

Allison Clark is a junior at Foothill Technology High School in Ventura, CA. She is the Assistant Editor in Chief of The Foothill Dragon Press, a Gold Crown, Pacemaker and All-American award-winning online student publication. She wrote for the news section during her first year on the staff. Now she helps to lead students and organize and edit articles that appear on the site around the clock.

Molly Clarkson is the co-adviser for Richard Montgomery High School's literary magazine, Fine Lines, in Rockville, MD. This is Clarkson's sixth year as co-adviser. Clarkson is also the MYP Coordinator at Richard Montgomery High School, and she teaches MYP English 9.

Gary Clites advises The Patriot Press student newsmagazine, WNHS-TV, and two journalistic websites at Northern High School in Calvert County, MD. He holds degrees in journalism from West Virginia University's Perley Isaac Reed School of Journalism and from the Philip Merrill College of Journalism at the University of Maryland. He holds a Master Journalism

Educator certification from the JEA. He has been technology columnist for the DJNF's Adviser Update for over 15 years. Clites received a Gold Key from the Columbia Scholastic Press Adviser's Association in 2008. He was a 2004 Distinguished Adviser in the DJNF's Journalism Teacher of the Year program and was named a Teacher Ambassador by the Radio-Television News Director's Foundation in 2002. He is co-president of the Maryland-D.C. Scholastic Press Association.

Abby Cole advises the Plano (TX) East Senior High School yearbook, newspaper and online news. Before teaching, she enjoyed two years working in advertising and marketing in the Dallas, TX area. She has a bachelor's degree in advertising from the University of North Texas and is currently working on her MJE at the University of Missouri.

Mary Collie advises The Marin Academy's Voice newspaper staff. While the staff of The Voice is tiny compared to most, it has won praise from both the CSPA and NSPA. Collie got her start in the AP newsroom, but while living in Italy made the leap to the classroom. Along with advising the newspaper and teaching English, she also coaches water polo at MA and at the club level.

Michael Comos has been advising yearbooks and newspapers for 20 years. He currently advises the Hilltopper yearbook and Pawprints newspaper, plus teaches English classes at Clarkston High School in Clarkston, MI. He serves as a judge for the CSPA yearbook critique and his yearbooks have won top honors from CSPA, NSPA and the MIPA. @miccom2011

Dmitri Conom spent the last 12 years at his alma mater, Bellarmine College Preparatory in San Jose, CA. For 11 of those years, he advised the Carillon, the award-winning yearbook he once edited. Conom, who teaches advanced photography, is a workshop instructor.

Judi Coolidge retired after 35 years at Bay High School, OH and now works in education and marketing for Balfour Yearbooks. The books she advised won NSPA Pacemakers, CSPA Trendsetter and Crowns and a Publisher's Industry Award. Coolidge received NSPA's Pioneer Award, CSPA's Gold Key and JEA National Yearbook Adviser of the Year. She is in the Great Lakes Interscholastic Press and the Scholastic Journalism halls of fame.

11:00 a.m.-11:45 a.m.

Wednesday, March 20, 2013

ADVISERS

Collect Cash Quickly: How to Sell Ads Effectively

Alena Cybart-Persenaire

Whether you are a novice adviser or need some refreshers on how to boost ad sales, learn how one young newspaper staff raised several thousand dollars in a few weeks. Handouts and business plans provided.

Teacher Turned Triathlete: Lessons from CNN

Adrienne Forgette

Training for a triathlon and blogging for CNN taught this journalism teacher the importance of digital media in her yearbook classroom. Come hear her reflections and lessons learned from her behind the scenes participation with the CNN Fit Nation triathlon team.

Moving from Club to Classroom: Creating Curriculum for Teaching Lit Magazine

Gail E. Snyder

Provides an overview for creating a working and creative curriculum to teach Literary Magazine in a classroom setting.

Advisers and Principals: Working Together

Ellen Austin and Phil Winston

Join this adviser and principal for a conversation about scholastic press on campus from both perspectives. Paly supports more than eight separate publications with five advisers, and it received the 2011 JEA First Amendment Press Freedom Award.

ALL PUBLICATIONS

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. On the panel: Jeff Brown, Helen Dear, Ashley Mason, David Studinski and Kelli Trapnell.

Going Gonzo: Incorporating Literary Journalism Techniques

Tara Huber

Students will be introduced to literary journalism, compare traditional vs. literary techniques, explore famous writing samples and brainstorm ideas to incorporate literary journalism into their publications.

Make Yourself Useless

Doug Levandowski

As an adviser or managing editor, it's hard to avoid micromanaging and still get the paper done, especially when the paper isn't attached to a class. In this session, an adviser and an editor-in-chief will discuss what strategies they use with their paper to ensure that the work gets done - but that the advisers just advise and the managing editors just manage.

The Music of Writing

Michael Lydon

Writing communicates much more than neutral information; writing uses sounds, rhythms, tones of voice, rhymes, alliteration, and phrasing to convey emotions and ideas. In short, writing is music. Michael Lydon will help you learn how to musicalize your writing, to make your sentences sing.

The Power of the Huddle

Alan Murray

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

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.)

The Power of Image! The Magic of Color!

John Chase Soliday

Tricks for Newspapers, Yearbooks, Newscasts, web-episodes, TV and Hollywood Stars! Use image, color and movement to nail your photos and your films. Get tips of the trade on shooting like a star as well as tips on becoming a star from an award-winning international pro.

Tweet what you learned at #cspasc13

Verbal-Visual Connection

Ray Westbrook

To get readers into a story, words alone won't do. Today's readers demand visual stimulation —so you must work with artists, designers and photographers to create a well-thought-out visual palette. Using dynamic headline packages, photography, artwork, infographics and the article itself, you can complete the "sale" and guarantee a satisfied reader.

Literary Leaps: Transforming Characters into Poetry and Fiction

Violet Turner

Ophelia, Miss Havisham, Grendel or characters from your favorite novels, epic poems and plays are the "stuff" of which profound and provocative poems and fiction are made!

Photographic Literacy

Michael von Wahlde and Dave Wooley

Photographs work in all media--in print, online, and even in film. We'll put the photograph under the cultural enlarger to help you use the tools of media literacy and the principles of design to take and choose the most powerful, "can't stop looking" photographs for your paper, site, or project. Bring news or feature images with you for in session review!

DIGITAL MEDIA

Top 12 Apps for Online Staffs DM

Tracy Anne Sena

If you have an iPhone, iPad or iPod Touch, you probably have all of the digital journalism tools you need. We'll run through a list of my top 12 or so (many free) apps and give you a list of online hotlinks for easy downloading.

NEWSPAPERS

Peer Editing for Growth

Ellen Cowhey, Johanna Costigan & Tyler Pager

Get your staff's work from a fledgling first draft to an awe-inducing front-page story. Without strong editing skills, editors are unable to improve weak stories, and writers are unable to grow and develop as journalists. In this workshop, we'll explore ways to edit most effectively, so that the learning curve is continuous all year, not just a one-time improvement process.

YEARBOOKS

Numbers You Need: Stats to Improve Sales and Coverage

Lynsie Brenner

Go beyond number of books sold and number of students featured. Learn what figures yearbook staffs should calculate and how to use these figures to improve sales and coverage. Solutions for improving sales and coverage will also be provided.

LAW & ETHICS

From Tinker to Hazelwood to Dean

Adam Goldstein

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

Design It Well...and They Will Follow

Jim McGonnell

Newspaper designers could be the answer to saving our publications. Yes, good writing is essential, but if you do not provide the eye candy for them to come inside, then they will not read the stories. Come to this fast paced PP presentation and go home with creative ideas to hook your audience.

Creative Spaces: The Search for Unique Modular Design

David Framel

Your staff has made the jump to modular spread templates to increase coverage and variety, but what about creativity? How do you maintain graphic originality and use your staff's creative talents? Learn how to encourage unique modular designs and elements without sacrificing deadline timeliness.

MAGAZINES

Expanding Your Literary Magazine

Mark Murray

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

PHOTOGRAPHY

Photography for the Non-photographer

David Graves

Photos are the first things your readers see. For those who don't have a lot of experience, but want more than snapshots, we'll look at the basics of how to control your camera and photo composition techniques that will make your photos pop.

Trends in Yearbook

Laura Schaub

From theme ideas to coverage to design, learn how to give your yearbook a contemporary look and cover more students than ever.

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

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

Wednesday, March 20, 2013

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.

Open Secrets: Creating a Buzz While Keeping Your Job

Ida Picker

A detailed discussion of the development of an exciting, potentially award-winning publication — a newspaper that students and faculty all want to read — while navigating the powers in charge.

ALL PUBLICATIONS

Going Gonzo: Incorporating Literary Journalism Techniques

Tara Huber

Students will be introduced to literary journalism, compare traditional vs. literary techniques, explore famous writing samples and brainstorm ideas to incorporate literary journalism into their publications.

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.

Writing about Pop Music

Michael Lydon

So you want your byline on the cover of Rolling Stone? Pop music writing has grown into a huge journalistic field: record and concert reviews, artist profiles, reports on tech trends and music marketing. Michael Lydon, a founding editor of Rolling Stone, will help you get started in this exciting field.

Using Sources to Create a More Readable, Informed Publication

Donald P. Mazzella

Learn how to cultivate sources, read and explain official documents and tell how they relate to your educational institution. A primer on using editorial skills to incorporate internal and external sources in everyday journalistic enterprises.

The Internet Gold Mine

Britton Taylor

Tired of rehashing the same design ideas, or worse yet, 'borrowing' from other people's publications? This session will look at several websites and Internet resources you can use for your next big design idea. Plus, you will see examples of PowerPoint clip files, an easy alternative to the cut-and-paste clip file that can generate ideas quickly and easily.

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

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.

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.

MAGAZINES

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 for all readers. It makes no difference whether you are good in math or not, whether you like math or not. Everyone enjoys our "general" magazine.

Tweet what you learned at #cspasc13

Lyrics that Lead to Powerful Poetry & Prose

Violet Turner

Exploring the art of concise, potent imagery through lyricists like Bruce Springsteen, Paul Simon, and Tom Waits.

Corn Flakes, Confession, and Controversies!

John Tagliareni

Learn how those items connect to help student journalists to cover controversial and sensitive issues. Students and advisers can learn new strategies, discover helpful resources and get sound legal advice.

Ban Boring Copy from Yearbook

Mary Kay Downes

Beat down the oh-hum, same-old, same-old stories and reinvigorate your pages with copy that is alive and relevant.

NEWSPAPERS

Cracking the CAR Code: How to Report and Write Data-Driven Stories

Nathaniel Herz and Beth Morrissey

You can use data and computer-assisted reporting (CAR) as the basis for a story. Learn how to find good sources of data, and join the discussion on how it can be manipulated to identify new or important trends, and how it can then be used as backbone of a piece.

Investigative Reporting 101

Tara McKelvey

Learn how to expose wrongdoing and hold officials accountable. A journalist who writes for Newsweek will show you how to report on subjects officials would rather keep quiet. In the workshop, you'll learn how to use Twitter, Facebook and other methods to do investigative stories.

Covering Arts in Your School

Helen F. Smith

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

PHOTOGRAPHY

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. We'll even have some prizes for the image(s) the class likes the best. A digital camera is required.

YEARBOOKS

How to Recruit a Fantastic Yearbook Staff (and keep them!)

Christina Vettrano Chatel

Wondering how to find the potential "yearbook geeks" at your school? Learn how to advertise your yearbook class, screen and interview applicants and choose editors. You'll also learn how to prevent staff turnover by doing fun bonding activities!

Theme – Verbal Matters

Carrie Faust

Staffs often make the mistake of jumping straight to design when planning a book, long before they really understand who their book is. Learn how to fully develop the verbal personality so that when it's time to work on the visual, every design decision, every font choice and every graphic element adds to the complete identity of your book.

Avocado Green is to Die For!

Ray Westbrook

Remember when avocado green was the color for kitchen appliances? Of course you don't. That's because design trends change — in the kitchen and in yearbooks. Learn five trends observed from contemporary, award-winning yearbooks. And, no, avocado green is not one of them!

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

Who's Who at the Convention

continues on page 26

Rosalie Cooper advised 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. She has taught computer technology, where her students won first place, for three years in the City Wide Digital Art Interfaith Contest and second place in Digital Media Contest sponsored by Thinkquest NYC. Rosalie was the grant writer for the school, which received numerous programs and collaborated with schools in the Learning Technology Grant. She has taught for 36 years in the NYC Public School system.

Maritza Cosano Gomez is the high school journalism teacher at Calvary Christian Academy in Fort Lauderdale, FL. Her staff produces *The Messenger*, an award-winning publication known for its cool layouts, crisp writing, and vibrant photos. She also advises the school's Creative Writing Club, which produces *Journey Literary Magazine*, a collection of student writing, art and photography. She has a BA in Communications with concentrations in English: Creative Writing and Screenwriting. As a professional writer, her work has appeared in numerous South Florida publications, including *The Palm Beach Post*, *Boca Raton News*, *Florida Gold Coast*, *Talent Times Magazine* and *Calvary Community* to name a few. She recently published her first book "The Ghostwriters: in the Green Lot." It's the first book of a 11-book series about an international writers group for teen girls. @Maritza_Cosano

Johanna Costigan is the editor-in-chief of *The Masters School's* newspaper, *Tower*. Costigan is a senior from Dobbs Ferry, NY and enjoys writing, poetry and playing the drums. Her work has been published in *The Daily Voice* and *Teen Ink*.

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



Students participate at a press conference with TV producer Brooke Kennedy at the 2009 CSPA Summer Journalism Workshop. photo/Rebecca Castillo

John Cutsinger confesses to being the ultimate yearbook nerd having only had scholastic journalism jobs his entire life. For 38 years, he has served the newspaper, yearbook and arts magazine communities with passion. Recognized by CSPA, NSPA, JEA, SIPA, FJA, AHSPA, ILPC and TAJE, he is also a past recipient of the DJNF National Journalism Teacher of the Year honor. In short, he loves what he does.

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 51 journalism awards including four 2012 NESPA awards and Connecticut's 2012-2013 Margaret M. Generali grant for literacy. A former staff writer for the *Bristol Press*, *Hartford Courant* and *Columbia Spectator*, Alena was named the University of Connecticut's 2006 Graduate of the Last Decade. She was editor in chief of UConn's *The Daily Campus* when it won second place in Best of Show for Four-Year Daily Tabloids, given by the Associated Collegiate Press at its 1996 Midwinter National College Newspaper convention.

Justin Daigle advises the *Reflections Yearbook* at Brighton (CO) High School. His students' publications have earned state and national awards, have been highlighted in the NSPA Best of High School Press, and are a current 2013 CSPA Crown Finalist. Justin has been honored with the 2009 Colorado High School Press Association (CHSPA) Teacher of the Year award and 2010 JEA Rising Star award. He currently is the President-Elect for CHSPA.

Helen Dear is currently the graphic designer at AMDA, a performing arts school, and works on a variety of freelance projects for non-profits. Before moving to New York City, Helen attended NC State University's College of Design and graduated with a Bachelor's Degree in Graphic Design in 2010. While at NC State, she was the Design Editor of the *Technician* (NC State's daily newspaper). Later, she served as both the Editor and Design Editor of *Windhover* (NC State's Literary & Visual Magazine). She now lives in Greenpoint, Brooklyn.

Karen Decker teaches English and journalism at Galway (NY) High School. She is the co-adviser of the school's media group, *The Eagles Media Center* (EMC3). EMC3 has earned awards and grants and have a brand new website. She is also the co-adviser of GTV, the school's television station and she has assisted students of GHS' *Village Press* in the publication of three books and school sports magazines.

Todd DeNoyer is a serial entrepreneur who has started five different businesses. He is a former teacher, coach, and media specialist. For more than 10 years he has worked with yearbook staffs throughout the US. His appetite for technology led him to co-found the company *LIVEyearbook, Inc.* @LIVyearbook

Caroline de Quesada, who plans to attend NYU next fall and study journalism, is the social media guru and co-editor of a start-up student online newspaper, *Achona*, at Academy of the Holy Names in Tampa, FL. She keeps up with news on campus as president of *Masque*, *Thespians* and *Multimedia News*.

Mary Kay Downes, MJE, has advised the nationally award-winning *Odyssey* yearbook for the past 23 years at Chantilly High School, VA, where she serves as English Chairperson. *Odyssey* has received several NSPA Pacemaker and CSPA Crown awards and is in the NSPA Hall of Fame. A recipient of the CSPA Gold Key, the NSPA Pioneer Award, the JEA Medal of Merit, and the VAJTA Douglas Freeman Award and Thomas Jefferson Award for Lifetime Achievement, Downes was named JEA National Yearbook Adviser of the Year in 2007. Downes teaches at summer workshops at Gettysburg College and Cal State-Hayward and she judges yearbooks for NSPA, CSPA and state and regional press organizations. She is immediate Past-President of the CSPAA and chair of its Honors Committee. She has written several articles on writing and motivation for journalism publications and presents at five state, regional and national conventions each year. @mkdybq

2:30 p.m.-3:15 p.m.

Wednesday, March 20, 2013

ADVISERS

Now What?

Angela Amos

Don't let that dead zone between final proofs and book delivery become a dreaded time. Come see how this middle school teacher trains her staff with InDesign and Photoshop projects to keep them on their toes and always improving their skills.

Creating a Staff Handbook

Lynsie Brenner

Every publication staff needs a handbook. Learn what to include and how to use it effectively in the classroom.

ALL PUBLICATIONS

A World Forum of Possibilities!

Harry R. Brake

Learn of the partnerships available to staffs that will build connections across the globe. From creating world streaming Open Mic Nights, working with P2PU, to grant writing that forms partnerships across country borders, learn how you can use internationalism from one country to another to enhance education!

"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." "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.

Advanced InDesign

Hal Schmidt

Here's your chance to ask that InDesign question you've always wanted to know the answer to. Also, what is an easier process in creating your designs?

Graphic Design for Everyone- Part 1 (The Grid)

C. Bruce Watterson

No more working solo ... join this forum for a fresh perspective on layout design and on tweaks that work to refresh your current publication.

DIGITAL MEDIA

Take Your Publication Online

Gary Clites

Learn about the basics of building a journalistic website from Adviser Update's technology columnist. Discuss how to build your web presence inexpensively, how to easily host video content, and how to deal with issues like censorship, time management and promoting your new site.

Print. Press. Publish.

Mark Swain, Kristin Ostrander & Karen Decker

Learn how to start your own student-run publishing company. The Village Press of Galway High School produces community publications, photographs, e-books and other examples of print journalism.

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.

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.

NEWSPAPERS

How to Do Investigative Reporting for your High School Newspaper

Joe Bergantino

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

Multimedia Madness: Covering Breaking News in Print and Online

Joelle Keene

Your principal suddenly resigns and you just printed last week. This is news that can't wait and other sources are threatening to take over your story. How to seize the initiative and lead everyone's coverage with steady video, website, blog and print reporting, no matter the size of your staff.

Sports Writing and Editing

Helen F. Smith

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

Tweet what you learned at #cspasc13

Flashback CSPA Fall Conference

Scenes from the 1955, 1999
and 2007 Fall Conference.
The first conference was
held November 2, 1940.

photos/CSPA archives

PHOTOGRAPHY

Preparing Images for Any Publications

Mark Murray

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

The Book's Done, Now What?

Adrienne Forgette

From environmental portrait projects, blogging assignments, editor interviews, Pinterest theme boards, end-of-year award ceremonies, legacy presentations, to senior scrap books, come to this presentation and leave with end-of-the year projects you can implement right away in your yearbook class.

YEARBOOKS

Call Me Maybe?

**Betsy Brittingham, Logan English &
Emma Green**

Face-to-face communication does not come easy to the txtng gener8shun. So how do you get your staffers to work together? What does your workflow look like? Join an adviser and her fab five senior staffers in a discussion of what they have tried (everything!) and what has worked for them. Seniors: Logan English, Emma Green, Allison Mabry, Megan Wilkes, and Savannah Reynolds

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.

They've Got The Power!

Erin Walker

Having student leaders take ownership and become the driving force behind the yearbook is essential to success. Student editors and advisers will learn how to empower their staffs to start the year with a strong sense of purpose and team plus how to maintain that motivation and focus throughout the entire year.

The WRITE Stuff

Justin Daigle

Still wondering what state and national judges are looking for when they are critiquing your yearbook copy/writing? Learn helpful strategies and tips to improve your captions, theme copy, and general body copy by implementing "the WRITE stuff" into your publication.



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

3:30 p.m.-4:15 p.m.

Wednesday, March 20, 2013

ADVISERS

A Shot in the Arm for all Advisers

Mary Kay Downes

Tired of being unappreciated and marginalized? Looking for a way to have you and your program celebrated as you deserve? Come to this session to listen and leave with advice from a veteran adviser.

ALL PUBLICATIONS

Managing Up, Down and Sideways

Betsy Brittingham

For all of you staffers in the middle....waiting to take over? Dreaming for the day that you'll have "editor" next to your name? Here's how to get there. Borrow these practical tips from the business world and find yourself at the top.

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

Gerit Quealy

Examining boundaries regarding the journalist's role in telling the story, reporting the truth, evaluating information, and issues of plagiarism.

Graphic Design for Everyone - Part II (Color, Texture, and Images)

C. Bruce Watterson

Take the pressure off designers... This forum analyzes best practices for controlling negative (white) space and how color, texture and great (not good) images bring content to life.

DIGITAL MEDIA

Watch It. Read It. Click It.

Mark Swain, Kristin Ostrander & Karen Decker

Learn about the evolution of the Eagles Media Center, from the advisers in a small upstate NY high school. From very modest beginnings to a new website, daily TV broadcasts, a new journalism elective and the use of e-commerce to raise interest and funds to expand the program.

The Death Of Privacy: Keeping Yourself And Your Readers Cyber-Secured

Jacob Palenske

If you leave your wallet and unlocked smartphone on an unattended public table, would you trust that strangers will respect your privacy and protect your information? No? Then why are you comfortable publishing your personal details online, unprotected and accessible to billions? This session will outline the basics of cyber security and how to protect your data, yourself and your readers from the most common electronic threats.

NEWSPAPERS

Winning Awards for Your Editorials

Edmund J. Sullivan

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

Issue Driven Coverage

Ray Westbrook

The best student newspapers in the country today are looking far beyond Homecoming and the results of the debate squad's latest tournament for coverage ideas. They are tackling real issues, presented in incisive, relevant stories geared towards fully engaging their readers. These stories have substance and provide strong connections to their students and to their community. Learn some tools and sources for localizing these state, national and international stories for your newspaper.

Calling on the Constitution (and the code)

Michael von Wahlde and Dave Wooley

Up against a deadline and faced with ethical decisions about what to report, it's essential to make the right call. When it's time to make a tough call about whether or not our content is fit to print, The Westword looks to our newspaper Constitution and the SPJ Code of Ethics. How can a Constitution help you to make the right call?

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.

Tweet what you learned at #cspasc13

YEARBOOKS

Yearbook Class Blog

Jen Bladen

How do yearbook journalism students enrolled in four different sections of my courses interact socially through a combined class blog? Learn what I learned in my capstone research course for the Univ. of Missouri, Columbia, M.Ed. in journalism education. Look at Blogger.com, online reflection and how to encourage social interaction in a large staff.

How to Write Profiles That Don't Suck

Carrie Faust

Does your staff write profiles that sound more like resumes than in-depth, personal accounts of a character? Are you tired of reading profiles that have no point? Profiles don't have to be poorly written space-fillers. Learn to write profiles that celebrate your individuals and entertain your community. And don't suck.

Just My Type

Sara Oswald

After combining a review of current trends in typography with advice on font selection, this session will also demonstrate techniques for working creatively with type as an integral part of your yearbook's design and personality.

They've Got The Power!

Erin Walker

Having student leaders take ownership and become the driving force behind the yearbook is essential to success. Student editors and advisers will learn how to empower their staffs to start the year with a strong sense of purpose and team and how to maintain that motivation and focus throughout the entire year.



2013 FALL CONFERENCE

Columbia Scholastic Press Association

Sessions will cover all aspects of student publishing. Advisers are welcome to attend sessions with students. In addition, some sessions will be organized for advisers only. The program is rich and varied, with experienced advisers and journalists serving as session leaders. Session topics will include writing and editing, staff organization and motivation, design and layout, suggestions for special areas of coverage, and legal and ethical concerns for advisers and editors.

The Conference is an excellent opportunity to meet with other student editors and faculty advisers in the area to share common problems and discover new solutions.

Registration forms can be downloaded at <http://cspa.columbia.edu>

At Columbia University

November 4, 2013



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

Who's Who at the Convention

continues on page 30

E

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



C. Randy Stano critiques student newspapers at the 2001 Spring Convention after his session presentation. *photo/Rebecca Castillo*

Logan English is a senior at Altavista Combined School, Altavista, VA and is completing her fourth year of journalism. She has been the editor in chief of the Nuntius yearbook for two years. She is attending Virginia Tech next year and plays softball both in and out of season.

F

Carrie Faust, MJE, has been recognized as the JEA's 2009 National Distinguished Yearbook Adviser, as well as a 2008 JEA Rising Star and the 2011 CHSPA Teacher of the Year. She works as a judge and keynote speaker for national and state press associations and yearbook workshops around the country. Faust also serves as the Southwest/Region 2 Director for JEA, is the current-past president for the Colorado High School Press Association, and is a member of JEA's Scholastic Press Rights Commission. Faust has been advising yearbook and newspaper for 11 years. The "Summit" yearbook has been awarded All-American and Gold Medal ratings from NSPA and CSPA as well as earning Pacemaker, Silver Crown awards and Best of Show awards from JEA. Both publications are perennial winners at the state All-Colorado awards each fall. Faust's students have earned individual awards, scholarships and recognition at both the national and state level for their designs, photography, and writing, and gone on to careers in photojournalism, broadcast, PR and print. @carriefaust

Jay Feinstein is a senior at Newton North High School in Newton, MA. He was an editor in chief of their school newspaper, The Newtonite, for one volume. During his time on The Newtonite, it changed from an award-winning bimonthly print newspaper to a daily website. Feinstein has received individual awards from NESPA.

Steve Ferguson has been a representative for Balfour Publishing in the Tampa Bay, FL area for 23 years. You will find articles written by him that have been 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 & tricks. @yearbookman

Adrienne Forgette advises Northern High School's (Owings, MD) Crown winning Patriot Images yearbook. In the past year with the help of her yearbook staff, she was chosen to be a participant on CNN's Fit Nation triathlon team. From CNN headquarters to on location in Hawaii and Malibu, Adrienne's interactions with Sanjay Gupta and the CNN Medical team has taught her the importance of digital media. In her spare time she judges yearbooks for CSPA and NSPA. @TriHardAdrienne

David Framel has taught high school English and journalism for 28 years and currently advises The Hexagon yearbook, The Knight Times newspaper, and the newly-launched KEHS broadcasting program for Episcopal High School in Bellaire, TX. His publications and staff have earned numerous national and regional writing and graphic design recognitions, including Gold Circle, Scholastic Writing and Yearbook of Excellence honors. A published author of fiction, he also coaches and teaches summer yearbook workshops.

Mark Francioli has been the adviser of The Bennet, the school newspaper of Benedictine High School in Cleveland, since 1978. He has been a regular speaker at the CSPA conventions and for the Society of Professional Journalists.

Seth Frechie, Ph.D. is Chair of the Department of English at Cabrini College in Radnor, PA. In the last decade, faculty in this department have reimaged the Woodcrest literary magazine to create an emerging arts culture that invigorates campus life. Most recently, this work has resulted in the development of a new Writing major at the College. Dr. Frechie is a 2007 recipient of the Lindback Award for Teaching Excellence. A writer and editor, he is a founding member of the FUSE (Forum for Undergraduate Student Editors) conference network.

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

G

Mark Goodman is the first Knight Chair in Scholastic Journalism at Kent State University, OH. 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 CSPA's Gold Key, Charles O'Malley Award and Joseph M. Murphy Award.

David Graves is the yearbook adviser at St. Thomas' Episcopal School in Houston. His students have produced books that have earned CSPA Gold Crown, NSPA Pacemaker, and ILPC Gold Star honors. Thanks to the hard work of his yearbook staffs over the years, he was awarded the CSPA Gold Key in 2012. A speaker at workshops across the country, he also works as a graphic designer for political and educational clients. And he loves helping students improve their publications.

Emma Green is a senior at Altavista Combined School, Altavista, VA and three-year staffer and two-year editor of the Nuntius yearbook. She has been a creative force on her yearbook staff since day one. During her junior and senior years, she divided her day between the Central Virginia Governor's School, her home school, and the journalism room. She also plays volleyball and heads up the SCA.

Thursday, March 21, 2013

Highlights for delegates

Exhibits and Awards

Arledge Auditorium of Alfred Lerner Hall

8 a.m. through 3 p.m.

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

Advisers' Hospitality Lounge

Satow Room, 5th floor Lerner Hall

8 a.m. to 3 p.m.

Enjoy some refreshments during the day.

Sponsored by Balfour.

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.

"Don't Be Afraid to Leap"

Ellen Austin, *Dow Jones National Journalism Teacher of the Year for 2012*

CSPA Executive Director Edmund J. Sullivan will interview Ellen on her path teaching journalism and the "jumps" she has taken to land in her safety nets.

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 21

9 a.m. and 2:30 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.



Follow CSPA [[@cspa](#)] on Twitter for convention updates! And tweet what you learned at the convention [#cspasc13](#), see page 3 for more information.

9:00 a.m.-9:45 a.m.

Thursday, March 21, 2013

ADVISERS

Creative Writing Program and Literary Magazine

Marie Thrailkill

Overview of the creative writing program with emphasis on instruction using IWB technology to engage, enable, and empower students to write and publish the school literary magazine. Audience members will see copies of Catonsville High School's literary magazine and have access to digital copies of creative writing lesson plans.

ALL PUBLICATIONS

Student Swap Shop

Mary Kay Downes, moderator

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

Crop It Like It's Hot® – All new for 2013

Steve Kent

Consider this an intervention for staffers who routinely crop images to pre-designed templates or shrink art so they can fit more on a page. Learn what makes impact photography and how to use it. Never say "It doesn't fit the template" again.

Working Without a Net (or Weaving a Tighter One)

Merrill Perlman

Who hasn't caught a typo or wrong fact AFTER publication and wondered, "How could I have missed that!"? If you have no editors, or if you are an editor who wants to get better, this session will give you some very simple techniques that can help you catch those boo-boos before your readers can boo you.

A Twisted Mind is a Terrible Thing to Waste

Leigh Rubin

Through humor, learn how to emphasize the rewards of persistence and the fun of problem solving while celebrating the joy of creativity. These fast-paced and fun-filled presentations have gained a reputation for inspiring those who attend to add a little creativity to their own lives.

DIGITAL MEDIA

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.

LAW & ETHICS

What is Fair Use?

Adam Goldstein

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

MAGAZINES

Writing Song Lyrics/Poetry - Inspiration and Craft

John Hampson

How writers find inspiration, the beginning of an idea, and then rely on their ability, their craft, to bring their ideas to fruition. We will discuss how we search for inspiration in everyday life, and how we work to become better at our craft.

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.

In Praise of Walking

Christian McEwen

Learn the relationship between writing and walking.

Tweet what you learned at #cspasc13

Gold Key Flashback

Here is are some of the Gold Key presentations from 1980, 2004 and 2012.
photos/CSPA archive

NEWSPAPERS

Reinventing Your School Newspaper

Jason Boland

Looking to breathe new life into your publication? This session will discuss ways to improve the design, look, and content of your high school newspaper. We'll discuss the masthead, folios and effective coverage of your school as well as changing your style, look and approach to the reader.

Investigative Reporting 101

Tara McKelvey

Learn how to expose wrongdoing and hold officials accountable. A journalist who writes for Newsweek will show you how to report on subjects officials would rather keep quiet. In the workshop, you'll learn how to use Twitter, Facebook and other methods to do investigative stories.

How to Sell Advertising

Helen F. Smith

Find advertising prospects and finance your paper's freedom of the press.

YEARBOOKS

Who or What Is 'Q'?

Judi Coolidge and Marilyn Scoggins

In James Bond novels and films, Q is a fictional character. In yearbooks it is a quick read. Learn to design coverage areas that entice your readers and challenge your writers. Brevity forces writers to focus on what is important, to embrace length restrictions as a challenge and to pare down content to its simplest form.

My Favorite 2 Apps

John Cutsinger

The best yearbooks take an inclusive APPROach and have a unique APPEARance. Content and design combine to give readers what they want - great coverage that looks fabulous. Join me to discover strategies to make your 2013 yearbook amazing.

Attaching Technology to Your Yearbook Program

Todd DeNoyer

Learn how to use the power of the internet to grow your program like never before. Imagine life without cell phones and computers? When you take advantage of the most innovative ways to put together a yearbook, you will have the same thoughts. Sell more books, give more options and be more flexible for your student body.

Passions and Priorities: How Do We Make Them Love Us?

Gina Parker

From coming up with the big ideas to marketing the amazing results, this session offers easy tips for organizing, designing and selling a book that your school will love. Bonus material: Learn how our journey into the world of social networking spurred an Instagram war!

We Design with a Little Help from Our Friends

Laura Schaub

From magazines to the internet, design ideas are everywhere. Learn how to take ideas from professionals and turn them into designs for your yearbook.



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Who's Who at the Convention

continues on page 38

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

Karl Grubaugh advises the Gazette newspaper — which has won Gold and Silver Crowns, Pacemakers and Gallups in the last decade and a half -- and co-advises the GraniteBayToday.org news website at Granite Bay (Calif.) High School, where he also teaches AP micro/macroeconomics. Grubaugh, who has an MA in journalism from the University of Missouri, was named the 2008 DJNF National High School Journalism Teacher of the Year. He has worked as a reporter and editor at several newspapers including the Sacramento Bee, where he currently does occasional stints as an on-call copy editor on the Bee news and sports desks. He also does some freelance journalism, most recently for Sacramento magazine and for journalism education trade publications, and he teaches at CSPA's summer workshop at Columbia University. @kgrubaugh

Jessica Haley owns an online stationery boutique and is a calligrapher and wedding invitation designer, blogger and photographer. She left a career in finance to pursue her creative passion and join the wedding industry three years ago and is still developing her personal brand. She participated in the first edition of the Stationery Academy as well as the first annual Inspire Smart Success Experience in 2011 and is currently living in New York City with her husband and six-month old son.

John Hampson has been an English teacher at Wantagh School district on Long Island for six years. Before he became a teacher, he was the singer/songwriter behind the hit song "Absolutely (Story of a Girl)" with his band ninedays. Hampson continues to teach, write, and sing - and to work at becoming better at each! @johnhampson

Charla Harris advises the yearbook, newspaper, online newspaper and broadcast program at Pleasant Grove High School in Texarkana, TX. She is a CSPA Gold Key recipient, a JEA Distinguished Adviser, a JEA Medal of Merit winner, and the 2007 Texas Journalism Teacher of the Year. The Hawk yearbook and Edge newspaper have received both Crown and Pacemaker awards.

Erinn Harris

has been advising yearbooks for the last seven years, and she is in her fourth year advising Techniques at Thomas Jefferson H.S. for Science and Technology in Alexandria, VA. A 2010 JEA Rising Star, and a yerd for the past 17 years, Harris enjoys the visual-verbal connection and purposeful use of white space. The 2012 Techniques is a CSPA Crown Finalist.

Marcy Herrera

advises the Talon yearbook staff and the Blackhawk News staff (online publication) at La Quinta (CA) High School. She has been a yearbook adviser for 14 years and has taught design at many yearbook workshops. Marcy began a Coachella Valley chapter of JEA and is working to create a network of journalism teachers in her area. @TalonAdviser

Nathaniel Herz is a reporter for The New York World, an online news service launched in 2011 that does accountability journalism about city and state government. They work out of the Columbia Journalism School covering campaign finance, city politics and development. @nat_herz

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 he has worked for clients such as Nike, ESPN, Facebook, Runners World, and Indiana University. Hetrick recently relocated to Brooklyn, NY.

Erik Hinton is an interactive developer at The New York Times who has focused on social media projects and photo technology. Previously, he worked at Talking Points Memo where he created a new front-page CMS and helped develop their interactive election coverage. Erik had been destined for a life as a film editor until he accidentally became the managing editor of the Pitt News at the University of Pittsburgh. Please ask him tangential questions about analytic philosophy, mysticism and/or cycling.

Michelle Hoover is a Director of Learning Innovations at Duke Corporate Education, a subsidiary of Duke University that provides management and leadership consulting services to Fortune 200 companies. In a previous life she was a journalist, having written and edited at newspapers on the East Coast with the most recent being The Philadelphia Inquirer. She is a graduate of Penn State University (BA, Journalism) and Harvard University (M.Ed.) and lives in New York City.

Rod Howe advises the Lance newspaper staff and Shield yearbook staff at Omaha Westside High School in Omaha, NE. His newspaper earned a CSPA Gold Crown in 1998 and a NSPA Pacemaker in 2010. Howe has judged publications and contests for several states, CSPA, NSPA and JEA. He is a frequent speaker at national conventions and summer workshops. In 2006 he received the Pioneer Award from the NSPA. His journalism program has won seven Nebraska Class A state championships.

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 it has received a Gold Medal for an outstanding 25 years. She holds a BA in Journalism and Communications from Lehigh University.



Newspaper students at the 2005 Spring Convention participate in a swap shop session with Kathleen Zwiebel.
photo/Joe Pineiro

H

Carolyn Haldeman, is the assistant English department chair at Woodward Academy in College Park, GA, and serves as co-adviser to the Silent Voices literary magazine.

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

Thursday, March 21, 2013

ADVISERS

Persian Poetry Form: The Ghazal (pronounced guzzle):

Marie Thraillkill

Introduction of the ghazal poetry form as music juxtaposed with ancient and modern examples of the form as poetry. Audience members will learn the structure of a ghazal in order to write one. Lesson plans for teaching the ghazal will be available in digital format.

ALL PUBLICATIONS

Get Social: Meet Digital Journalism and Social Media Professionals

Emily Banks, Libby Brittain & Erik Hinton

Join this conversation with young media professionals who are working in an industry that didn't even exist when they started high school, not so many years ago. Meet journos from Mashable.com, Branch.com and The New York Times who have found thriving journalism careers in the rapid-growth sectors of social media and digital journalism.

Oh No You Gridn't®

Steve Kent

Graphic design is a science. An up-to-the-second look at what's happening in professional publication design. See what new type, color and space uses you can employ to bring your content to life.

Editorial Leadership - 20 Ways to Lead

Marcia Meskiel-Macy

This integrated workshop covers basic leadership techniques that set a tone on your staff be it print or broadcast that leaves no room for error. Learn how to say what you mean and mean what you say; how to walk your talk in a way that garners respect and gets the job done!

Prove Your Story, Then Get a Job

Adam Playford

Data and computers are reshaping journalism, and if you use them well, you get two things: better stories now and better job offers later. Come learn what it means to use them well — and how you can start in your school today.

Tips and Tricks in Photoshop

Laura Schaub

From cut-out-backgrounds to special type treatments, Photoshop is an excellent tool for all designers. Learn how to enhance your designs using this powerful software.

When Words Become News

Ben Zimmer

Sometimes a word or phrase can become newsworthy: think of "fiscal cliff," "Obamacare," or even "catfishing." 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.

DIGITAL MEDIA

What We Learned at Poynter

Edie LeBas, KeTaira Phillips & Caroline de Quesada

This session will share how the adviser and editors of a start-up online newspaper created a "new journalism" curriculum from scratch two years ago. Thanks to local workshops at the Poynter Institute in Tampa Bay, 13 journalism students at the Academy of the Holy Names now update school news through stories and social media.

Building an Online Lit Mag from the Ground Up

Christine Maul Rice

Do you want to start an online lit mag at your school or on your own? We'll discuss the tricks and tips to get you started including submission managers, choosing material, hosting, social media, subscriptions, website design options and more.

LAW & ETHICS

Advisers and the Law

Adam Goldstein

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

Tweet what you learned at #cspasc13

MAGAZINES

Mimic the Masters

Maritza Cosano Gomez

Magazine publishing is an art. Learn how to design like a pro with Adobe InDesign by mimicking the masters. While design options are infinite, this detailed magazine production session offers five key items that should be in place any layout.

Literary Lyrics

John Hampson

How song writers and poets use Literary Elements and Poetic Devices in their writing without even trying. The importance of understanding how literary language is inherent in all good writing.

Memoirs & Personal Essays

Dean Kostos

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

Across the Bridge of Dreams

Christian McEwen

Learn how to use dreams in poetry and prose.

NEWSPAPERS

Reinventing Your School Newspaper

Jason Boland

Looking to breathe new life into your publication? This session will discuss ways to improve the design, look and content of your high school newspaper. We'll discuss the masthead, folios and effective coverage of your school as well as changing your style, look and approach to the reader.

Building a Staff

Erin Sucher Castellano

How to get them. Then how to make them care once you have them. Tips on building a strong staff of student leaders. From the adviser of the Globe Newsmagazine staff over 60 journalism students at Clayton High School.

PHOTOGRAPHY

Pictures Speak 1000 words

Edmond Kwong

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

YEARBOOKS

Facing Yearbook Obstacles with Grace

Beth Ann Brown

Attendees will learn ways to handle stress-inducing issues including staffing, scheduling, finances, deadlines, delivery, coverage, staff bonding and book quality.

On Purpose

John Cutsinger

Using typography and color functionally will make your content more meaningful and your yearbook more striking. Professional design sparkplugs will drive you to adopting and adapting content-driven visual graphic details into your publication.

Designing Like a Pro

Susse Mabie

See how to use layouts and ideas from the professional designers of magazines, brochures and more. Make sure your yearbook has the most updated designs for your total theme concept while still keeping your student body happy.

Organizing a Leadership Team

Brian Rawlin

The leadership pyramid is not the same for all staffs. Advisers choose leadership positions, examine student abilities, and engender responsibility in the leadership staff to create both a rewarding and productive year (for students, too). Come learn how to improve your system.

CSPA Summer Journalism Workshop Flashback

Here is are some views of the summer workshop experience from 1990 2006 and 2012
photos/CSPA archives



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

11:00 a.m.- 11:45 a.m.

Thursday, March 21, 2013

ADVISERS

How to Teach Yearbook

Christina Vetraino Chatel

What do you do when you are faced with a group of new staffers who know nothing about producing a yearbook? Find out how to implement a 30-day unit plan for your class that introduces the staff to the basics of yearbook design, photography and copy and assesses their knowledge through projects and a test.

Open Secrets: Creating a Buzz While Keeping Your Job

Ida Picker

A detailed discussion of the development of an exciting, potentially award-winning publication — a newspaper that students and faculty all want to read — while navigating the powers in charge.

ALL PUBLICATIONS

For EDITORS: Who Wrote this Job Description?

Bonnie Blackman and Sheryl Fulton

Editors: this is for you. You delegate, lead and teach by example. At this participation session, you share ideas about dealing with best practices to have a successful publication program. That means including the use of a staff manual, meeting deadlines and grading the staffers. No advisers please.

Children of the Kern

Steve Kent

Typography sets the visual tone for your verbal message. See myriad approaches to sculpt content and to draw readers into coverage. Font savants, type snobs and fontaholics welcome!

Confessions of Former High School Journalism Nerds

Kristina Skrela, 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, Jessica Haley, Michelle Hoover, Lindsey Ramsey, JD Rinne, Michael Tedder.

Words in the Wild: Examining Words in Their Natural Habitat

Georgia Scurletis and Ben Zimmer

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.

DIGITAL MEDIA

Always Under Construction

Edie LeBas, KeTaira Phillips &

Caroline de Quesada

This session will share how innovation and collaboration thrive in a start-up journalism class that supports an online newspaper for 380 students. The adviser and creative media editor will share how journalism students, in their efforts to engage more readers, continue to develop new ideas in their daily mission of publishing the news.

The Future's Here: Telling Great Web Stories

Adam Playford

The web is an amazing canvass for telling news stories, particularly with data. Yet there's a massive need for people who know how to use it well. It's bleeding-edge journalism, it's not THAT hard, and editors will fight to hire you. Come learn where to start.

LAW & ETHICS

Keeping Secrets: A Guide to the Reporter's Privilege

Adam Goldstein

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

MAGAZINES

The Roundtable: Critiquing Submissions

Marjorie Huhn

Be part of this conversation and learn how staff members critique poetry and prose submissions for possible acceptance to a literary magazine.

Persona Poems & Dramatic Monologues

Dean Kostos

The word "persona" means "mask." Enlarge your poetic voice by writing as anyone or anything. Paradoxically, you will learn more about yourself.

Seed Books & Journals

Christian McEwen

Learn how to keep track of what really matters to you.

Is this any good? How to Critique a Literary Magazine

Gail E. Snyder

Learn how a magazine staff can work through the process of critiquing their publication.

Tweet what you learned at #cspasc13

NEWSPAPERS

Switching from a Newspaper to a Newsmagazine

Erin Sucher Castellano

Why you should consider the switch. Then how to go about doing it. From beginning design to what issues to anticipate along the way. From the adviser of the Globe Newsmagazine of Clayton High School.

Introduction to Column Writing

Mark Francioli

What is a column? How did it arise in the newspaper? Who should write one? What is the role of a column in the newspaper? This session will look at the basics of the column and suggest some ways to get started writing one.

Covering a Catastrophe

Claire Regan

My experience as a journalist working on, and living through, Hurricane Sandy.

Corn Flakes, Confession, and Controversies!

John Tagliareni

Learn how those items connect to help student journalists to cover controversial and sensitive issues. Students and advisers can learn new strategies, discover helpful resources and get sound legal advice.

PHOTOGRAPHY

Tips from a Working Photojournalist

Rick Wood

This session will share images, stories and lessons learned from covering the 2012 presidential election, events of 9-11, concerts such as Katy Perry, sporting events including NFL, Rose Bowl, and world travels to North Korea and Cuba. Intellect, passion, maturity and hard work are the skills that produce the best visual report.

YEARBOOKS

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 great ideas. This is photography for the non-photographer.

The ART of Yearbook

Marcy Herrera

Learn how to get your staff to be great designers even if you have no design background.

Organization at Its Best

Susse Mabie

Are you frustrated with not being yearbook organized? Get some efficient ideas how to save time so you stay calm, your production process can work much more smoothly so your whole yearbook experience is a happy one.

Tips for Writing Thought Provoking Copy

Ellen Osterhout

Learn the steps and skills necessary to write effective articles, headlines, caption leads and captions that complement the photographs and graphics in a layout.

Organizing a Leadership Team

Brian Rawlin

The leadership pyramid is not the same for all staffs. Advisers choose leadership positions, examine student abilities, and engender responsibility in the leadership staff to create both a rewarding and productive year (for students, too). Come learn how to improve your system.

CSPA Convention Flashback

These photos are from the
1927, 1946 and 1970 official
CSPA convention photo.
photos/Columbia archives



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

Who's Who at the Convention

Marjorie Huhn is the adviser to The Back Porch Review, Vernon Township High School's Literary/Art Magazine in Vernon, NJ. The Back Porch Review is the recipient of numerous Gold Medalists and Gold Circle awards from CSPA. Huhn has been teaching literature and creative writing in Vernon for 26 years and serves on the Board of Judges for CSPA.

Beth Hunley has been the adviser of The Falcon Flier, the student newspaper of Fredericksburg (VA) Academy, since 2005. The paper has been named the Best Overall Student Newspaper in the region for the past three years and won a CSPA first-place Gold Circle Award for front-page design in 2011. Before switching careers to education, Beth was a government and education reporter for The Free Lance-Star, Fredericksburg's daily newspaper.

K Crystal Kazmierski advises the Wings yearbook staff at Arrowhead Christian Academy in Redlands, CA, where she teaches journalism and editorial leadership. In the summer she teaches writing, design and photography at various workshops. She was named the JEA National Yearbook Adviser of the Year for 2000 and was presented a CSPA Gold Key in 2002 and an NSPA Pioneer award in 2007. Her students have earned consistent CSPA Crowns and NSPA Pacemakers for Wings.

Joelle Keene, CJE, advises The Boiling Point and www.shalhevetboilingpoint.com at Shalhevet High School in Los Angeles, which is a 2013 Crown Award finalist and has won NSPA Multimedia Story of the Year awards for the last three years. A graduate of Columbia University's Graduate School of Journalism, Keene went on to work for the Tacoma (WA) News-Tribune, Seattle Times and Los Angeles Herald-Examiner, where she won national, state and local awards for education coverage and investigative reporting. She also served as Associate Editor of OLAM Magazine.

Steve Kent wants to modernize yearbooks. Four from his family of schools — Altavista, Brookville, Salem and Virginia Tech — are 2013 Crown winners. Last year, seven appeared on the NSPA Pacemaker list while four won Crowns. A multiple Crown and Pacemaker recipient as editor of The University of Alabama's Corolla, he is a consultant for Herff Jones based in Roanoke, VA. The country's first Adobe-certified yearbook consultant, with ACE status in InDesign and Photoshop, he conceived the Yearbookonomics® approach. @picaplanet

Kate Klonowski is the founder and executive director of the Urban Scholastic Media Initiative (USMI), vice president of OSMA and has founded and advised student newspapers, yearbooks, online and broadcast programs in Ohio and North Carolina. With an educational background in English, journalism and educational technology, she is currently researching collaborative media as a means for intercultural understanding as part of her Ph.D. studies in Cultural Foundations at Kent State University. She is a certified journalism educator through JEA.

Dean Kostos's poetry collections include: Rivering, Last Supper of the Senses, The Sentence That Ends with a Comma, and Celestial Rust. He co-edited Mama's Boy: Gay Men Write about Their Mothers (a Lambda Book Award finalist) and edited Pomegranate Seeds: An Anthology of Greek-American Poetry. His poems, translations, and personal essays have appeared in Boulevard, Chelsea, The Cimarron Review, The Cincinnati Review, Southwest Review, Western Humanities Review, on Oprah Winfrey's Web site Oxygen.com, and in over 250 journals. His choral text, Dialogue: Angel of War, Angel of Peace, was set to music by James Bassi and performed by Voices of Ascension. His literary criticism has appeared on the Harvard UP Web site, in Talisman, and elsewhere. He has taught at Wesleyan, The Gallatin School of NYU, The City University of New York, and he has served as literary judge for the CSPA's Crown Awards. A recipient of a Yaddo fellowship, he also serves on the editorial board of Journal of the Hellenic Diaspora.

George W. Krajca advises the Zephyr Literary staff and Garnet & Black newspaper staff at Rye (NY) High School. Before becoming a teacher he spent seven years working as a manager for Reader's Digest. He has taught English/Language Arts in the Rye City School District for 12 years. He holds a Master of Arts in English degree, and an Advanced Certificate in Education.

Katie Krueger is a yearbook sales representative with Walsworth Yearbooks in Baltimore, MD. Her passion for yearbooks began in middle school and continued with her through high school, college and to her career. She has a communication and political science degree from Hope College in Holland, MI. With nine years of yearbook experience, she specializes in design, trends, and using the latest in yearbook technology. @ybkatiekrueger

Edmond Kwong decided to pursue opportunities to work with young artists and future business leaders after many years working in hi-tech marketing. His first Pegasus yearbook staff at Homestead High School in Cupertino, CA, earned a National Pacemaker and a Silver Crown. His passion for photography and design resulted in many published pieces in newspapers, magazines, brochures and websites. He holds an MBA in Management and is now teaching Photography, Graphic Design and CTE classes.

L Edie LeBas has written high school online journalism courses and initiated start-up online publications over the last 10 years, including at the University of Miami Online School and in the last two years at Academy of the Holy Names (Tampa Bay). She has attended two summer college educator workshops at The Poynter Institute focused on developing curriculum for "the new journalism." @AchonaOnline

Pete LeBlanc is in his 20th year advising and fifth year at Antelope HS in Northern California where he advises the Titanium yearbook, Titan Times newspaper and Channel 5 Titan TV News. Students on those staffs have been honored with six Gold and Silver Crown awards from CSPA.

Doug Levandowski co-advises The Tower, the school's newspaper, and teaches English at Princeton (NJ) High School. This is his seventh year co-advising the paper.

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

Michael Lydon, a writer and musician who lives in the East Village, is a major rock writer and was a founding editor of Rolling Stone. Author of many books, including Rock Folk, Ray Charles: Man and Music and Writing and Life, Lydon has also written for the Atlantic Monthly, The New York Times and the Village Voice. He plays and sings Sunday nights at the Immigrant Wine Bar on East 9th Street. A Yale graduate, Lydon is a member of ASCAP, and teaches writing at St. John's University.

Who's Who at the Convention

continues on page 44

M

Susse Mabie is a New York native whose designing career began when she worked in New York at an advertising agency with a degree in advertising art and design, designing newspaper and magazine ads/layouts. After moving to Florida she taught art, advertising art and photography as well as advising yearbook in Seminole County at Lyman High School and the award winning Oviedian yearbook at Oviedo High School. Mabie was the 1993 Florida Journalism Teacher of the Year, then served as convention chair, vice president and then president of FSPA. She joined Taylor/Balfour Publishing in 1997 and is currently the yearbook representative in central Florida. Her schools have won local, state and national awards including CSPA's Crown award.

Roberta H. Manheim advises the yearbook, The Legend, and news magazine, The Raider Script, at Walton High School in Marietta, GA. This is her 10th year as yearbook adviser and 12th year as the news magazine adviser. The yearbook received a Gold Medalist from CSPA this year and top honors from NSPA and ASPA. She received her BSED from the University of Georgia and is currently working on her MED at Kennesaw State University. Manheim is also an English teacher and coach.

Denise Markt credits her years advising student publications for her passion in support of First Amendment rights and responsibilities. Adviser of The Survey for 15 years, she taught as an adjunct instructor at Alfred University, Presbyterian College, St. Lawrence University, and Virginia Military Institute. She was part of the New York State Department of Education's English Final Eyes Review Committee, granted a spot in Who's Who Among American Teachers in 2005, and was commended by the Academy of Shuppan of Tokyo for teaching the English language in 2002.

Ashley Mason contributes to restaurant blog, Eater.com, and studies journalism at New York University in Manhattan. In high school, Mason was editor-in-chief of The Blue & Gold at Center HS in Antelope, CA. Since then, she has been published in Bon Appétit, Her Campus, Footwear News, and USA Today College Edition. Mason hopes to further her interests in food, business, and politics through journalism. She will receive her bachelor's degree in May and resides in the Upper West Side.

Donald P. Mazzella is COO & Editorial Director of a group of online newsletters for 4+ million opt-in readers in consumer healthcare, small business and human resources. His experience



Students attend a press conference with members of the Broadway cast of "All Shook Up" at the 2005 Summer Journalism Workshop.
photo/Crystal Kazmierski

spans television, the Internet, print publications and book publishing. He has worked as an international and national correspondent and held senior level editorial positions at McGraw Hill, Thomson Publications, NBC News and Essence Communications. At the last position, his periodical, Income Opportunities, won the National Press Club award for best consumer magazine. His academic credentials include a BA, MA and MBA from NYU. His teaching experience includes stints at NYU, CCNY and other colleges and he is now a mentor to a fourth generation of journalists.

Tamra McCarthy advises the James Enochs High School yearbook, Wingspan, in Modesto, CA. She was recently named a 2013 JEA Distinguished Adviser and received the JEA Rising Star Award in 2011. During her seven years of advising, her students have received many awards for their individual work as writers, designers and photographers and her yearbook has earned national recognition including CSPA Crown Awards and NSPA Pacemakers for the last four consecutive years. McCarthy is a JEA Certified Journalism Educator and has also been teaching English for 12 years.

Christian McEwen is currently working on a play about women and money, based on interviews with more than forty women. Its title is "Legal Tender: Women & the Secret Life of Money." Her latest book, World Enough & time: On Creativity and Slowing Down (Bauhan Publishers, NH) has recently been published.

Jim McGonnell advised 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 Journalism Teacher of the Year, CSPA Gold Key, GLIPA Hall of Fame and Master Teacher of Ohio. He is retired after 35 years of teaching and advising journalism staffs. He lives in New Smyrna Beach, FL and is enjoying life as a beach bum.

Tara McKelvey is a correspondent for Newsweek and The Daily Beast and a frequent contributor to The New York Times Book Review, and she has reported from the Middle East, South Asia and Russia. Her 2011 article about the CIA drone program led to a Justice Department investigation and Harper's Magazine described it as "the most important national-security reporting that Newsweek did all year."

Claudia Garriss McMillan teaches Advertising Design and Photography and advises their yearbook, The Log, at Randolph-Henry High School in Charlotte Court House, VA. She is currently in her 35th year of teaching and has sponsored publications for 30 years. She and her students run a small printing shop for the school system, where they design and publish jobs for the county schools. Her yearbooks have won awards from state and national press associations for their creative and innovative designs and have been featured in Josten's Look Book and the NSPA's Best of the Press.

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

Thursday, March 21, 2013

ADVISERS

A Prereq for Publications

Jen Bladen

After teaching this one-semester intro class a dozen times, this yearbook adviser is ready to share it with you. Learn how to prepare middle school or ninth grade students to join the yearbook or newspaper staff. Learn which lesson plans work and how to avoid projects that fail to teach the necessary journalism, photo, Photoshop and InDesign skills.

Mini-Lessons with Big Impact

Beth Hunley

Novice and experienced newspaper advisers will learn how to incorporate 15- to 20-minute mini-lessons in newsgathering, writing and editing into each issue's production schedule to improve the quality of stories. Leave with five mini-lesson plans to take back to your classroom!

ALL PUBLICATIONS

Ethical Challenges in Investigative Reporting

Joe Bergantino

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

Being an Editor is Easy? Not True.

Bonnie Blackman and Sheryl Fulton

Editors: this session is for you to participate and discuss dynamics for organizing the publication, managing the daily routine, and making decisions when staffers don't get their assignments turned in. In other words, people power makes the difference to a successful publication program. No advisers please.

Write it Right, Write it Tight

Karl Grubaugh

Six Simple Ways to Improve Your Publication: Writing is the heartbeat of what we do, and yet too often the writing that appears in student newspapers, yearbooks and online is indulgent, incoherent and gassy. Learn six simple techniques that will help de-clutter your writing and allow you to communicate more clearly and effectively.

Finding Freedom in Private Schools

Kate Klonowski

It's not as difficult as you might think. We'll take a hard look at the obstacles and benefits of private school publications and discuss solutions to pressing issues such as prior review, administration, audience and much more.

DIGITAL MEDIA

Online Media

Marcy Herrera

Newspaper, Yearbook, Facebook, Twitter, etc., learn how to keep an online publication up-to-date and ways to get more followers.

Challenges of the Internet

Gary Clites

Meet with Adviser Update's technology columnist for an open discussion of the issues facing online scholastic journalism today. Communicating on the Internet brings up issues including censorship, time management, copyright, and search engine optimization.

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.

MAGAZINES

Cure for Writers' Block!

Marjorie Huhn

Attention all poets! Is that paper still blank? Has the ink dried up? There IS a cure for writers' block. In our workshop you will learn how to take the simplest, craziest ideas and turn them into fantastic poetry. Don't forget to bring a pen and be prepared to share your poem.

A Broad Overview of Poetry

Dean Kostos

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

Tweet what you learned at #cspasc13

Child Time

Christian McEwen

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

Literary Magazine Organization 101

Jennifer Zuba

Creating a literary magazine can be stressful from picking a theme, narrowing down submissions (art and writing) to laying out a design. Get some tips on managing your staff, using Columbia's Style Guides and motivating students.

NEWSPAPERS

Crime That Pays

Matthew Chayes

Let's talk about crime reporting in New York. Hear about the daily grind of the police beat and what lessons you can bring back to your school paper.

Headless Body in Topless Bar

Claire Regan

A step-by-step guide to writing strong headlines

The Numbers Game

Karen Thompson

Learn how to make numbers more visual so you don't bore your readers. Also learn how not to be fooled by numbers.

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 or 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 would have dropped off your best images (as digital files) and now we gather for a lively critique of the images from the entire class. There are prizes for the image(s) the class likes the best. A digital camera is required.

Using Nikon Digital SLR Cameras for Award Winning Pictures

Alex Thorp

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

YEARBOOKS

Let's Have a YBKiki

Steve Kent

This is a session for calming all your nerves. We're spilling tea and dishing just deserts when they deserve. It's a conundrum: You go to sessions, your brain overloads and before long you question your sanity. What you hear isn't always what we speakers say. Bring your questions. Get candid answers

Back to the Future ... of Yearbooks!

Katie Krueger

Where have yearbooks been and where are they going? Travel back to the future of yearbooks in this session to discuss and learn how technology can help you create, sell and complement the printed book in ways you never thought possible! Bring your imagination!

Tips for Writing Thought Provoking Copy

Ellen Osterhout

Learn the steps and skills necessary to write effective articles, headlines, caption leads and captions that complement the photographs and graphics in a layout.

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.

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

Who's Who at the Convention

continues on page 48

Marcia Meskiel-Macy has worked with yearbooks and newsmagazines for the past 30 years in South Florida. She has fostered a journalistically-sound atmosphere in which more than 40 staffs have won Gold and Silver Crowns. Her basic understanding of what it takes to get it done and how to get it done right has forged life-long relationships with both the advisers and the students with whom she has worked. The 1975 Journalism Graduate of the Year from the University of Iowa, Marcia maintains her ties to the University of Miami's award-winning Ibis Yearbook and Distraction Magazine. She is the Director of MyMediaSeminars hosting several integrated media workshops 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, NY. She now works as an online producer at XO Group: writing, building and distributing content for TheKnot.com. She began her professional career at New York magazine and continues to freelance for its entertainment blog, Vulture. Miles was editor-in-chief of the Skjöld yearbook at West High School in Painted Post, NY. On weekends, you'll likely find her at her local Nolita taco joint, La Esquina.

Whitney Moore has been in the yearbook industry for more than 10 years as a high school and college editor-in-chief and now as a yearbook sales representative for Walsworth Yearbooks. With a degree in journalism and communication, she approaches each yearbook staff with a wide breadth of knowledge. She has been a write-off contest judge and presenter at JEA and CSPA for the last four years. @MetroYearbooks

Beth Morrissey is a reporter for The New York World, an online news service launched in 2011 that does accountability journalism about city and state government. They work out of the Columbia Journalism School covering campaign finance, city politics and development. @bethels

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

Mark Murray is coordinator of technology systems for Arlington (TX) Independent School District. He also serves as the executive director of the Association of Texas Photography Instructors. He is a frequent presenter at conferences and workshops around the country, including the CSPA and JEA/NSPA conferences, Carolina Journalism Institute and Dallas County Publication Workshop. During his tenure as photography instructor at Lamar High School in Arlington, he was one of the advisers to élan, Lamar's literary/art magazine, a Pacemaker and Silver Crown winner. He received a Gold Key from CSPA in 2004 and the CSPA Joseph M. Murphy Award for Outstanding Service in 2012.

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 All-American, NSPA Best of Show, CSPA Gold Medal, CSPA Crown Finalist and THSPA Best Overall Yearbook. Her students have won many individual awards from Quill and Scroll and THSPA. Heather received Special Recognition in 2012 for JEA's H.L. Hall Yearbook Adviser of the Year.

Kathleen Neumeyer has advised the Harvard-Westlake Chronicle in Studio City, CA for 21 years. A graduate of the Medill School of Journalism at Northwestern University, she has been a UPI reporter and has written hundreds of stories for newspapers and magazines. Her publications have won NSPA Pacemakers, Gold and Silver Crowns and she has been recognized both as a DJNF Special Recognition Adviser and Distinguished Adviser and also holds CSPA's Gold Key.

Kimberley Noble has worked as an instructor and faculty advisor in the University of Guelph-Humber's Media Studies program since 2008. A graduate of Ryerson University's journalism program, she also holds a B.A. in English Literature and Fine Art from the University of Guelph, and is in the final stretch as an M.A. student in York University's Interdisciplinary Studies program. Before branching out into freelance magazine writing and academic pursuits, she spent 20 years as one of Canada's best-known financial journalists, working as a staff reporter for the Globe and Mail's Report on Business and the National Business Correspondent for Maclean's magazine, as well as a regular contributor to Canadian Business magazine. She is the recipient of a number of newspaper and magazine journalism awards, including two National Newspaper Awards for business reporting.

Alma Mater in the middle of the summer when students lay out in the sun.
photo/Mechum



Gail M. Orfei has been a high school Art teacher since 1980. She has also been a Yearbook Adviser for over 24 years. She currently advises the Pelican Yearbook at Pelham (NY) Memorial HS. The Pelican has been rated as a Gold Medalist by CSPA and as First Class and All American by NSPA consistently since 2005.

Eileen Osterhout has been the adviser to the Myndersian since 1985. She has overseen the growth of the journalism program from a sparsely attended extra-curricular activity to a credit bearing class that regularly attracts 25 students in a school with a population of 400. The Myndersian has been recognized by Balfour Publishing Company for its outstanding journalism. Now retired from full-time teaching, Osterhout continues to advise her 28th yearbook staff as they work toward the school's fifth Gold Medalist Award from CSPA.

Kristin Ostrander teaches English at Galway (NY) High School. She is the co-adviser of the school's media group, The Eagles Media Center (EMC3). EMC3 has earned awards and grants and has a brand new website. She is also the co-adviser of GTV, the school's television station, and she has assisted students of GHS' Village Press in the publication of three books and school sports magazines.

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, teaching writing, editing and early British literature. She also designs and edits publications for various university organizations and a local theater company.

Tyler Pager is the editor-in-chief of The Masters School's newspaper, Tower. Pager is a senior from West Harrison, NY and enjoys writing, photography and sports. His work has been published in The Wall Street Journal and The Daily Caller.

2:30 p.m.-3:15 p.m.

Thursday, March 21, 2013

ADVISERS

An Adviser's Advice for New Advisers

Mark Francioli

The role of the newspaper adviser can be daunting. Here are some observations, tips and suggestions from an adviser whose career dates back to the letterpress.

Publishing and Pedagogy: Challenges, Choices, and Curriculum

Seth Frechie, Ph.D.

Curriculum development based on publication programs can forge increased student appreciation for the power and possibilities of language use. The Cabrini College model will be discussed to show how publication and both academic and creative writing instruction go hand-in-hand.

Staff Structure for Success

Gail M. Orfei and Kristina Skrela

Learn tips to organize your yearbook production to be more efficient and reduce you and your staff's stress level. Veteran yearbook adviser and representative share insight on their strategies and organizational plans to make production easier and fun.

ALL PUBLICATIONS

Making International National

Harry R. Brake

How do you incorporate the differences between international students, education, and journalism? Is there a difference? Learn how to discover this subtle difference and how such awareness can become a tool for reaching a wider audience.

Beyond the Bar Graph

Abby Cole

Using infographics in school publications allows staffs to provide more opportunity for student voice as well as increase visual appeal. Infographics should not be an afterthought. Rather, they should be well thought out designs that express a tone and visual connection with an overall design.

Collaboration Celebration!

Kate Klonowski

Is your news outlet suffering from stagnation? Are efforts to diversify suffering? This session is designed to help you reach across boundaries in ways you may not have considered. Learn how to connect usefully inside and outside school walls to have your most amazing year yet.

Student Swap Shop

Edmund J. Sullivan, 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

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.

LAW & ETHICS

State Laws Protecting Press Freedom

Mark Goodman

Seven state legislatures have enacted laws that protect the rights of student journalists and lawmakers are discussing ways to protect and limit your expression each year. Learn how the existing state laws work, where this effort is heading and how you could work towards enacting legislation in your own state.

MAGAZINES

Meter without Stress

Dean Kostos

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

Sparks from the Anvil

Christian McEwen

Learn about the art of the interview.

NEWSPAPERS

From the Top

Matthew Chayes

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

Tweet what you learned at #cspasc13

Top 10 Tips for a Better-Looking Newspaper

Claire Regan

Must do's and don'ts for every visual journalist

Public Relations: The Other Side of Journalism

Karen Thompson

While "public relations" is a broad area, this session will concentrate on what goes into a press packet, how the materials are put together and the journalist's best approaches to dealing with public relations account executives.

PHOTOGRAPHY

Pictures Speak 1000 words

Edmond Kwong

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

An Introduction to Adobe Lightroom

Mark Murray

Is it a replacement for Photoshop? [It can be.] Can I use it instead of iPhoto? [Definitely] Does it really make coffee? [No, not really.] All this and more as you learn about Adobe Lightroom - an image management program that can organize and edit thousands of images.

Using Nikon Digital SLR Cameras for Award Winning Pictures

Alex Thorp

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

YEARBOOKS

The 2013 Designer's Guide to What Works 13.3

Rick Brooks

An up to date look at design trends from all forms of mass media and school publications. The very best of design is all around you; be inspired by the best. This new presentation covers everything from color and fonts to trending design.

Great Gimmicks and Creative Covers

Claudia McMillan

How you can personalize your covers or inside pages yourself and avoid high charges at the plant. Take away some easy ideas to use no matter how large or small your budget.

Selling Those Extra Books

Kat Phillips

It's March and you know you ordered extra books but haven't sold them yet. Come create a marketing plan with Kat and sell out! Then learn how to start selling your 2014 book this May instead of September.

Should I Stay or Should I Go

Sandra Slider

What are the pros and cons of industry standard software versus proprietary software provided by your printer?

CSPA Directors

CSPA has been under the leadership of three directors since 1925:

Joseph M. Murphy

Charles O'Malley

Edmund J. Sullivan

photos/CSPA archives



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

Who's Who at the Convention

continues on page 52

Jacob Palenske has many titles: Convergence and graphics guru, Technology addict, Retired semi-professional fat man dancer, and Cupcake-seeking sweets fiend. While those titles describe him best, his business card says he's the Manager of Integrated Marketing and Organizational Communications for Raytheon Intelligence and Information Systems in Dallas, TX. In his spare time, Palenske is a frequent instructor and speaker at scholastic journalism events across the nation and in Europe. He recently received his first grown-up professional citation, the Elizabeth B. Dickey Distinguished Service Award from SIPA.



At the 1951 spring convention Doris Greenberg of the New York Times spoke to students.
photo/CSPA archives

Gina Parker teaches English and yearbook at C.E. Byrd High School in Shreveport, LA. Byrd's yearbook, Gusher, has consistently received Gold Medalist ratings from CSPA and Superior ratings from SIPA. Gusher has been featured in Jostens' Gotcha Covered Look Book during the 10 years that it has been published. Gusher is also featured in Jostens' text, Get the Picture: A Guide for the Yearbook Photographer. Parker is the Louisiana state director for JEA.

Meghan Percival teaches photojournalism and AP Psychology and advises 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. Meghan loves helping staffs work on coverage-driven design.

Merrill Perlman is a freelance editor and consultant who spent 25 years as an editor at The New York Times, ending as the boss of all 150 copy editors. She teaches at the Columbia University Graduate School of Journalism and the Poynter Institute, writes the Language Corner column for Columbia Journalism Review and has edited such wide-ranging authors as Pulitzer-winning investigative reporters, Stephen King and The Onion. @meperrl

Kathryn "Kat" Philips is a yearbook sales representative for Walsworth Yearbooks in the Washington, DC, area. She has a graphic design degree from Waynesburg College and has taught at CSPA and JEA. Her background in yearbook stretches from her middle school years through college and beyond. She has more than 15 years of experience in creating and leading yearbooks. @MetroYearbooks

KeTaira Phillips, a junior at Academy of the Holy Names in Tampa Bay, is Creative Media Editor for Achona. She is editor of the school literary magazine, a singer in Academy's show choir Quarter Notes, and resident Achona artist.

Ida Picker has advised the Crimson Sun newspaper at Morristown-Beard School in Morristown, NJ since 2004. For the past three years, the Crimson Sun has received the CSPA Gold Medalist. Prior to teaching, Picker was a professional journalist for nearly 20 years, most recently as senior writer at Bloomberg Markets Magazine and three years previously as senior writer at Institutional Investor Magazine for 12 years, both in NYC. Picker wrote cover stories and other long form journalism pieces on wheelers and dealers on Wall Street and investigated the ups, downs and maneuverings of major corporations. Picker was editor at the Madison Eagle, a weekly newspaper in Madison, NJ, where she won first place for enterprise reporting and first place for feature writing from the NJ Press Association for a weekly. Following community newspaper work, she joined a financial weekly magazine in New York, where she learned financial journalism. She appeared on Frontline as part of an hour-long piece on Rupert Murdoch, who was the subject of one of her stories at Institutional Investor.

Adam Playford is a reporter and data specialist on Newsday's Investigations Team. Previously he held the same job at The Palm Beach Post, where he also built interactive web sites that told stories, and graduated from NYU, where he ran the Washington Square News. But before all that, he spent way too many afternoons in the offices of the Riverside High School Pirates' Hook, being a huge pain to Mr. Unruhe...sorry, Mr. Unruhe! @adamplayford

Linda S. Puntney retired in August from Kansas State University. She was the executive director of the Journalism Education Association (JEA), the adviser to the Royal Purple yearbook, director of Student Publications Inc., and assistant professor in the Miller School of Journalism and Mass Communications. She has advised award-winning student publications on the middle school, high school, community college, small university and Big 12 levels. She has received the JEA Carl Towley award, CMA Distinguished Magazine and Distinguished Yearbook Adviser awards, the Gold Key and the Charles O'Malley Teaching Award from CSPA.

Q

Gerit Quealy currently writes on Style for NBC digital's LifeGoesStrong.com, as well as biographical and historical material for the biography channel and an even wider range for the Huffington Post. Her beat: everything from lipstick to Shakespeare; her pieces have appeared in various publications including The New York Times, Country Living, Woman's Day and Modern Bride. She's also had her hand in a number of books, but her overriding passion is for history, with a particular penchant for putting contemporary mores and practices in a historical context. @HistoryChiQ

R

Lindsey Ramsey is the managing editor for FoodService Director Online, where she is responsible for all web content and focuses on the college and university and B&I markets. Lindsey holds bachelor's degrees from the University of Kansas in journalism and film studies. Prior to joining FSD in 2007, Lindsey was an intern at Time Out New York and assistant editor at Arthur Frommer's Budget Travel, where she was responsible for research, fact-checking and writing. In high school, Ramsey was co-editor of the yearbook and entertainment editor of the school newspaper.

Brian Rawlin has 18 years of experience, and brings an understanding of the challenges in both low and high achieving schools. Believing in empowering students to become self-sufficient leaders and responsible mentors, he currently combines his knowledge of literature and leadership into a course that prepares students for success in school, college and future careers. Rawlin has a degree in English from Georgia State University and a M.Ed in leadership, curriculum and instruction from the University of West Georgia.

Friday, March 22, 2013

Highlights for delegates

Advisers' Hospitality Lounge

Satow Room, 5th floor Lerner Hall

8 a.m. to 11 a.m.

Sponsored by Balfour Yearbooks.

CSPAA: Annual Meeting of Members

8:45 a.m. to 9:30 a.m.

Room 568, 5th floor Lerner Hall

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

On Friday, 8:45 a.m. see page 50.

On-site Critiques

Ongoing from 9 a.m. to 12:30 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 22, at 9:45 a.m. and 11:45 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

Presiding:

Edmund J. Sullivan, executive director
Columbia Scholastic Press Association

Joseph M. Murphy Award for Outstanding Service

Diana Mitsu Klos

Media strategist, Washington, DC.

Charles R. O'Malley Award for Excellence in Teaching

C. Randy Stano

University of Miami, Coral Gables, FL.

Gold Keys

Karl Grubaugh—*Granite Bay High School, Granite Bay, CA;*

Robert Hanks—*Big Spring High School, Newville, PA;*

Rodney Howe—*Omaha Westside High School, Omaha, NE;*

Andi Mulshine—*Communications High School, Wall, NJ;*

Jacob Palenske—*Raytheon Intelligence and Information Systems, McKinney, TX;*

Meghan Percival—*McLean High School, McLean, VA;*

Cindy Todd—*Westlake High School, Austin, TX;*

Luncheon sponsored by Herff Jones.

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 80.



Follow CSPAA [[@cspa](#)] on Twitter for convention updates! And tweet what you learned at the convention [#cspasc13](#), see page 3 for more information.

8:45 a.m.-9:30 a.m.

Friday, March 22, 2013

ADVISERS

CSPA: Annual Meeting of Members

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

Coaching Better Blogs

Sharon Bloyd-Peshkin

Some of your students began blogging while they were still riding tricycles. How can you break the bad habits of personal blogging and teach current best practices? We'll look at assignments and standards for journalistic blogging. (Note: This is not a design or technology session.)

Surviving Advising

Rod Howe

With 32 years experience advising both newspaper and yearbook publications, I have many anecdotes or events from which I have learned and adapted my teaching and advising.

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, develop confidence and teach others how to lead.

ALL PUBLICATIONS

Dancing on the Edge of the Cliff

Karl Grubaugh

Telling Sensitive Stories that Won't Get Students Disciplined or Advisers Fired: Do you want to be setting the agenda for what gets talked about on your campus? Do you want to tell important stories that are happening to students on your campus? Come to this session to learn how to do it well, and how to avoid common pitfalls.

DIGITAL MEDIA

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 web pages.

LAW & ETHICS

Private School Student Media and the Law

Adam Goldstein

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

MAGAZINES

Rising to the Top: CSPA Crown Overview for Magazines

C. Bruce Watterson

Join us for a discussion and review of the 2013 CSPA Crown Finalists.

NEWSPAPERS

Local Mayhem

Aaron Cahall

A cannibal, a high-profile abduction, the deaths of three police officers in one month-and that was just last year in the cops and fire beat of one suburban community. Learn the ins and outs of covering the "mayhem beat" in a small town from the editor of a local news Web site and how your own newspaper can handle those stories.

Best Practices Workshop

Mary Collie

Come and chat with your peers about life in the on-line world of scholastic newspapers. What do you do that works really well? What did you do that failed miserably? How do you manage content and people? This will be a group discussion geared toward making us all better writers, designers, and journalists in the on-line world.

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.

Tweet what you learned at #cspasc13

PHOTOGRAPHY

Photojournalism: Telling the Story in a Single Photo

Warren Green

We will analyze how and when photographs can stand alone to tell a complete story, drawing on examples by 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.

The Bookers' Dozen

Ann Gramlich Akers and Paul Ender
Hundreds of examples and a short list of guidelines are sure to inspire. Plus, we'll delve into the WHYS of some already-known principles. While most of your readers have no idea how many conscious decisions go into each incredible spread, we think you'll agree that luck has nothing to do with it.

YEARBOOKS

A Little Change Will Do You Good

Charla Harris

You hardly ever read the same book twice—so why would your readers want to read the same yearbook every year? Keeping your concept, coverage and design fresh and original just takes a change of perspective and a little effort. If you're looking for ways to change things up or if you need a total overhaul, this session has lots of tips and examples.

How to Avoid Yearbook's Top 10 Mistakes

Erinn Harris and Meghan Percival
Despite all the blood, sweat and tears, all yearbook veterans know it's inevitable: you made some mistakes, and most of them were avoidable. This session will take you through yearbook's top ten mistakes and how to avoid them.

Confessions of a Fontaholic

Lynn Strause

With thousands of fonts available for use in publication, 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.

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

Columbia Scholastic Press Association

Win Awards for Your Work!

There are three ways to get recognition for your publication.

Gold Circle Awards

Over 200 individual categories in the Gold Circle Awards are offered to recognized superior work by student journalist, 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 15th. All Yearbook, Digital/Online entries must be POSTMARKED by November 1st.

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 weakness as described by the Critique. The judge writes comments and makes constructive suggestions for building on current strengths and correcting deficiencies noted in the Critique. Your publication is awarded with a distinction of Gold Medalist, Silver Medalist or Bronze Medalist placing, depending on the overall score.

Crown Awards

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

<http://cspa.columbia.edu>

Who's Who at the Convention

Claire Regan is associate managing editor of the Staten Island Advance, a daily newspaper in New York City's greenest borough. Her editing and design work has been honored by the Society for News Design, the Associated Press, the New York Press Club and the Society of Professional Journalists. At Wagner College, Regan is an assistant professor of journalism and faculty adviser to the student newspaper.

Christine M. Rice is the managing editor of HYPERTEXTMAG.com and is a blogger for the Chicago Tribune Company blogspot 'Chicago Now.' Her most recent fiction and creative nonfiction have appeared in 'The Good Men Project,' 'CellStories.net' and 'F Magazine.' Her audio essays have been produced by Chicago Public Radio's daily magazine 'Eight Forty-Eight.' Her feature stories have appeared in the 'Chicago Tribune' and Detroit's 'Metro Times' and 'Metro Parent' newspapers. She's been an adjunct professor in the Columbia College Chicago Fiction Writing Department since 1992, has chaired the Fiction Writing Department's Young Authors writing contest since 2000 and has been the faculty adviser for Columbia College Chicago's student anthology 'Hair Trigger 23' through 'Hair Trigger 35.'

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. JD holds bachelors and masters degrees in Journalism from the University of Missouri - Columbia and has lived in New York City for six years.

Melissa T. Romo is a full-time freelance writer, novelist and blogger at www.thebookorbust.com. She recently completed a debut historical novel entitled *The Orphan's Daughter* which is currently on submission to literary agents and publishers. Melissa earned a B.A. in History from the University of Virginia and an M.B.A. from the Yale School of Management. She worked for twelve years in marketing and advertising in both the United States and Europe for several Fortune 100 companies. While she is not working on her next novel, short story or magazine article, she serves as one of the parent advisors of her sons' elementary school newspaper and will soon begin training to be a reading tutor for the Literacy Volunteers of America. Melissa was Editor-in-Chief of the *Odyssey* at Chantilly High School. While at the University of Virginia, she wrote for the school's yearbook and daily newspaper, *Corks & Curls* and *The Cavalier Daily*.

Leigh Rubin began his cartooning career in 1978 by establishing his own greeting card company, Rubes Publications. His first cartoon collection, the popular Notable Quotes musical cartoons, was published in 1981. In 2009 Leigh celebrated the 25th anniversary of his internationally syndicated cartoon, Rubes.® Originally self-syndicated, Rubes is now distributed by Creators Syndicate to more than 400 media outlets worldwide. Rubes appears in major daily metropolitan papers, such as the Rochester Democrat and Chronicle, the Toronto Sun, The Washington Times, The Oregonian, the Sacramento Bee, The Orange County Register, and the Los Angeles Daily News. @RubesCartoons

S Amber Saunders advises the Chieftain yearbook at Jupiter (FL) Community High School. She is a University of Florida graduate and currently pursuing a Master's degree in educational leadership at Nova Southeastern University in South Florida. She was awarded with "Best New Adviser" in South Florida by Herff Jones in 2010 and receives annual awards and honors from CSPA. She is Jupiter Community High School's "Teacher of the Year" for 2013 and is currently nominated for the "Dwyer Teacher of Excellence Award" in Palm Beach County for 2013. @SaundersJHS

Kelly Savio teaches journalism and English at Foothill Technology High School in Ventura, CA. A former journalist, she co-advises a staff of 42 students on The Foothill Dragon Press. The website (www.foothilldragonpress.org) was honored with a Gold Crown in 2012 and an Online Pacemaker in 2011 and 2012. @KellySavio

Laura Schaub is a national creative design and media consultant for Lifetouch. Previously, she served as executive director of the Oklahoma Interscholastic Press Association at the University of Oklahoma where she also taught courses in typography, design, desktop publishing and photography. Schaub is a professor emerita at the University of Oklahoma where she was the Journalism Professor of the Year in 1997. Prior to working at OU, she taught journalism courses and advised student publications at Charles Page High School in Sand Springs, OK, for 22 years. Schaub is a CSPA Gold Key recipient, past Oklahoma Journalism Teacher of the Year, former DJNF Distinguished Adviser and received the NSPA Pioneer Award. She was inducted into the National Scholastic Journalism Hall of Fame in 1991 and served as president of the CSPAA for two terms. She has directed and taught student publications workshops throughout the United States and recently served as contributing author to *Journalism Today*, a journalism text and workbook series published by the National Textbook Company. She also co-authored and edited *Scholastic Yearbook Fundamentals*, a monograph published by the CSPA. She served as images editor and contributing writer for CSPA's *Magazine Fundamentals*. Schaub chaired the CSPA Judging Standards and Practices Committee for over 10 years. In 2001, she received the Joseph M. Murphy Award for Outstanding Service from CSPA and in 2004, its Charles R. O'Malley Award for Excellence in Teaching Journalism. In 2002, she received the James F. Paschal Award for service as a state scholastic press association director from the CSPAA. She also recently was named one of 75 Legends in Texas Scholastic Journalism.



Matthew Chaynes teaching writing at the 2011 Fall Conference. photo/Rebecca Castillo.

Who's Who at the Convention

continues on page 56

Hal Schmidt is a technical representative for Balfour Yearbooks and co-owner of PS Graphics, inc. Schmidt has worked with publication staffs for over 25 years helping them get them most from their software. @mrhalschmidt

Marilyn Scoggins advised the Hooker (OK) High School yearbook for 17 years. Her students earned top state honors from OIPA plus CSPA Gold and Silver Crowns and NSPA Pacemakers. She was twice her district's teacher of the year and is a TAJE Friend of Journalism and CSPA Gold Key recipient. Scoggins works for Balfour Yearbooks in education and marketing. She edits Elements magazine and "Yearbook Yearbook" and coordinates Adviser Development and Intensity Workshops.

Georgia Scurletis is the director of curriculum development at the Visual Thesaurus and Vocabulary.com. She has spent 20 years in education, 11 of them as a secondary school English teacher in Brooklyn and nine as a curriculum writer and developer. @gscurletis

Tracy Anne Sena advises The Broadview at Convent of the Sacred Heart High School in San Francisco, CA. She holds a Masters of Education in Instruction Technology and is a 2012 CSPA Gold Key recipient as well as a 2009 NSPA Pioneer and 2007 California Journalism Educator of the Year, JEA Medal of Merit recipient and DJNF Distinguished Adviser. She serves on the board for Center for Scholastic Journalism at Kent State University and is a member of the JEA Scholastic Press Rights Commission as well as the past-president of JEA Northern California. She also formerly served on the Executive Board of the CSPA Advisers Association. Her handouts are available at tracyannesena.com/CSPA, password CSPA13. @tasena

Sandra Slider is the director of student publications at Woodward Academy in College Park, GA. She serves as adviser to the school yearbook, newspaper and literary magazine.

Ray Slye is a sales and marketing resource consultant with Herff Jones Yearbooks, who has taught journalism and advised student publications in California and Arizona prior to becoming a yearbook representative in the Sacramento area. His students and those at schools in his territory have earned numerous national, regional and state awards. A CSPA Gold Key holder, Slye teaches at workshops and conventions from coast to coast.

Helen F. Smith is the executive director of NESPA and a past president of CSPAA. From 1973-2009 she taught English and journalism while she advised the Newtonite and Mirettes at Newton North High School in Newtonville, MA. Publications she has edited include the Official CSPA Stylebook, Scholastic Newspaper Fundamentals and Scholastic Newspaper Critique. She has also taught in Armenia, Hungary, Kyrgyzstan, Romania and Zambia. At the American University of Central Asia in Bishkek, Kyrgyzstan, she was a visiting teacher from 2006-2010.

Gail E. Snyder advises Etchings, The South River High School Literary Magazine, where she serves as English Department Chairperson. 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 Masters Degree in Developmental Reading from Loyola College. Having achieved her National Board Certification in Adolescence and Young Adulthood/English Language Arts, Snyder has served as a cohort leader, assisting others who are working to achieve as National Board Certified Teachers. Additionally, she has written extensive curriculum for Anne Arundel County schools, as well as working on committees for the selection of teaching materials for high schools.

John Chase Soliday is a professional director, film, TV, photography and theatre artist, and a film and theatre professor at University of Miami (FL) School of Communication. He is head of Europe's preeminent film school, FAMU, the Czech National Film School in Prague, offering film, photography and multi-media classes in Prague, Vienna, Munich, Dresden, Salzburg, Koln, Berlin and other locations. He specializes in film and theatre directing, acting, art direction, photographic storyboards, casting and screenwriting. He is past Director of Graduate Studies for TV, Print and Photographic Journalism, Motion Pictures: production, screen writing, producing, history as well as Theatre Arts acting and directing. He chairs the National Communication Association's "Theatre, Film and New Multi-Media Division."

Anne M. Solomon advises Apogee, the yearbook of Loch Raven High School in Towson, MD. She has over 11 years of collegiate and high school teaching experience in English and Communication, as well as professional expertise as a Public Relations specialist. She earned a B.A. in Professional Writing from Wheeling Jesuit University, an M.A. in Communication and Mass Media from the University of Delaware and an M.A. in Educational Leadership from Notre Dame of Maryland University.

C. Randy Stano is professor of practice in visual journalism and journalism in the School of Communications and editorial adviser for both the Ibis yearbook and Distractions magazine at the University of Miami. He is the former director of editorial art and design for The Miami Herald and the Democrat and Chronicle of Rochester, NY. Stano was assistant art director at the Kansas City Times and part of its Pulitzer Prize-winning team in 1982 and 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 1970's, 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 art/design directing from SND, National Headliners Club, Florida Society of Newspaper Editors, Print and others. He works as a consultant and judge for numerous art/design competitions. Stano received the CSPA Gold Key in 1980 and its Joseph M. Murphy Award for Outstanding Service in 2005. At this convention, he will receive the CSPA's Charles R. O'Malley Award for Excellence in Teaching.

Perrin Stein is a senior at Newton North High School in Newton, MA. He was an editor in chief of his school newspaper, The Newtonite, for two volumes. During his time on The Newtonite, it moved from award-winning bimonthly print newspaper to a daily website.

Deborah J. Stepelman is faculty adviser to the Math Mag at SAR High School in the Bronx, NY, where she is the Co-coordinator of Mathematics Enrichment. She retired from teaching mathematics and computers at the Bronx High School of Science, where 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.

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

9:45 a.m.-10:30 a.m.

Friday, March 22, 2013

ADVISERS

The Little Engine That Could

Mary Collie

4 editors. 14 new staffers each semester. A rotating block schedule. For the 2012-2013 school year, The Voice ditched print and plunged into the on-line world. In this session I'll talk about what we did that worked, what we did that failed, and how we make it work with a small staff and an irregular class schedule. Lots of take-aways to use immediately.

Staying Semi-Sane in the Midst of Chaos

Laura Schaub

Beginning advisers, take note! You will survive your first few years of advising! Bring your questions to this session and join in the discussion of helpful tips for survival.

ALL PUBLICATIONS

Blogging Best Practices

Sharon Bloyd-Peshkin

Anyone can blog. But how do you blog well? We'll take a look at best practices for journalistic blogs that find and fill a niche with compelling, quality content. (Note: This is not a design or technology session.)

Share the Wealth

Deanne Brown and Cindy Todd

Short on cash? Let's talk about some ways to cover your publications' expenses – and even have a little left over for fun. Bring your ideas for fundraising and selling ads to share, so we can all learn from each other and go home a little bit richer.

Starting Up and Breaking Through

Aaron Cahall

Are you founding or rehabilitating your school's publication with scarce resources? Not sure how to get calls returned from sources outside--or inside--school walls? Get some tips from an independent community news startup about how to do a lot with a little, get through to sources and punch way above your weight class.

The Missing Story: Financial Reporting for School Newspapers

Warren Green

Student publications rarely report financial news, although the economy affects everyone in the school. This radical session will introduce economic reporting and provide suggestions on developing relevant, personal and lively financial reporting for school newspapers.

Leadership & Teamwork

Rod Howe

The best editors-in-chief and managing editors lead by example, by being highly organized, by instilling teamwork strategies and by sharing leadership responsibilities. This will be discussion based, incorporating Q&A of my yearbook editors who will be attending.

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.

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

Building an Online Lit Mag from the Ground Up

Christine Maul Rice

Do you want to start an online lit mag at your school or on your own? We'll discuss the tricks and tips to get you started including submission managers, choosing material, hosting, social media, subscriptions, website design options and more.

Rising to the Top: CSPA Crown Overview for Digitals and Hybrids

C. Bruce Watterson

Join us for a discussion and review of the 2013 CSPA Crown Finalists.

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 #cspasc13

MAGAZINES

Good To the Last Drop

Sandra Slider and Carolyn Haldeman
Coffee Houses offer a fun way to support and promote your literary magazine while also giving students a creative outlet.

Umbrella Coverage

Erinn Harris and Meghan Percival
So what exactly is this “umbrella coverage” people are talking about these days? In this session, you’ll learn what, when, where, why and how of umbrella coverage, as well as strategies that will help you to organize your staff and your year.

NEWSPAPERS

Copy Editing and Proofreading

Helen F. Smith

Learn the most common mistakes students, make in copy editing and tips on how to improve writing when you proofread copy.

Design Across the Country

C. Randy Stano

We will take a look at what is going on with the design of scholastic publications across the USA. We will see what are the current trends or use of design within scholastic newspapers. Bring copies of your newspaper to share with others in the the room. If time allows, Stano will do group spot critiques.

Ain’t Nobody Buying It – Ima get all up in your bidness

Steve Kent

Book and ad sales are declining. The book has started to look and sound the same from year to year. Kids have lost interest. There is a solution. It’s called Yearbookonomics® and it will change how you plan and create the next book. Oh, and it works.

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.

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.

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.

YEARBOOKS

Now That’s a Concept

Ann Gramlich Akers and Ray Slye

It’s more than a theme. More than color, type, shapes, texture and “identifiable” elements... don’t forget that words and coverage choices are important factors in anchoring and developing your concept. Come see what works.

The White House visits CSPA

Eleanor Roosevelt at the 1936 convention, President Dwight D. Eisenhower spoke at the 1949 convention and President Harry Truman received the CSPA Gold Key in 1952.

photos/CSPA archives



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

Who's Who at the Convention

continues on page 60

David Studinski is director of product management at Sailthru, a NYC-based tech company redefining realtime analytics and behavioral communication. Dave was 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.

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

Mark Swain teaches business at Galway (NY) High School. He has also written curriculum for e-Commerce and finance under SUNY, Credit Union and other educational grants. Swain has taught evening classes as an adjunct professor at Schenectady County Community College and offers five college level courses to his students at Galway High School. His students run the school's E-Way Store and he is the co-adviser of The Eagles Media Center (EMC3). EMC3 has earned awards and grants and has recently updated their website. Swain also started The Village Press, a student-run publishing company that has published 3 books and school sports magazines.

T

Aysen Tan is a junior at Foothill Technology High School in Ventura, CA. He is a second-year Multimedia Editor for the Gold Crown, Pacemaker and All-American online news site, The Foothill Dragon Press. He manages an eight-person staff of photographers, videographers and artists on a staff that includes 42 students in a single period.

Brit Taylor, CJE, has advised the Hagerty High School newspaper (BluePrint) and yearbook (Fusion) in Oviedo, FL for eight years and has been a high school adviser for 20 years. He serves as vice president of FSPA and has judged yearbooks for CSPA. His staffs have earned Gold Medalist and All-American honors, and the yearbook was a Pacemaker Finalist in 2011, a Silver Crown recipient in 2012, and a Crown award winner in 2013. @britton_taylor

Michael Tedder is the managing editor of The Talkhouse, an upcoming online music magazine. He has written for Spin, The Village Voice, New York, Salon, The New Republic, Paste, The Orlando Sentinel and quite a few other places. He has a MFA from New York University and currently lives in Brooklyn, which he asks that you not hold against him. In high school he was editor of the Students section of his yearbook and contributed to his high school paper. In college he devoted most of his life to The Maneater, the University of Missouri-Columbia's student newspaper.

Karen Thompson advises the newspaper and literary magazine at Flintridge Sacred Heart Academy in La Canada Flintridge, CA. She worked in various media for 20 years before earning her master's degree in print journalism from USC and beginning her teacher career over a decade ago. Her students' work has earned top awards from CSPA, Quill & Scroll and the National Council of Teachers of English.

Marie Thrailkill teaches at Catonsville High School in Baltimore, MD. Certified in English, Theatre and Tech Ed, she holds a BS in English/Secondary Education from Towson University, an MS in Technology for Educators from Johns Hopkins and is currently finishing an MFA in Creative Writing and Publishing at the University of Baltimore. Her thesis, a book of poetry, will be published in the spring of 2013. She has been teaching the creative writing program and serving as the faculty adviser for Catonsville High School's literary magazine, Ellipsis, for six years.

Cindy Todd advises the El Paisano yearbook and teaches photojournalism at Westlake High School in Austin. In her 22 years of advising, her students' publications have earned CSPA Gold and Silver Crowns, NSPA Pacemakers and ILPC Gold Stars. Todd was named the H.L. Hall Yearbook Adviser of the Year in January and is a former Texas Teacher of the Year. She is a past president of the TAJE.

Kelli Trapnell is a professional writer living in New York. She writes magical realist fiction while working on her MFA in Creative Writing at Columbia University, and in the meantime, she writes a regular (nonfiction) column for Untapped Cities, an arts and culture blog partnered with the Huffington Post. Having graduated with a B.A. in Writing from Texas Christian University in 2011, Kelli has also worked as a freelance copywriter and Spanish translator for Dover Publishing and as a production assistant for TCU Press. Her work has been published in several different literary magazines, including Gigantic Sequins and descant. She has previously held the role of Editor in Chief of her undergraduate literary magazine, eleven40seven, and is currently on the production team for Apogee, the multicultural literary journal of Columbia's MFA program.

Violet Turner has taught middle and high school English in Wantagh, NY, schools for 25 years. She is an adjunct professor for Long Island University and is the adviser to Escapades, the WHS literary magazine. Turner also taught creative writing to inmates at Clinton Correctional Facility in Dannemora, NY. Her writing background includes copywriting, news writing and announcing, public relations, educational scriptwriting and freelance writing for various publications. She was the 1992 first place recipient of the Phyllis Whitney Writing Award and has had her photography featured in Popular Photography. Turner has received the New York State English Council Educator of Excellence Award (2008) and was a National Endowment for the Humanities recipient. She is currently pursuing an MFA in Creative Writing from Stony Brook Southampton.

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



CSPA Executive Director Edmund Sullivan administers the Crown Award judges' pledge at the start of the 2013 Crown judging. photo/Rebecca Castillo

10:45 a.m.-11:30 a.m.

Friday, March 22, 2013

ADVISERS

Coaching Journalism: Advising Is a Lot Like Coaching a Sport.

Kathleen Neumeyer

You teach the skills during practice, and let the student journalists call the plays on the field, sitting on the sidelines, advising. Allowing students journalistic freedom doesn't mean not telling them when a lead can be better or ignoring the spelling error in a headline.

Multi-platform, multi-discipline, the evolving face of media.

Jerry Chomyn and Kimberley Noble

Join this conversation on how university magazine courses were identified as containing an important media and pedagogical model that reflected both learning objectives and real-world industry developments. What emerged is the nucleus for a new course that integrates traditional magazine work with three other programs in a ground-breaking new multi-disciplinary course called Media Practices.

ALL PUBLICATIONS

Be an Action Hero

Deanne Brown and Cynthia Todd

"With 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.

Confessions of Former High School Journalism Nerds

Dmitri Conom, 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: Larry Buchanan, Juliet Barbara, Zach Hetrick, Jamie Miles, Melissa Romo.

Making Teamwork Work

Sara Hashem Liles and Molly Clarkson

For advisers and Editor-in-Chiefs, one commonly asked question is "What do you do when you disagree?" This session 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.

The Writing Lab

Pete LeBlanc

This is a greatest hits of three writing presentations. Style Imitation will help you practice the craft of writing through imitation and repetition. The 12-Step Program is all about rehabilitating your process to realize reporting comes before writing. Piece of Pie will give beginning writers a formula to create professional feature copy.

Managing Your Workflow - 10 Tips How the Big Guys Do It.

Marcia Meskiel-Macy

How does the University of Miami produce an award-winning book year after year? With a page count nearing 500, with students off on internships, with graduation requirements, just how is this done? Spend a session with their long-time rep to get real-world planning and implementing ideas.

Design 2013: Bring Magazine Design to Your Publications

Jacob Palenske

Your outdated publication design probably looks like the clothes in the back of your parents' closet. Your student body is laughing at (and then ignoring) both. Learn how to update your publication's "wardrobe" with eye-catching, clean and modern design ideas.

Just Your Type!

Laura Schaub

Typography is one of the most essential elements in design. Learn the rules of typography and how to break them when needed to create contemporary, creative designs for your publications.

"How Do I" Using InDesign

Hal Schmidt

Always wondered how to do something in InDesign or maybe a faster way to create an idea? Here's your chance to get an answer. Bring your questions to this session.

Manage Your Publication Staff with Trello

Melissa Wantz

Managing a yearbook, newspaper or digital staff is a challenge. Ditch email, Facebook and maybe even Google Docs for Trello, a simple online tool that lets your staff manage workflow from PCs, phones and tablets. Aysen Tan and Allison Clark, current editors at the Foothill Dragon Press, will demo the app and explain how they use it.

Tweet what you learned at #cspasc13

DIGITAL MEDIA

WordPress 101

Hilary Brumberg, Jay Feinstein & Perrin Stein

Learn how to use WordPress, a publishing platform that allows you to establish an interactive website for your online student newspaper by installing plugins, adding polls, moderating comments, using Google Analytics and posting articles and photos.

LAW & ETHICS

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.

MAGAZINES

Graphic Novel –A Fast Growing Genre in the World

Charlene Anolik

Synergizing students' sequential, narrative art and story-writing to create graphic novels is not difficult for an experienced magazine adviser, since production techniques are similar. Apply the knowledge you've garnered as an adviser toward the creation of a graphic novel for the classroom or after school activity.

Deciphering That Fire: Evaluating Student Poetry for Publication

George W. Krajca

Participants will learn how to evaluate student poetry using an adapted writing workshop method. The session will show magazine editors how to structure a group discussion to uncover what is best about a submitted piece and to find out what aspects would benefit from further revision.

Lit Magazine Organization 101

Jennifer Zuba

Creating a literary magazine can be stressful from picking a theme, narrowing down submissions (art and writing) to laying out a design. Get some tips on managing your staff, using Columbia's Style Guides and motivating students.

NEWSPAPERS

Rising to the Top: CSPA Crown Overview for Newspapers

C. Bruce Watterson

Join us for a discussion and review of the 2013 CSPA Crown Finalists.

Bringing Home the Real Issues

Elizabeth Zwerling

Presidential elections, the repeal of "Don't Ask, Don't Tell," online bullying, school shootings, and natural disasters are fair game for high school and college news outlets – as long as they know how to make the stories relevant to campus communities and personal to readers. This workshop will look at such issues making national news and discuss how to "bring them home."

PHOTOGRAPHY

Environmental Portraits

Mark Murray

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

YEARBOOKS

Better, by Design

Ann Gramlich Akers and Paul Ender

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

Perfect Jell-O

Crystal Kazmierski

The perfect Jell-O is more stunning than a mediocre soufflé. When it comes to drawing readers' attention to a story, sometimes less is more. It's about design: plain and simple.

Great Gimmicks and Creative Covers

Claudia McMillan

How you can personalize your covers or inside pages yourself and avoid high charges at the plant. Take away some easy ideas to use no matter how large or small your budget.

13 is Your Lucky Number

Linda S. Puntney

Luck has nothing to do with these 13 tips to make your yearbook more appealing to the student body. Whether you are still working on 2013's book or thinking about 2014's, you'll find ideas to make your book a stronger, more journalistic publication and your staff a more committed, enthusiastic team.

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

Who's Who at the Convention

V

Michael van 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.

W

Erin Walker teaches AP English and advises the Encore yearbook staff at Chatfield Senior High School in Littleton, CO. In her six years as yearbook adviser, her staff has received numerous awards and accolades at both the state and national levels, including several Gold Medalists from CSPA. She earned her bachelor's degree from Colorado State University, her master's from the University of Denver, and worked in marketing and PR before entering education seven years ago.

Melissa Wantz is the adviser of The Foothill Dragon Press, the online news site at Foothill Technology High School in Ventura, CA. She founded the digital journalism program in 2008 as a 10-member lunch club and this year oversees a staff of 42. She serves as vice president of the Columbia Scholastic Press Advisers Association and has taught digital journalism for advisers at CSPA's Summer Journalism Workshops for the past two summers. The Foothill Dragon Press (www.foothilldragonpress.org) was honored with a CSPA Gold Crown in 2012 and an NSPA Online Pacemaker in 2011 and 2012.

Margie Watters has been advising publications for over 40 years and has been the adviser at Westmoore High School in Oklahoma City for the past 10 years. Her staffs have received both state and national recognition through their publications. She is past 2nd VP of Columbia Scholastic Press Advisers Association; Past Pres. and VP of Oklahoma Interscholastic Press Advisers Association and holds a CSPA Gold Key. In 2006 she was named Oklahoma Yearbook Adviser of the Year and in 2005 won the Lois A. Thomas Award as Oklahoma Journalism Teacher of the Year. She was a 2004-National Distinguished Yearbook Adviser-JEA / NSPA and in 2002 was named a DJNF Distinguished Newspaper Adviser. In 1992 she received the Edith Fox King Award from Interscholastic League Press Conference-University of Texas. During the summer she teaches journalism workshops and judges publications.

C. Bruce Watterson has travelled to 47 states across the country and to Europe, China, Australia and Russia, participating in redesign, reporting and new media workshops. Having advised on the scholastic and collegiate levels, his forward-thinking ideas and soft-spoken demeanor earned him national acclaim and respect. The recipient of the Joseph W. Murphy Award for outstanding Service from CSPA, he currently chairs the Judging Practices committee of the CSPAA.

Ray Westbrook is holder of the Oltrogge Master Teaching chair at St. Mark's School of Texas in Dallas where publications he advises have won Gold Crowns, Pacemakers and Gold Stars. He serves as president of the CSPA Advisers Association and has received the Gold Key from CSPA, the John Murrell Excellence in Teaching Award from St. Mark's, ILPC's Edith Fox King Award, the Trailblazer Award from TAJE, and was named a DJNF Distinguished Adviser in 2009. In 2010, ILPC named him the Max Haddick Journalism Teacher of the Year.

Phil Winston has been the principal at Palo Alto (CA) High School since August 2010. He was the former vice principal at Gunn High School and his career in education started over a decade ago when he was a special education teacher in the Milpitas Unified School District. From there he moved to Palo Alto's JLS Middle School in 2005 to teach before transferring to Gunn, where he worked as dean of students and assistant principal. Winston earned his undergraduate degree in psychology from California State University, Hayward, and master's degrees in special education and educational administration from Santa Clara University.

Rick Wood is a photojournalist for the Milwaukee Journal Sentinel. He covers news and sports, including the 2012 presidential campaign. He was present in New York City on 9/11 and documented the collapse of the World Trade Center. He has reported from North Korea, Iraq, Somalia, Cuba and has been published by The New York Times, People Magazine and the Associated Press. He has been nominated for three Pulitzer Prizes and has awards from the NPPA, SND, Inland Press and JEA. He was co-editor of the Arbutus yearbook at Indiana University and editor of the Indiana Daily Student. @RickWoodMJS

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 HS since 2001 and advising

the newspaper since 2003. He also teaches English, Graphic Novels and Beats, Rhymes and Life, a course in hip hop music and culture that he piloted. Wooley is a performing hip hop artist who hosted Connecticut's longest running live hip hop showcase, Enter the Cypher, from 2005-2012.

Z

Ben Zimmer is the executive producer of the Visual Thesaurus and Vocabulary.com. He is a language columnist for The Boston Globe and the former "On Language" columnist for The New York Times Magazine. His writing about language has also appeared in The Atlantic, Forbes and Slate. He has worked as editor for American dictionaries at Oxford University Press and is a consultant to the Oxford English Dictionary. He also chairs the New Words Committee of the American Dialect Society and oversees the society's "Word of the Year" selection. @bgzimmer

Jennifer Zuba advises the Sachem Literary Magazine Staff at Algonquin Regional High School in Massachusetts. She's been teaching English and Creative Writing for 10 years. She has a Master's degree from Northern Michigan University, has a soft spot in her heart for her daughters and her students, and loves searching for sea glass and writing poetry in her spare time.

Elizabeth Zwerling is a former award-winning newspaper reporter who left the newsroom for the classroom and is currently an associate professor of journalism at the University of La Verne in California. At ULV, she advises the University's award-winning Campus Times newspaper and teaches news reporting, media ethics and other courses. And she continues to write, most recently for the Online Journalism Review, Ms. Magazine, Women's Enews, Pasadena Weekly and Public Radio, among others.

Kathleen D. Zwiebel was the 1998 DJNF National High School Journalism Teacher of the Year. A CSPA Gold Key recipient, Zwiebel also received its Charles R. O'Malley Award for Excellence in Teaching and the Joseph M. Murphy Award for Outstanding Service. She was honored by NSPA with its Pioneer Award and by JEA with the Medal of Merit and Lifetime Achievement. A CSPAA past president, Zwiebel currently serves as the chair of its Judging Standards Committee.

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

Friday, March 22, 2013

ADVISERS

Work Smarter: Organizing a Staff for Success

George W. Krajca

Participants will learn how to apply business strategies to organizing the staff of a student publication. Workflow analyses, job descriptions and mission statements help keep professionals organized and productive. Learn how to adapt these tools to reduce your staff's workload and your own.

Saving Trees: Too Expensive to Print on Paper?

Kathleen Neumeyer

Teach the critical journalistic skills, interviewing, reporting, writing, editing, photography, ethics and critical thinking and put the breaking news and sports stories online in a timely fashion. Teach long-form investigative reporting and writing, layout and design and produce niche magazines periodically.

ALL PUBLICATIONS

Student Swap Shop

Mary Kay Downes, moderator

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

Unite, Divide, and Conquer

Sara Hashem Liles and 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.

You Mean I Have to TALK to People?! Interviewing 101

Whitney Moore

Does your coverage sound the same year after year? When was the last time you interviewed someone face-to-face instead of handing them a list of questions? Tired of getting lame answers from interviews? Learn to conduct a provocative interview that will get you interesting answers and, thus, a stellar article!

Confessions of a Techaholic: The Best in New Gadgets for Journalism

Jacob Palenske

Keeping up with the latest tech trends in photography, audio, video, computer hardware and software is a full-time job. In this session, a full-time geek will show you all the coolest new toys and tell you how to integrate them into your classroom.

Beginner InDesign

Hal Schmidt

Learn the basic tools of InDesign.

DIGITAL MEDIA

From Print to Online

Hilary Brumberg, Jay Feinstein and Perrin Stein

Establishing Your Web Presence Former editors of a student-run online news source discuss the steps you must take to transform your school newspaper to a successful daily website. Learn how to select your webhost, publishing platform, plugins, designs for your theme, interactive content, newsletter, social networking features and administrative system.

5 Must-Haves to "Win" Online

Melissa Wantz

Anyone can put up an article online these days. So how to stand out? Come learn what the best online news articles include to engage readers, serve a community and win awards. Raise your standards and gain an audience.

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.

MAGAZINES

Success of a Modest Budget

Charlene Anolik

A school's art-literary magazine is a conduit through which talented visual and literary artists may be showcased to the school community. Learn how this magazine has existed on a modest budget since its inception in 1999, with merely scissors, glue and one old word processor, survived by utilizing the resources of the art department and technology.

Throw all the balls in the air: magazine production for the 21st century student

Kimberley Noble

Learn about the challenges and rewards of overhauling a dated magazine writing and layout curriculum was overhauled to create a new student-led class that produced the University of Guelph-Humber's award-winning Emerge magazine.

Tweet what you learned at #cspasc13

Join us for the 2014 CSPA annual convention

Wednesday, March 19
Thursday, March 20
& Friday, March 21

NEWSPAPERS

Systems for covering the school community

Helen F. Smith

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

Heavy Trucking!

John Tagliareni

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

Bringing Home the Real Issues

Elizabeth Zwerling

Presidential elections, the repeal of "Don't Ask, Don't Tell," online bullying, school shootings, and natural disasters are fair game for high school and college news outlets—as long as they know how to make the stories relevant to campus communities and personal to readers. This workshop will look at such issues making national news and discuss how to "bring them home."

PHOTOGRAPHY

Improving Photography in Your Publications

Mark Murray

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

YEARBOOKS

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.

Human Interest Stories Pay Big Dividends in IMPACT!

Tamra McCarthy

Yearbooks should not only echo the year—they should also give voice to the teens that read and buy them — teens of the 21st century. Often the story that needs to be told is only something that can come from the kid in the third row, four seats back. It is a staff's responsibility to uncover the stories that matter!

Color: The Good, the Bad and the Really, Really Ugly.

Linda S. Puntney

Color can make or break a story package and understanding how to use color effectively is more complicated than you might think. A brief explanation of how colors have both positive and negative meanings leads to discussion and analysis of examples. Avoid Skittles vomit and discover the power of effective color.

Rising to the Top: CSPA Crown Overview for Yearbooks

C. Bruce Watterson

Join us for a discussion and review of the 2013 CSPA Crown Finalists.



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



The Joseph M. Murphy Award for Outstanding Service

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

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

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

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



2013 Murphy Award Recipient



**DIANA
MITSU KLOS**

While growing up in Buffalo, N.Y. Diana Mitsu Klos devoured the morning and afternoon newspapers and television news. By the time she was a teen at City Honors High School, she was co-editor of the school's first newspaper, *The Orion*. It was cranked off the mimeograph machine in the teachers' lounge and hawked for 10 cents.

Klos's passion was journalism, but she wanted to learn more about public policy. Volunteering for the student-led New York Public Interest Research Group resulted in becoming board chair at the age of 19 and moving to Manhattan.

Klos learned much about leadership, rigorous research, truth-telling and mentoring through early experiences like these. Barack Obama was one of her colleagues for a semester. While attending City College in Harlem, she landed a coveted, paid summer internship at *Newsday*.

Klos left New York in 1988 to take her first full-time reporting job at *The Daily Journal* in southern New Jersey. In 1989, the New Jersey Press Association presented her with The Robert P. Kelly Award as the rookie reporter of the year. Her work in covering municipal government, breaking news, crime and general stories continued at the *Asbury Park Press*. In 1993, she became city editor at *The Norwich (Conn.) Bulletin*. And then managing editor of the *Poughkeepsie (N.Y.) Journal*.

A career change came in 1996, when Klos joined the American Society of Newspaper Editors in Reston, Va., as project director. Klos's signature work began in 2000. As senior project director, she developed and supervised The High School Journalism Initiative, which grew to six components.

The initiative includes my.hsj.org, the world's largest online/digital hub dedicated solely to hosting youth journalism, a training website (hsj.org) and The Reynolds High School Journalism Institute, a free two-week training program that has served more than 1,200 journalism educators.

As the force behind program development, grant-writing and entrepreneurial efforts totaling \$16 million, Klos's leadership has made a significant impact on youth journalism, continuing education for teachers, and media and news literacy. She worked closely with the nation's six largest organizations dedicated to scholastic journalism, and a host of state groups, in an effort to strengthen all.

Her work has been honored by AEJMC's Scholastic Journalism Division, which presented Klos with the Robert P. Knight Multicultural Award in 2004. Klos was honored with a Gold Key from CSPA in 2007.

Klos departed ASNE upon its relocation to Missouri last fall. A resident of northern Virginia, she is an executive strategist for media, associations and non-profits. She researched and wrote "The State of Women in the U.S. Media," a meta-analysis released by the Women's Media Center in February.



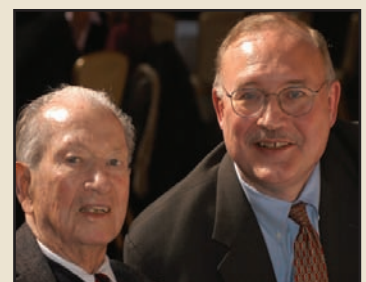
The Charles R. O'Malley Award for Excellence in Teaching

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.



2013 O'Malley Award Recipient

Carl Randy Stano is the professor of practice in visual journalism at the School of Communications at the University of Miami in Coral Gables, Florida. He is the former director of editorial art and design of the Miami Herald and the Democrat and Chronicle of Rochester, New York. He also taught at A.N. McCallum High School in Austin TX during the 1970s and was the Dow Jones Newspaper Fund's National Journalism Teacher of the Year in 1974.



**C. RANDY
STANO**

Stano's teaching record extends across both high school and university. He devotes many hours lecturing and critiquing but for Stano, teaching goes far beyond the four walls of the classroom. He makes it his personal goal to fully prepare his students to become the next generation of journalists and visual communicators. He supplements his instruction by networking with professional colleagues and former students for leads on internships and jobs in the field. He also organizes several trips for his students to be exposed to different newsrooms across the country as well as internationally. Sometimes it is simply giving time one-to-one time to students like providing a ride to an interview.

This attention to his students creates strong bonds between Stano and his students. Former student Jeremy Newman, University of Miami, 2000 is grateful for his relationship that was built in Miami.

"Randy was and is always generous with his time. More than any other teacher I have ever had, Randy consistently puts his students' needs before his own. If there is an interview or an event that Randy felt I needed to get to, he would find a way to get me there if I couldn't do it on my own. Randy taught me how to behave as a professional, and conduct myself in a professional environment. I will always be grateful for the education Randy has given me and for the friendship that we enjoy today."

Stano doesn't reserve this special attention to only his students at his university but to anyone with aspirations to become a journalist. Randy Yeip, a graphics editor at the The Wall Street Journal recalls seeing Stano in action when he was a student at the University of Michigan.

"I first met Randy Stano when he was coordinating the Society for News Design's Quick Courses, the organization's one-day traveling workshops, which were often hosted and staffed by student chapters. It was clear to me that Randy's favorite part of the gig was getting to speak and interact with the student attendees. He paid special attention to the aspiring designers and graphic artists, happily sitting for hours critiquing portfolios and providing career advice. And perhaps most impressive is how attentive he remains to those individuals over the years, as they mature from diffident young students to award-winning and admired professionals. There's no question their success has been propelled in part by his supportive guidance."

Colleague and friend for over 25 years, the illustrator Sean Kelly, says of Stano:

"It's common for a design educator to have a good eye. Randy Stano not only has an extraordinary eye but he also has a wonderfully creative mind, for he solves countless problems imaginatively and effortlessly. Randy also has a keen ear, for he attentively and tirelessly listens to best understand his students' and colleagues' needs and aspirations. And most of all, Randy has an enormous heart, for he is one of the most caring individuals I've ever known, and he gives of his time and his wisdom so genuinely and so generously."

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 892 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.

2013 Gold Key Recipients

KARL GRUBAUGH

MA Journalism University of Missouri
Advises "Gazette" Newspaper, Granite Bay High School CA
Journalism Teacher of the Year DJNF 2008
Copy Editor, The Sacramento Bee summer 1999 – present
Multiple CSPA Crowns and NSPA Pacemakers
Mentor teacher Reynolds High School Journalism Institute 2010 – present
Presenter at national journalism conventions and summer workshops



Karl Grubaugh writes that "journalism advising sort of snuck up on me . . . yet here I am almost 30 years into my teaching career with almost 20 years under my belt as a newspaper adviser and I think my greatest contribution is that I am still here helping student journalists to out and do good journalism."

Friends and former students concur that his instruction and support helped them find their passion. Stephanie Vatz, a former Granite Bay editor says, "Grubaugh treats all stories and reporters as they have an infinite amount of potential . . . the passion he instills in his students does matter – it matters intensely."

Granite Bay's principal was fulsome in his praise of Karl Grubaugh and the newspaper. After citing the multiple national and state awards gleaned by the staff, Mr. McGuire said, "Karl Grubaugh may be the only exception in my 37 year career to my belief that everything that can and should be said about someone in a letter of recommendation can be said in one page. I have left out pages of his remarkable accomplishments."

A frequent presenter at national journalism conventions including CSPA, Karl last summer joined the staff of the Summer Journalism Workshop. As reported by CSPAA President Ray Westbrook, students found him to be "a focused instructor who really knows his stuff, but who has a light-hearted touch that made our week-long experience very enjoyable."

When relating an experience related to a tough story, Jessie Szymanski a former 2001 editor said, "He knew I could do it, even before I knew I could. That is what an exceptional teacher does – helps you see beyond yourself. Now when people come to me for advice on how to have a tough conversation, I try to do what Mr. Grubaugh did for me: encourage them to ask the tough questions that come from the heart."

ROBERT HANKES

MA Writing The University of Iowa
Fellow - Folger Shakespeare Library 2008
President, Pennsylvania School Press Association 2009-present
Adviser "Charisma" Literary Magazine 1992-present
Adviser Big Spring Shakespeare Troupe 1994-present
Big Spring High School Teacher of the year two times 1990's



Robert Hankes from Big Spring High School in Newville PA states that "I am still just as thrilled to be advising a literary magazine today as when first asked to take the extra-curricular assignment two decades ago." In his role he fully supports his student's right to free expression. "The students must feel that they own the magazine and that it is theirs to do with what they like." He also is thrilled when they gain new insights as they craft their publication. "The kids are on fire and love talking about what they will publish. It's very exciting for me to be present when such epiphanies arrive."

Mr. Steven Smith, principal of Big Spring praises Bob for his work with all students. "The characteristic about Bob's work with teenagers that makes me marvel most is the 'Can Do' mindset he embraces for all of his students, convinced that "there is nothing they can't accomplish."

Dr. Jane Blystone, professor of education at Mercyhurst University comments that Bob at the helm of the PSPA "has been an ardent supporter of scholastic press rights for students and has challenged administrators as several schools to give students voice through their student publications without prior restraint or censorship."

Bob recognizes and values the collaboration offered by PSPA, CSPA and other journalism groups. "Ninety percent of what I know about student publications I learned from working with gifted advisers and from judging alongside of them. Our long-time advisers are the greatest assets of student journalism."

2013 Gold Key Recipients

RODNEY HOWE

MA - Journalism University of Nebraska
Teacher at Omaha Westside High School
1990-present
Sports editor Fairbury Journal News
1980-83
Sports writer North Platte Telegraph
1983-84
Member CSPA, JEA, NSPA, NHSPA
NHSPA Journalism Adviser of the Year
2007
NSPA Pioneer -2006



Starting his professional career as a sports writer, Rod Howe added a teaching endorsement as a backup plan. "It turned out to be one of the smartest moves I made in my career," said Howe. "In my 32 years of advising high school publications, I am most proud of improving students writing, thinking, leadership and teamwork skills."

Howe has taught many students who chose to pursue journalism degrees and careers. Sara Kugler Frazier, managing editor of NBCNew York.com; Mary Susman, the 2011 National Journalist of the Year Runner-up 2011; Maggie Tomasek Jenkins, Director of Communications at Teamsters Local

727 in Chicago. Jenkins writes: "Thanks to Rod's tutelage I was able to earn a full scholarship to the University of South Dakota – the Al Neuharth Scholarship for Excellence in Journalism. I went on to work as a sports copy writer and page designer at newspapers in Utica, NY, Des Moines and Cincinnati. All the way I have never forgotten what Rod taught me, and I have never forgotten how he helped me hone my talents to become a successful journalist and well-rounded person."

Another former student, Casey Logan who is feature writer for the Omaha World Herald writes, "Over the past years I've met others who graduated from Westside years after me. A co-worker. A couple of interns. The son of a friend. In each case the questions would come up: Were you on newspaper? Did you have Mr. Howe? In a way this has become shorthand for a great high school experience. Mr. Howe's talents and dedication are significant enough that people who attended Westside 20 years apart share stories about his impact."

With regard to his former students, Rod says, "Hearing from those working journalists and getting support from appreciative colleagues allow me to look back on this life with pride and fulfillment."

ANDI MULSHINE

BA Journalism Temple University
Adviser of "The Inkblot" newspaper
Intensive Journalistic Writing Institute
2008
Journalism and Photojournalism teacher
Monmouth County Vocational High School
President Garden State Scholastic Press
Association 2008-2010
NJPAF Journalism Teacher of the Year
2007
GSSPA Golden Quill Award 2005



Andi Mulshine says, "With the start of every new semester in journalism, I turn into the proverbial kid in a candy shop. I've been teaching my life's love for 11 years now, and every new class is a wonder, every bit as rewarding as getting a really good news story done on deadline, seconds to spare."

After years of reporting for local newspapers, Andi began her career as a journalism teacher and adviser. Former student Stefanie Dazio says, "In 2009 I was named the New Jersey High School Journalism of the Year. It was not my honor alone- I never would have received it if it were not for Mrs. Mulshine. I am currently a senior at American University and

have had multiple internships on national papers. I use the skills she taught me as a 14-year-old reporter every day.

A colleague Jaime Vander Velde states, "Andi challenges students to have the best journalistic work possible. Her students enter and win many prestigious competitions, and each year she takes students to CSPA Journalism Conferences."

Andi elaborates on the importance of journalism instruction. "There is no better place for hands-on learning than the journalism classroom. We actually produce content using the journalistic methods of verification, independence and accountability."

2013 Gold Key Recipients

JACOB PALENSKE

BA in Mass Communication - Kansas State University

President and founder of InCompass Media LLC 2002-2012

Raytheon Intelligence and Information Systems 2012-Present

Elizabeth Dickey Distinguished Service Award – SIPA

Presenter at national journalism conventions and workshops



Jacob Palenske gives credit to his journalism teachers Kelly Neiman and Linda Puntney for his success in communications. “If it were not for the teachers, I’d never have joined the K-State publications staffs or worked for JEA. If Linda Puntney had not taken on the daunting task of continuing Mrs. Neiman’s work, I’d never have discovered I wasn’t really afraid of speaking in front of large crowds, or that I had the knack of making technical stuff easy to understand. I’d never have met my best friend and mentor in the world, Mark Murray, and I’d never have found out at the age of 19 that I really sorta loved traveling all over the country

and the world.”

Journalism teacher and adviser Nancy Smith says, “Jake spends more time than anyone I know traveling the country and teaching. Though I know he is happy in his new career, he really should have been a teacher because his passion for whatever he is teaching is over the top. Jake Palenske came into our lives and left us and our students in a whole new and wonderful place.

Echoing this sentiment, Linda Puntney says, “He may not have a degree in education, and he may not have his own classroom, but Jake Palenske is first and foremost a teacher.” She further states, “His contributions to CSPA and JEA are well known. Teaching seven or eight hours a day at CSPA has become the norm rather than the exception.”

MEGHAN PERCIVAL

BA Catholic University

MA University of Virginia

Certified Journalism Educator

Adviser of “The Clan” yearbook at McLean High School – VA

JEA Special Recognition Yearbook Adviser 2011

McLean High School Teacher of the Year 2005

VAJTA Douglas Freeman Award 2005

CSPA Crown Awards and NSPA Pacemaker Awards

NSPA Hall of Fame 2004

Presenter at national journalism conventions and summer workshops



Meghan Percival says, “Advising a yearbook means being called “crazy” by those who have no idea just how amazing this job is.” She continues, “Advising a yearbook staff is about challenging students in a way other classes cannot. Everyone who joins McLean’s yearbook staff must learn all aspects of production. . . Some of my students have been valedictorians and have taken so many AP classes that they enter college as sophomores, and some have struggled with learning disabilities or are still learning English. But all of my students find that in yearbook they will be challenged and find ways they can contribute and be useful.”

Colleague Lindsay Benedict says, “I could not have found a better mentor than Meghan during my first year teaching. Even when her staff is on deadline, she always made time to answer my copious questions. Her advice is always thorough and it has saved me on many occasions.

Fellow FCPS yearbook adviser Erinn Harris has a stronger commendation, “Meghan Percival is a saint.” Anyone who knows her is fully aware that she is patient, calm, creative, inspirational and incredibly deserving of praise. In the world of yearbook she has become a trendsetter.”

Meghan sees advising as a way to know the community. “I talk with my students’ parents when they drop off a pan of macaroni work-nights, when they meet their child at a baggage claim after a yearbook trip. Advising a yearbook staff means I get to know my students and their families and share important moments in their lives.”

2013 Gold Key Recipients

CINDY TODD

2012 JEA H.L. Hall National Yearbook Adviser of the Year

Westlake High School (Austin TX) El Paisano Yearbook Adviser 1999-present
Randall High School – Amarillo TX Yearbook and Newspaper adviser 1990-1999

Workshop speaker and consultant in multiple states since 1992

CSPA Crown and NSPA Pacemaker Awards
TAJE Trailblazer Award 2010

Max Haddick Texas High School Adviser of the year 2008



Workspouse” Deanne Brown, adviser of Westlake High School’s newspaper says of Cindy Todd, “For the past 14 years we have worn the linoleum flooring bare between her room and mine . . . On her 22 year journey Cindy and her staffs have created yearbooks that can be described as unique, fun, beautiful, memorable, and some that simply take your breath away.”

Former editor and student body president, Steven Wilbanks writes, “Some teachers teach and nothing more. Others build relationships with their students as best they can within the boundaries of the school. Mrs. Todd always is readily available to everyone.

From the moment she wakes up to the last minute of her day, the farthest she gets is a text message or phone call away.”

Cindy says, “I love the fact that year after year, the staffers start out with pretty much nothing and create something pretty darn amazing that will last forever. It’s great to watch them when they are giddy with excitement as they open the first box. They are so proud they were part of creating something the entire school will soon see.

Ray Westbrook quotes her current head photographer with these words: “Every day for my four years of high school, yearbook has been the class I look forward to. Mrs. Todd’s relentless dedication to her students and the publication is something all teachers should strive for, journalistic ones or not.”

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!

90th Annual Convention

March 19-21, 2014.



1940



1970



2000



2006



2012



CSPA 2013 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 media. Judges are experienced former advisers to student media, professional journalists who understand student media or professionals such as photographers or online specialists with particular expertise needed for the judging exercise.

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

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

2013 Crown Award DVD

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 2013 DVDs will begin to be mailed out in April. All publications with a current 2012-13 CSPA membership will receive this DVD.



2013 Crown Award Recipients

High School Digital Publication Crown Finalists

Achona, Academy Of The Holy Names, Tampa, FL;
CNHSMedia.com, Columbus North High School, Columbus, IN;
FHCToday.com, Francis Howell Central High School, St. Charles, MO;
Inklings News Online, Staples High School, Westport, CT;
The Feather Online, Fresno Christian High School, Fresno, CA;
The Foothill Dragon Press, Foothill Technology High School, Ventura, CA;
The Paly Voice, Palo Alto High School, Palo Alto, CA;
The Pride Online, Claudia Taylor Johnson High School, San Antonio, TX;
The Rider Online, Legacy High School, Mansfield, TX;
Wayland Student Press Network, Wayland High School, Wayland, MA.

High School Hybrid Publication Crown Finalists

Harbinger | *smeharbinger.net*, Shawnee Mission East High School, Prairie Village, KS;
High Tide | *hightideonline.org*, Redondo Union High School, Redondo Beach, CA;
HiLite | *hilite.org*, Carmel High School, Carmel, IN;
Silver Chips | *silverchips.mbhs.edu*, Montgomery Blair High School, Silver Springs, MD;
Spartan News Network | *snntoday.pcsb.org*, Lakewood High School, St. Petersburg, FL;
The Boiling Point | *shalhevetboilingpoint.com*, Shalhevet High School, Los Angeles, CA;
The Chronicle | *hwchronicle.com*, Harvard-Westlake School, Studio City, CA;
The Circuit | *cbhscircuit.com*, Cypress Bay High School, Weston, FL;
The Eye | *saseye.com*, Singapore American School, Singapore;
The Kirkwood Call | *thekirkwoodcall.com*, Kirkwood High School, Kirkwood, MO;
The Patriot | *jcpatriot.com*, John Carroll School, Bel Air, MD;
The Royal News | *TRNwired.org*, Prince George High School, Prince George, VA;
The Spoke | *Stoganews.com*, Conestoga High School, Berwyn, PA;
The Viking | *vikingsportsmag.com*, Palo Alto High School, Palo Alto, CA;
The Winged Post | *talonwp.com*, The Harker Upper School, San Jose, CA;
Tiger Times | *tigertimesonline.com*, Texas High School, Texarkana, TX.

Middle School Magazine Crown Finalists

Bear Tracks, Roy W Brown Middle School, Bergenfield, NJ;
Collage 2012, Charles E Smith Jewish Day School, Rockville, MD;
Intermedia, Lewis F Cole Middle School, Fort Lee, NJ;
Out of Uniform, Nightingale-Bamford School, New York, NY.

High School Magazine Crown Finalists

Artistic License, American International School of Guangzhou, Guangzhou, China;
Avalon, Centennial High School, Roswell, GA;
Calliope, St. Agnes Academy, Memphis, TN;
Connotations, Fayetteville High School, Fayetteville, AR;

Creations, Warren Township High School, Gurnee, IL;
Daedalus, Greenwich Academy, Greenwich, CT;
Delphi, Salem High School, Salem, VA;
Earthwinds, Jackson Preparatory School, Jackson, MS;
EDDA, Homewood-Flossmoor High School, Flossmoor, IL;
Feedback, Jakarta International School, Jakarta, Indonesia;
H Magazine, Horizon High School, Scottsdale, AZ;
Itinerary, Episcopal School of Dallas, Dallas, TX;
Maret Literary and Visual Arts Magazine, Maret School, Washington, DC;
Nexus, Henry W. Grady High School, Atlanta, GA
Painted Words, North Brunswick Township High School, North Brunswick, NJ;
Perspectives, Convent of the Sacred Heart, Greenwich, CT;
Phantasm, Saint Ignatius College Prep, Chicago, IL;
Pulp, Lincoln Park Performing Arts Charter School, Midland, PA;
Pulp, Thomas Wootton High School, Rockville, MD;
Rapier, Marist School, Atlanta, GA;
Reflections, Cistercian Preparatory School, Irving, TX;
Savrola, Winston Churchill High School, San Antonio, TX;
Seven-Eighths Under Water, Chico High School, Chico, CA;
Spectator, Walter Johnson High School, Bethesda, MD;
The Edge, Edgewood Junior/Senior High School, Merritt Island, FL;
The Living Hand, Ravenscroft School, Raleigh, NC;
The Marque, St. Mark's School of Texas, Dallas, TX;
The Overland Scout, Overland High School, Aurora, CO;
The Pendulum, St. Luke's School, New Canaan, CT;
The Vision, Hackley School, Tarrytown, NY;
Threshold, North Forsyth High School, Cumming, GA;
Vibrato, The Hockaday School, Dallas, TX.

Middle School Newspaper Crown Finalists

The 'Stang Express, North Shore Middle School, Houston, TX.

High School Newspaper Crown Finalists

Crier, Munster High School, Munster, IN;
CS Press, Cactus Shadows High School, Cave Creek, AZ;
Eagle Edition, Episcopal School of Dallas, Dallas, TX;
El Estoque, Monta Vista High School, Cupertino, CA;
Globe Newsmagazine, Clayton High School, Clayton, MO;
H2N, Hayfield Secondary School, Alexandria, VA;
Hoofprint, Walnut High School, Walnut, CA;
Inklings, Staples High School, Westport, CT;
North Star, Francis Howell North High School, St. Charles, MO;
Northwest Passage, Shawnee Mission Northwest High School, Shawnee, KS;
Paladin, Kapaun Mt. Carmel School, Wichita, KS;
Prospective, Bryant High School, Bryant, AR;
Spark, Lakota East High School, Liberty Township, OH;
Stampede, Burges High School, El Paso, TX;
The A-Blast, Annandale High School, Annandale, VA;
The Chronicle, Franklin High School, El Paso, TX;
The Chronicle, Mason High School, Mason, OH;
The Crimson Record, duPont Manual High School, Louisville, KY;
The Echo, St. Louis Park High School, St. Louis Park, MN;
The Edge, Pleasant Grove High School, Texarkana, TX;

2013 Crown Award Recipients

The Epic, Lynbrook High School, San Jose, CA;
The Featherduster, Westlake High School, Austin, TX;
The Fourcast, The Hockaday School, Dallas, TX;
The Granite Bay Gazette, Granite Bay High School, Granite Bay, CA;
The Muse, Dreyfoos School of the Arts, West Palm Beach, FL;
The Nexus, Westview High School, San Diego, CA;
The Octagon, Sacramento Country Day School, Sacramento, CA;
The Pacer, Rolling Meadows High School, Rolling Meadows, IL;
The Prowl, Coral Glades High School, Coral Springs, FL;
The Purple Tide, Chantilly High School, Chantilly, VA;
The ReMarker, St. Mark's School of Texas, Dallas, TX;
The Standard, The American School in London, London, UK;
The Triangle, Columbus North High School, Columbus, IN;
Update, H.H. Dow High School, Midland, MI;
Wingspan, West Henderson High School, Hendersonville, NC.

Middle School Yearbook Crowns Finalists

Eagle Eye View, Sierra Middle School, Parker, CO;
Jamboree, Toby Johnson Middle School, Elk Grove, CA;
Lion's Den, Warren E. Hyde Middle School, Cupertino, CA;
OIS Scenario, Orinda Intermediate School, Orinda, CA;
Panther Tracks, Pleasanton Middle School, Pleasanton, CA;
Polaris, Northern Burlington County Regional Middle School, Columbus, NJ;
Prowler, Pioneer Middle School, Tustin, 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;
The Surfer, Coronado Middle School, Coronado, CA;
The Vespa, Kealing Middle School, Austin, TX.

High School Yearbook Crown Finalists

Cayuse, Walnut High School, Walnut, CA;
Details, Whitney High School, Rocklin, CA;
Echo, Grand Blanc High School, Grand Blanc, MI;
El Paisano, Westlake High School, Austin, TX;
Esprit de Corps, Eisenhower High School, Shelby Township, MI;
Etruscan, Glenbrook South High School, Glenview, IL;
Excalibur, Francis Howell North High School, St. Charles, MO;
Fentonian, Fenton High School, Fenton, MI;
Fusion, Hagerty High School, Oviedo, FL;
HauberK, Shawnee Mission East High School, Prairie Village, KS;
Helios, Sunny Hills High School, Fullerton, CA;
Hoofbeats, Burges High School, El Paso, TX;
Hornet, Bryant High School, Bryant, AR;
Laconian, Salem High School, Salem, VA;
Lion's Roar, Christ Presbyterian Academy, Nashville, TN;
Marksmen, St. Mark's School of Texas, Dallas, TX;
Munhintou, Gresham High School, Gresham, OR;
Nugget, Cupertino High School, Cupertino, CA;
Nuntius, Altavista Combined School, Altavista, VA;
Palm Echo, Miami Palmetto Senior High School, Pinecrest, FL;
Paragon, Oakton High School, Vienna, VA;
Patriot Images, Northern High School, Owings, MD;
Rampages, Casa Roble High School, Orangevale, CA;

Reata, Memorial High School, Houston, TX;
Reflections, Brighton High School, Brighton, CO;
Reflections, Mauldin High School, Mauldin, SC;
Replay, Rouse High School, Leander, TX;
Saga, Loudoun Valley High School, Purcellville, VA;
Skjöld, Corning West High School, Painted Post, NY;
Stagecoach, Rye High School, Rye, NY;
Summit, Smoky Hill High School, Aurora, CO;
Techniques, Thomas Jefferson High School for Science and Technology, Alexandria, VA;
The Arena, Legacy High School, Mansfield, TX;
The Belltower, St. Thomas' Episcopal School, Houston, TX;
The Buzzer, Brookville High School, Lynchburg, VA;
The Carillon, Bellarmine College Preparatory, San Jose, CA;
The Clan, McLean High School, McLean, 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 Lair, Shawnee Mission Northwest High School, Shawnee, KS;
The Legend, Atlee High School, Mechanicsville, VA;
The Lion, McKinney High School, McKinney, TX;
The Oviedian, Oviedo High School, Oviedo, FL;
The Pilot, Redondo Union High School, Redondo Beach, CA;
The Stampede, J.W. Mitchell High School, New Port Richey, FL;
The Talisman, Saratoga High School, Saratoga, CA;
Tiger, Texas High School, Texarkana, TX;
Titanian, San Marino High School, San Marino, CA;
Titanium, Antelope High School, Antelope, CA;
Tracks, Quince Orchard High School, Gaithersburg, MD;
Tukwet, Rancho Cucamonga High School, Rancho Cucamonga, CA;
Volsung, Downey High School, Downey, CA;
Westwind, West Henderson High School, Hendersonville, NC;
Wings, Arrowhead Christian Academy, Redlands, CA;
Wingspan, James Enochs High School, Modesto, CA.

About the Columbia Scholastic Press Association



Edmund J. Sullivan is Executive Director for CSPA. Sullivan has served as director of the CSPA since 1981.

CSPA is an international student press association uniting student journalists and faculty advisers at schools and colleges through educational conferences, idea exchanges and award programs.

Founded in 1925, the CSPA is owned by Columbia University in New York City and operated as a program affiliated with Columbia's Graduate School of Journalism. Fees collected for its services to colleges and schools, plus a small endowment, cover its expenses.

In 1925, newspaper and magazine staff members from schools east of the Mississippi River converged at Columbia for CSPA's first annual convention, eager to develop their skills as journalists and to experience the thrill of being on the campus of an Ivy League institution. Yearbook staffs joined them in 1935.

Today, more than 6,000 students from across the country and around the globe come to Columbia each year as delegates to CSPA's annual conventions and workshops. At each event, seasoned journalism teachers and media professionals share their knowledge and experiences with eager newspaper, magazine and yearbook staff members. In addition, the exposure to the campus promotes Columbia as a potential choice for both undergraduate and graduate study.

The Association honors excellence in student media with annual Gold and Silver Crown Awards for its overall achievement, as well as Gold, Silver and Bronze Medalist placings in its annual critiques. The CSPA's Gold Circle Awards provide opportunities for student journalists to be recognized for individual or team achievement. Over the years, the Association has sponsored national conventions, regional conferences and summer workshops. Its online magazine, Student Press Review, is a part of CSPA's website and offers daily access at www.columbia.edu/cu/cspa. It also publishes how-to books such as its Fundamentals series, to help student journalists, writers and editors in their work.

Throughout its growth, the CSPA's goals have remained constant:

- to make clear expression the standard for success;
- to maintain the student media for students, by students and containing news of students;
- to conduct contests and offer awards to encourage student media to continually improve;
- to recognize that journalism can be a means toward broader understanding of society and people without leading to a specific career choice.

About the CSPAA

The Columbia Scholastic Press Advisers Association (CSPAA) was founded in 1927 by faculty members working with student editors of CSPA member publications. The Advisers Association is an affiliate of the CSPA but elects its own officers, appoints its own committees, issues occasional reports, assists in selecting Gold Keys and other awards given by CSPA, helps plan and conduct CSPA conventions and workshops and advises the CSPA Executive Director on the needs and wants of its members.



Denise Baez, Assistant Director, Awards, for CSPA, handles membership services such as Crown Awards, Medalist critiques and Gold Circle Awards.



Rebecca Castillo, Assistant Director, Programs for CSPA plans and organizes CSPA's three annual conventions and workshops, as well as maintaining CSPA's website and is managing editor for studentpressreview.com.



Antonio Rodriguez, Assistant Director, Administration, for CSPA, acts as convention registrar and exhibits manager, while caring for all financial transactions for the Association and managing the CSPA's computer needs.

CSPAA Officers (2012-2014)



Ray Westbrook from St. Mark's School of Texas, Dallas, TX is CSPAA's elected President, responsible for all CSPAA activities.



Melissa Wantz from Foothill Technology High School, Ventura, CA is First Vice President for membership activities.



Mike Simons from West High School, Painted Post, NY, is Second Vice-President for Conventions.



Mary Kay Downes from Chantilly (VA) High School is CSPAA's Immediate Past President and chairs the CSPAA Committee on Honors and Awards



Kathleen Zwiebel from Pottsville (PA) Area High School is the appointed chair of CSPAA's Committee on Judging Standards.



C. Bruce Watterson from The Darlington School, Rome, GA is the appointed chair of CSPAA's Committee on Judging Practices.



Mark Murray from Arlington Independent School District in Arlington, TX, is CSPAA's appointed chair for technology.

Student Awards Convocation

Friday, March 22, 2013

2:30 - 4:30 p.m.

Roone Arledge Auditorium, Alfred Lerner Hall
115th & Broadway

Gold & Silver Crown Awards

This year 1,344 digital, newspapers, magazines and yearbooks published during the 2011-2012 academic year were eligible for judging in the 2013 Crown Awards Program. All entries were judged at Columbia University from December 8-10, 2012 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 a new category - 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. For this first year of hybrids, as the board of judges examined the publications, they found some publications were still stronger as either print or digital. They chose to move these publications into one category or the other. This gave the staffs an opportunity not to be penalized for their attempt to combine their print and digital production.

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

