



Georgia Scholastic Press Association  
ugagspa.org • 706.542.5022 • gspa@uga.edu  
Grady College of Journalism and Mass Communications  
University of Georgia

photo by Chris Kim

# IT'S YOUR LIFE.

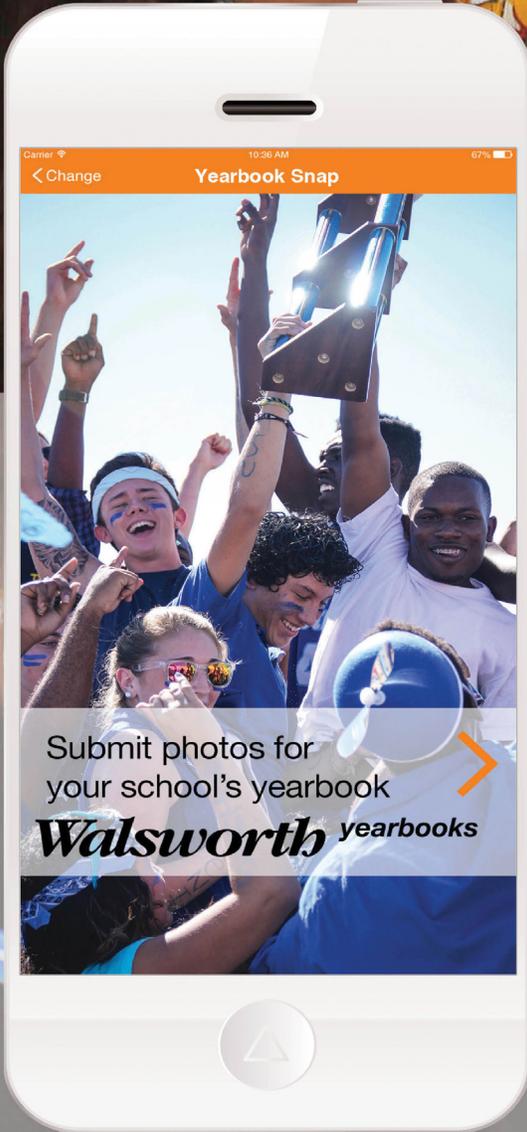
Share your photos of it!

# YEARBOOK SNAP



Send in your awesome photos directly to Online Design—they may be in the yearbook! Let the yearbook show the real you.

Contact any of Walsworth's reps today to see this app in action.



**JESSICA BRANTLEY**  
yearbook sales representative  
jessica.brantley@walsworth.com  
706.726.1787



**SHANNON MINNINGER**  
yearbook sales representative  
shannon.minninger@walsworth.com  
423.987.2529



**TAJA SLYDELL**  
yearbook sales representative  
taja.slydell@walsworth.com  
561.818.1277



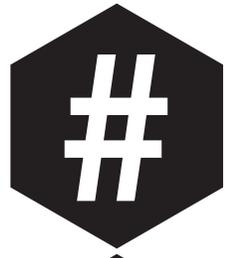
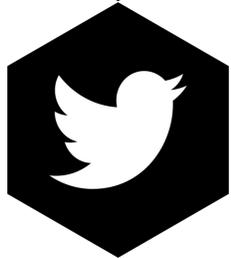
**JULIE WEEKS, CJE**  
yearbook sales representative  
julie.weeks@walsworth.com  
706.343.7322



**BLAZE HAYES**  
area sales manager  
blaze.hayes@walsworth.com  
336.601.8264



Snap it - Share it - See it!



ugaGSPA

GSPAuga

GSPAFC16

Use our geofilter!

---

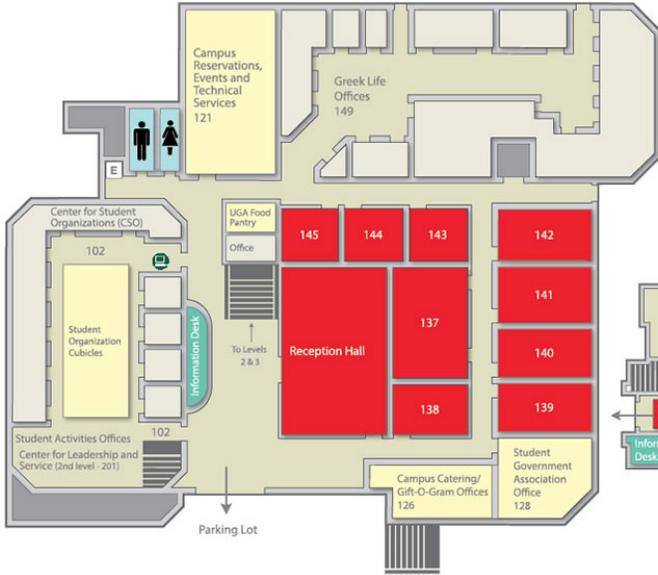
## Table of Contents

---

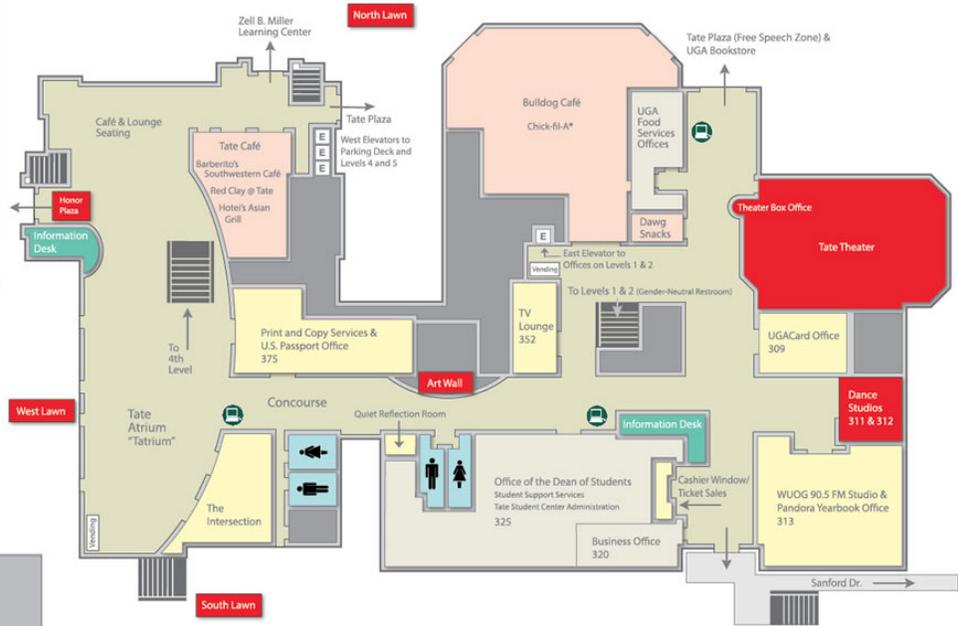
Map	Page 4
Frequently Asked Questions	Page 5
Conference Overview	Page 6
Sessions	Page 8
Presenter Biographies	Page 16
Sponsors	Page 26

# Tate Student Center

## First Floor

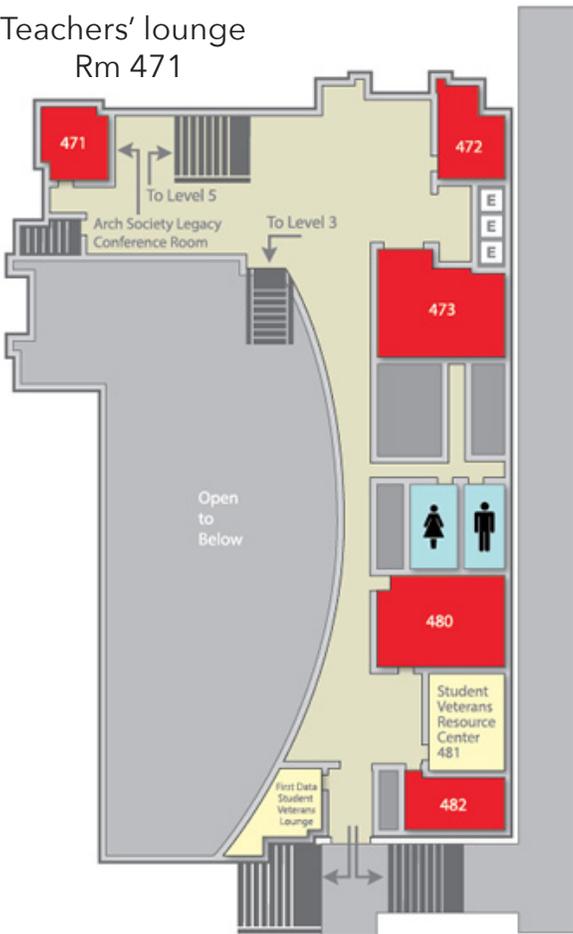


## Third Floor

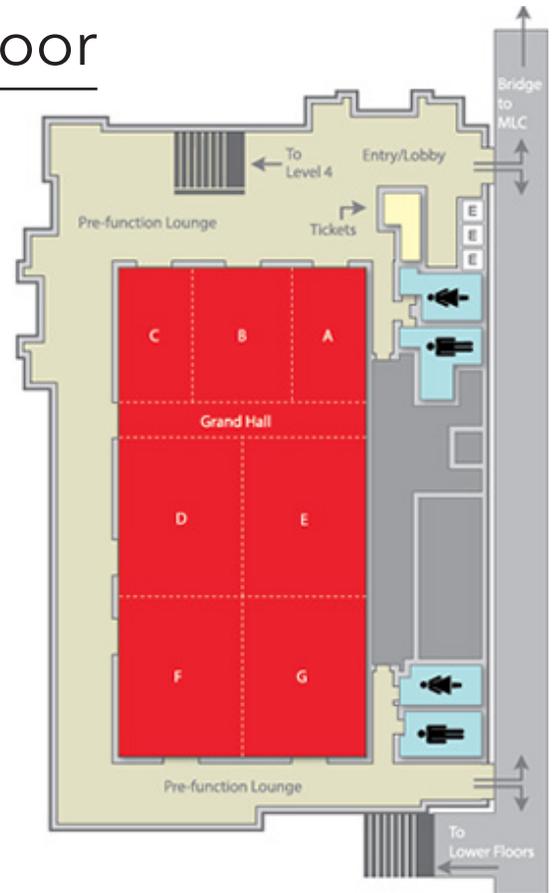


## Fourth Floor

\* Teachers' lounge  
Rm 471



## Fifth Floor



# Frequently Asked Questions

---

**Q: Where are the sessions being held?**

A: All Wednesday evening sessions will be held on the first floor of the Tate Center. All Thursday sessions will be held at the Tate Center. There's a map on the next page.

**Q: I brought a lot of copies of my publication to share. Where should I put them?**

A: Please leave publications to share at the registration desk on the fifth floor, the room next to the registration desk.

**Q: What should I do with the newspaper/newsmagazine, or the website link I brought for the first-issue competition?**

A: Turn it into the contest table from 9:30 a.m. to 10:30 a.m. It will automatically be entered in the first-issue competition. The winning papers will be displayed at the registration table by 2 p.m. on Thursday.

**Q: How do I get an on-site critique?**

A: On-site critiques of publications will be offered on Thursday. Critiques will begin at 10 a.m. and are limited to 25 minutes per publication, and no more than three people (students only) can participate in the critique. Leave your publication and sign up for a critique time at registration check-in. Critique times are given on a first-come, first-served basis. All critiques are held in the nook of the fifth floor.

**Q: How do I enter the on-the-spot photo competition?**

A: There will be two separate photo competitions. Each carries a prize of \$25 for the first-place winner. Participants must bring their own camera and any card readers and cords necessary to download their photos to a Macbook. Participants will take one candid portrait during the morning portion of the conference. All entries should be submitted at the contest table by 12:30 p.m. on Thursday. The winner will be displayed by 2:00 p.m.

**Q: When is lunch?**

A: The lunch break will be from 12:30-2:00 p.m. At this time, there will be a special Lunch & Learn session for advisers. There will be sessions that will begin at 1:30 p.m.

**Q: What should I eat for lunch?**

A: There are a number of dining options on the third floor of the Tate Center. Take the elevator to the third floor to the Tate Cafe. Walk across the third floor to the Bulldog Cafe for a Chick-fil-A, Giorgio's Pasta & Pizza and the Bulldog Grille (hamburgers, fries). Please visit downtown Athens, where there are a number of delicious local and chain dining options available. Downtown Athens is a short 15-minute walk via Sanford Drive and S. Jackson St. or can be reached by UGA bus. The Orbit route goes from the Memorial Hall bus stop across the street from Tate Plaza to the Arch bus stop downtown.

## Wednesday, October 26

6 p.m. - 7 p.m.	Registration
7 p.m. - 7:20 p.m.	Welcome
7:30 p.m. - 9:30 p.m.	Pre-Conference Sessions

## Thursday, October 27

8 a.m. - 9 a.m.	Registration
9 a.m. - 9:20 a.m.	Welcome
9:30 a.m. - 12:20 p.m.	Morning Sessions
9:30 a.m. - 11:20 a.m.	Long Session One
12:30 p.m. - 1:20 p.m.	Lunch Break
12:30 p.m. - 2 p.m.	Special Lunch Session
1:30 p.m. - 4 p.m.	Afternoon Sessions
1:50 p.m. - 3 p.m.	Long Session Two

---

On site critiques will be held in the fifth floor nook, 9:30 a.m. - 12:30 p.m. & 2 p.m. - 3:30 p.m.

# Yearbook

IT'S WHAT WE DO.



There's so much that goes into capturing the year for your school community. From brainstorming, reporting and editing to design, photography and typography, there's lots to learn. Sales, marketing, project management and leadership require attention and practice. We're here to support your efforts with powerful tools, flexible programming, unparalleled resources and knowledgeable representatives who share your passion for the process and the product.

[yearbookdiscoveries.com](http://yearbookdiscoveries.com)



# What do the letters mean?

---

**A** — All

Newspaper  
or — **N**  
Newsmagazine

**B** — Broadcasting

Literary — **L**  
Magazine

**Y** — Yearbook

Online — **O**  
Media

---

Each session is coded for the type of staff that would benefit most from the session.

6 p.m. - 7 p.m.

## Registration

Outside of Tate Reception Hall, 1st Floor

7 p.m. - 7:20 p.m.

## Welcome

Tate Reception Hall, 1st Floor

# Pre-Conference Session

7:30 p.m. - 9:30 p.m.

## A - Photoshop Seminar

In this hands-on beginners lab class, attendees will be taught basics like making a photo lighter or darker, fixing back-lit photos, and correcting color. Beyond toning, the session will explore artistic options (like as selective color, cut out backgrounds, ghosting) as suggested by session participants. Specific skills covered will include but are not limited to levels, curves, hue/saturation, photo filter, shadow/highlight, color modes, blur/sharpen filters, selection features. • *No experience with Photoshop necessary for this class.* • *Tablets not recommended for this class.* • *Attendees should bring their own laptop with Adobe Photoshop installed (A free 30-day trial is available for download and is highly recommended so everyone in the class has the same version).*

**Rm 137, Presenter: Lauren Logsdon**

## A - Available Darkness Photography

Many events of interest to your staff will be indoors or at night, how do you help them work through the technical challenges of making

images in low light? How do you make smarter choices when recommending equipment that will work in these demanding situations? How do you afford those brighter lenses? How do you counsel your staff to shoot what they can, not what they can't? How do you explain the wonders and misery of flash photography? All of this in two hours.

**Rm 143, Presenter: Mark Johnson**

## A - InDesign Seminar

This seminar is designed for advisers and students who are looking to utilize InDesign for their publication's creation software. We'll explore creating content within InDesign - how to place photos, create text boxes, generate unique designs and get pages ready for submission. We'll also explore other InDesign tools like text wrapping, character styles and typing on a path that can help simplify creating your dream publication. • *Bring plenty of questions* • *Comfort with InDesign is not necessary for this class.* • *Attendees should bring their own laptops with InDesign installed (the free 30-day-trial is available at adobe.com).*

**Rm 138, Presenter: Sean McCarthy**

## A - Interviewing Lab

This workshop will cover everything from the basics of an interview, how to conduct an interview and the difference between good and bad interviews. The workshop will involve discussion, video and interactive practice to allow students to conduct interviews with each other. Students will leave knowing the imperative Do's and Don't's of interviewing, as well as how to seek out quality sources to interview for news stories.

**Rm 144, Presenter: Martha Michael**

**Before**

**Tom Johnson**

**ran**

**CNN and the Los Angeles Times**

**he was Editor-in-Chief of**

**The Red & Black**

---

**Get your start  
with us.**

**Whether you're definitely  
headed to UGA or just  
thinking about it, we're  
happy to talk about how  
you can get involved.**

**email:**

**[recruitment@randb.com](mailto:recruitment@randb.com)**

**or stop by:**

**540 Baxter Street**

**[redandblack.com](http://redandblack.com)**



8 a.m. - 9 a.m.

## **Registration**

In front of Tate Theater, 3rd Floor

9 a.m. - 9:20 p.m.

## **Welcome**

Tate Theater, 3rd Floor

# **Long Session 1**

9:30 a.m. - 11:20 p.m.

## **A - InDesign**

This class is designed for advisers and students who are looking to utilize InDesign for their publication's creation software. We'll explore creating content within InDesign - how to place photos, create text boxes, generate unique designs and get pages ready for submission. We'll also explore other InDesign tools like text wrapping, character styles and typing on a path that can help simplify creating your dream publication. • Bring plenty of questions • Comfort with InDesign is not necessary for this class. • Attendees should bring their own laptops with InDesign installed (the free 30-day-trial is available at [adobe.com](http://adobe.com)).

**Grand Hall G, Presenter: Sean McCarthy**

# **Session A**

9:30 a.m. - 10:20 a.m.

## **A - Beyond Selling Ads**

Advertising is about so much more than just selling ads! We will discuss advertising basics and how you can apply them to your

publication. Whether you are creating a newspaper or yearbook we will talk about how to target your audience, get a message across, and make your ads memorable.

**Grand Hall A, Presenter: Elizabeth Ponson**

## **O - Writing for Online Media**

Go into a deeper meaning on how to write for the web. For example, each post should have a headline/title, lead, supporting information and closing like print, but posts should be written with Search Engine Optimization (SEO) in mind. I will discuss the need to know guidelines for writing digitally

**Grand Hall B, Presenter: Lauren Herbert**

## **Y - Design Trends**

The way you package your story makes all the difference in whether or not readers will stop and take a look. Review some fundamental designs and find out what twists can make them appealing and up to date for today's audiences. From fonts to colors to mod designs, we'll show you how to spice up your designs.

**Grand Hall C, Presenter: Julie Weeks**

## **A - Fundraising 101**

Funding is essential for any publication to survive. Unfortunately, some publications are not funded through their schools thus having to find other ways to fund themselves. In this session, learn different strategies and ideas on how to fundraise in order to help your publication boost their funding.

**Grand Hall D, Presenter: Claire Wall**

## **N/Y - Captions and More**

Combined with engaging photos, captions and alternative coverage tell the story of the year in ways that increase the value of a yearbook. Learn how to get the best from your students in this class.

**Grand Hall E, Presenter: Lauren Logsdon**

## Session B

10:30 a.m. - 11:20 a.m.

### **Y - Staying on my Ps and Qs**

Making a yearbook is oh-so-fun! It is great! It's your PRIME TIME, but it requires QUALITY WORK. That's because there are danger zones to navigate, challenges to tackle, potholes to avoid, and conflicts to prevent. Knowing the potential problems, making a plan, and paying attention to details from Day 1 to D-Day (distribution day) minimizes the difficulties and maximizes the delight!

**Grand Hall F, Presenter: Gwen Childers**

### **B - The down and dirty dozen**

Forget all that tricky tacky tech talk, this broadcast session offers up a dozen big ideas about video production that will help you tell more memorable broadcast stories

**Rm 473, Presenter: Jon Reese**

### **A - It's a Mad, Mad Mobile World**

Join the director of the Grady Mobile News Lab as he explains how news has shifted to the small screen of mobile devices and how mobility has changed - and will continue to change - how consumers get their news. The session will also some practical tips on how to create mobile news along with ideas for experimenting with new platforms with your students. *(Advisers Only)*

**Rm 479, Presenter: Dr. Keith Herndon**

### **Y - Beginning Photography**

Great photos will help tell the story of the year in a way your readers will always remember. Learn basics of composition, lighting, and angles that will take your photos from average to awesome. No camera will be required for this session.

**Rm 480, Presenter: Shannon Minninger**

### **A - Right to Report**

Despite what administrators may believe, student journalists do have rights. However, enforcing those rights come at a significant cost. Learn the law of the student press, places to go for help, and techniques to preempt controversy with your administration.

**Grand Hall A, Presenter: Rebecca Burns**

### **O - Managing your site**

How to create a site that is friendly to your set audience. Why you need a site.. and what templates to use that will be appealing to your advisers and editors.

**Grand Hall B, Presenter: Lauren Herbert**

### **N/Y - Designing like professionals**

Find out how to use professional resources of various mediums to inspire and invigorate your publication's design. Tips will be geared toward yearbook and newspaper staffs. *(Advanced)*

**Grand Hall C, Presenter: Jen Ortman**

### **A - Crafting the Lede**

Do you want to learn how to capture your reader's attention? If so, in this class participants will learn the basics of form and ways of diverging from the traditional ledes.

**Grand Hall D, Presenters: Dillon Thompson & Schafer Sirmer**

### **A - Photojournalism**

The human brain stores information visually, so how do you create images that will be encoded in long term memory? Deciding what to shoot is the first step that every photojournalist must make - what's visual, what isn't. What's the difference between documenting motion and emotion? Which makes a better photo and which makes a better story? There is a

difference.

**Grand Hall E, Presenter: Mark Johnson**

## **Y - It's Your Art. Sell It!**

Selling yearbooks seems secondary to the work of creating yearbooks, but selling one's art is a task all artists must tackle. The Weekend, 21 Pilots, and Sia know that for art to be enjoyed by others, they have to promote it, and for them to make a living, they have to sell it. Even if you hide your eyes, you still have to promote your art. You, too, are artists. You spend a year creating a rare work of art. It's rare because there are limited copies. It's art because it's full of creative design, writing, photography, and branding. Singers sing and sell. Writers write and sell. Designers design and sell. So should you. Don't diminish the value of your art. Promote it! Don't shortchange the worth of your work. Sell it!

**Grand Hall F, Presenter: Gwen Childers**

## **A - Real Talk**

Bring your trials and tribulations and let's talk bluntly about what's happening with your staff and adviser. Leave with a fresh perspective and some advice from others who have been where you are. Limit of two editors per school may attend. *(Editors only)*

**Rm 473, Presenter: Jon Reese**

## **A - Zombies and Transformers: Exploring the Myths and Realities of Today's News Media Marketplace**

The decline of printed publications in the digital era is often used to paint a sad portrait of today's news media. This presentation, however, will show that it's not all doom and gloom for the nation's press. A new generation of businesses are transforming the landscape by melding journalistic values with emerging technologies to create new forms of storytelling and platforms to present those stories. The session will also explain why Georgia is an especially hot location for entrepreneurial

journalism

**Rm 479, Presenter: Dr. Keith Herndon**

## **Y - You're the yearbook editor, now what?**

Your staff is ready to follow the leader... and that's you! Learn how to motivate without nagging, delegate while still monitoring, and how to be a resourceful facilitator to your staff members.

**Rm 480, Presenters: Shannon Minninger & Julie Weeks**

## **L - Creative Photography**

This class will focus on different compositional elements of photography as well as creative ways to edit and enhance photos. The beginning of the class will consist of a mini-lecture and after that we will do a group brainstorming activity to come up with photo concepts for different stories. *(Advanced)*

**Rm 137, Presenter: Gabi Robins**

## **L - Literary Magazine Idea Swap**

In this session, literary magazine staffs will ask questions about their most pressing concerns and participants will offer suggestions based on how their staffs handle the issue

**Rm 138, Presenter: Lori Vincent**

## **A - Getting into UGA**

What's the minimum SAT score? Should I be taking easy high school classes to get As or should I take more challenging AP classes? The UGA Admissions Office gives answers and dispels myths.

**Rm 143, Presenter: Meghan Camp**

## Session C

11:30 a.m. - 12:20 p.m.

### B - Writing for broadcasting

In this session, you'll learn how to write for someone to read your words on TV. Which words should you never use? What's the most powerful word in television? Find out by watching the best in the business and reading and writing some scripts of your own!

**Grand Hall A, Presenter: Dillon Richards**

### A - Using Graphics Effectively

There is a difference between designing and decorating. Graphics can be used thoughtfully to enhance a theme and the design of spreads. We will start by looking at popular graphic elements that can be "3-peated" on spreads to enhance spread designs. Then we will move to the types of graphics publications use to offer alternative story forms - timelines, interactives, infographs, and more.

**Grand Hall B, Presenter: Lauren Logsdon**

### N/Y - Building your brand through social media

Get ideas for starting or growing your publication's social media presence and building a recognizable brand for your publication. Build hype and promote buy in within the student body. Tips for newspaper and yearbook staffs included in this presentation.

**Grand Hall C, Presenter: Jen Ortman**

### N - Storytelling with multimedia

With the digital age in full bloom, journalism has had to adapt to the times. Attendees will learn how to understand visual storytelling. Will be exposed to new mediums such as podcasting and short form video. They will also learn how to incorporate multimedia into traditional pieces.

**Grand Hall D, Presenters: Dillon Thompson,**

**Schafer Sirmer & Joseph Yourski**

### A - Advanced Photojournalism

Your camera has a lot of buttons and dials on it, how often do you feel that it is in control and you are not? Do you want to move from taking photos to making them? Do the phrases ISO, aperture and shutter speed sound vaguely familiar but your camera has been locked down on that green square mode for months? It's time to be take control of the camera.

**Grand Hall E, Presenter: Mark Johnson**

### Y - How to make your yearbook great again!

Even if your school's yearbook is polling zero, you can make yearbook great again! Take your yearbook from a low-energy scrapbook, and make it into something that meets national standards and tells fantastic stories. It's okay if you're a lightweight, we were all amateurs once. If you love winning, and want to learn how to make the best people even better, take this session!

**Grand Hall F, Presenter: Adrienne Forgette & Ethan Pender**

### Y - Managing Book & Ad Sales

Every real-world publication needs to sell ads to survive. Scholastic journalism experiences do too. Ad sales can help you fund class trips to conventions, purchase technology or upgrade your yearbook. Just as for businesses in the "real world," promotion of your program is important. Clever marketers excite their buyers about the product and then make it easy to buy. In this class, attendees will learn how to get the most out of their ad sales and get ideas that will blow last year's sales out of the water. *(Advanced)*

**Grand Hall G, Presenter: Sean McCarthy**

### N - It's the Little Things

Come to this session to hear almost three dozen specific suggestions aimed at improving your reporting, design and staff dynamics.

# Online First

What if you didn't have to wait until the next issue?

What if you weren't limited by what fits on a page?

What if you could reach your audience anytime, anywhere?

## Scholastic Journalism Reinvented

---

School Newspapers Online

w: [www.snosites.com](http://www.snosites.com)

p: 888.649.7784

■ Powerful websites

■ Reliable hosting

■ Unlimited support



Adjusting some of the little things may be all it takes to transform your paper or newsmagazine.

**Rm 473, Presenter: Jon Reese**

### **O - Bringing your website into 2016!**

Is your website stuck in the early 2000s? Do your site analytics make you sad? Learn how to make your website engaging for your audience. This session will teach you about multimedia elements and packages to engage readers and make your site interactive. Attendees will be introduced to Infogram, Storify, Timeline JS and more to vamp up their website.

**Rm 479, Presenters: Sunčana Pavlič, Aneesa Conine-Nakano & David Ragsdale**

### **A - Alternative Coverage & Story Writing**

Whether your theme and book arrangement calls for something outside of the norm, or whether you want to engage your audience by changing things up, you can vary the types of stories you include and the way you write them to do just that.

**Rm 480, Presenter: Julie Weeks**

### **N - Opinion Writing: Using Your Power for Good**

The course focuses on opinion writing for print and online media. Major topics are strategies for finding editorial and column ideas, researching ideas, locating credible sources, persuasion techniques, establishing an effective style and tone, and writing for diverse audiences.

**Rm 137, Presenter: Dr. Nsenga Burton**

### **L - Creative Nonfiction**

In this session, Ms. Vincent will present plans she uses in her writer's workshop course like Letters to the Dead, Six-Word Memoirs, poetry, and Memoirs of place. (*Advanced*)

**Rm 138, Presenter: Lori Vincent**

### **N - What a judge is looking for?**

Do you want to improve your scores for next year's competition? If so, join one of our judges in this interactive session. Learn about strategies to improve scores and common deductions that can be easily fixed. Bring your publications and receive an on-the-spot critique. Also, bring your questions and we'll provide you with answers. (*Advisers and Editors only*)

**Rm 143, Presenter: Stephanie Moreno**

## **Lunch**

12:30 p.m. - 1:30 p.m.

### **Advisers Only - Lunch & Learn (12:30 p.m. - 2 p.m.)**

Come join us for a lunch and learn! We will be providing a catered lunch for advisers only. The session will discuss techniques the best advisers implement to get high quality work and dedication out of their students. How do they do it without living in the classroom evenings, weekends and holidays? Find out in this interactive and collaborative class. Sign up in advance to reserve your spot. Must RSVP by Friday, October 21st.

**Grand Hall G, Sponsored by Jostens**

## **Session D**

1:30 p.m. - 2:20 p.m.

### **A - A Grady Sports Media Discussion**

Tips for enhancing your high school sports coverage, and journalism lessons learned by students who covered the Olympics and Paralympics in Rio de Janeiro.

**Grand Hall F, Presenter: Vicki Michaelis**

## Long Session 2

1:50 p.m. - 3:00 p.m.

### B - How to make a TV News Report

In this session, you'll be the reporter. Go out and shoot interviews and then come back and put together your very own TV report! You can even practice being on camera and recording your voice for your story.

**Grand Hall A, Presenter: Dillon Richards**

### A - Photoshop

In this hands-on beginners lab class, attendees will be taught basics like making a photo lighter or darker, fixing back-lit photos, and correcting color. Beyond toning, the session will explore artistic options (like as selective color, cut out backgrounds, ghosting) as suggested by session participants. Specific skills covered will include but are not limited to levels, curves, hue/saturation, photo filter, shadow/highlight, color modes, blur/sharpen filters, selection features. • *No experience with Photoshop necessary for this class.* • *Tablets not recommended for this class.* • *Attendees should bring their own laptop with Adobe Photoshop installed (A free 30-day trial is available for download and is highly recommended so everyone in the class has the same version).*

**Grand Hall G, Presenter: Lauren Logsdon**

## Session E

2:10 p.m. - 3:00 p.m.

### N - Covering Sensitive Topics

Sometimes, journalists have to cover difficult topics, and it can be hard to know the right words to use when writing about race, gender, LGBTQ, religion, mental health, etc. Reporters and editors make judgment calls about when

to show graphic images or print an emotional story. In this session, you'll learn how to navigate these subjects and explore some of journalism's core ethics by looking into the challenging and rewarding aspects of covering sensitive topics. *(Advanced).*

**Grand Hall B, Presenter: Elizabeth Fite**

### Y - Yearbooks from a judge

In this presentation learn what judges are looking for while critiquing yearbooks. Learn tips on how to improve common mistakes and make your scores higher. *(Advisers and Editors only)*

**Grand Hall C, Presenter: Jen Ortman**

### N/Y - Feature Writing

Features are the pieces that connect readers to their communities. In this class, attendees will learn strategies for researching, finding sources and fact checking. Additionally, they will also delve into the writing process.

**Grand Hall D, Presenters: Dillon Thompson, Schafer Sirmer & Joseph Yourski**

### A - Staff Motivation & Management

Whether you have a small staff or a large one, your yearbook staff needs to be organized, understand each and work together. Get everyone on the same page and discover team building activities that will help your staff perform to their highest levels. *(Advisers Only)*

**Grand Hall E, Presenter: Julie Weeks**

### A - Leadership Series: And the plot thickens

Conflict is essential in any plot, as it moves the story forward. Learn tricks and tips on how to resolve conflict in with your fellow colleagues and in your staff.

**Grand Hall F, Presenter: Roxanna Gandia**

### A - Beyond Interviewing Basics

"Duh" questions get lifeless responses. Discover techniques that are sure to elicit powerful anecdotes, useful stats and charged

reactions. You'll also hear the best three words to start any interview. Bonus: learn to decipher your interviewer's body language.

**Rm 473, Presenter: Jon Reese**

### **A - Where's my staff manual?**

Having a living and breathing staff manual can be a pain to create, but the benefits will allow for increased workflow, delegation of duties and allows staffers to know the ins and outs of your newsroom. In this session, we'll work with you to identify the must haves for your staff, so you can update your stylebook/manual/class protocols after the conventions.

**Rm 479, Presenters: Lucia Bermudez, Jordan Rhym & David Ragsdale**

### **L - Reading/Writing/Living Poems & Poetry**

In this class we'll begin by reading out loud and discussing a selection of poems from The Georgia Review and elsewhere. What makes a poem? Who makes poem? What makes a poem tick? In the second half of the class we'll do a few exercises and word games that will offer students a chance to experiment and broaden their sense of poetry and its particular challenges and joys.

**Rm 480, Presenter: Thibault Raoult**

### **O - How to become a Full Stack Journalist**

The world of journalism is omnichannel, no longer about print, broadcast, or radio but all forms of content. What's essential is to create your story and tell it across multiple platforms, especially the web, social, and emerging media. This session will define what it means to be a "full stack" journalist and the tools needed to be a storyteller in an increasingly digital world.

**Rm 137, Presenter: Lauren Patrick**

### **Y - 18,41,02,17**

Yearbook coverage isn't about numbers. It's about names. It isn't about prizes. It's about people. Yearbook journalists have significant power over people's lives, which is why it

is incredibly important to wield that power responsibly and meaningfully—to make a positive impact, one pica, one photo, one page, and one person at a time.

**Rm 138, Presenter: Gwen Childers**

## **Session F**

3:10 p.m. - 4:00 p.m.

### **B - Broadcasting Basics**

In this session, you'll find out what happens in the day of a typical reporter. How do they find stories? How do they convince people to talk to them? You'll learn that and more by conducting your own interviews and practicing pitching your own stories!

**Grand Hall A, Presenter: Dillon Richards**

### **N - In-depth reporting**

In-depth, investigative reporting is the heart and soul of journalism. Investigative journalists expose injustice, hold the powerful accountable and are a necessary component of a functioning democracy. But as newsrooms struggle to make ends meet, in-depth reporting can take a backseat to cheaper and easier news forms. This session delves into the importance and impact of in-depth reporting, while looking at some tools you can use in your own investigation. (*Advanced*).

**Grand Hall B, Presenter: Elizabeth Fite**

### **Y - Continuing your involvement**

This session will discuss the transition from being on a high school yearbook staff to being on a college staff. The presenters will talk about strategies on how to face the advantages and new learning experiences that comes along with this transition. They will also discuss the handling new arrangements of staff duties, seizing unfamiliar roles, delegating tasks to a larger staff, and campus marketing and brand recognition.

**Grand Hall C, Presenters: Brianne Leischow, Bradon Bass, Jessica Beach & Samantha Nagy**

**N - Newswriting: telling the story**

Are you covering all angles of the story? Are you relaying facts clearly? In this class, attendees will learn the importance of objectivity. They will learn how to understand documents. The best way to relay facts clearly and how to write with clarity.

**Grand Hall D, Presenters: Dillon Thompson, Schafer Sirmer & Joseph Yourski**

**N - In-depth feature writing: Going beyond the basics of writing features**

Telling the story of someone's life, an experience, a place or a passion is not to be taken lightly. It takes commitment, sensitivity, a listening ear and a mindful heart. In this session, Katy Ruth Camp will teach you how to uncover important details that make a story memorable and how to find your own voice while doing justice to that of another. *(Advanced)*.

**Grand Hall E, Presenter: Katy Ruth Camp**

**2016 Literary Magazine & Yearbook Awards**

Join your fellow colleagues as we recognize this year's winners of the Summer Contest.

**Grand Hall F, Sponsored by GSPA**

**Visit Newssource**

Have you ever wondered what it takes to produce a live broadcast? Visit the Newssource, a class and an independent news organization at the Grady College studio to see how they do it. Due to this being a class, a limited number of individuals are allowed to attend. The class is open to a group of 10-15. Pre-registration is required- if interested in visiting, email [gspa@uga.edu](mailto:gspa@uga.edu) with the name of those attending by October 24th.

**Grady College 1st floor**





# Presenter Biographies

---

**Brandon Bass** is an Art Education major at the University of Georgia and is the Art Director for Pandora Yearbook. He attended Langston Hughes High School and graduated in 2015.

**Jessica Beach** is an Advertising major at The University of Georgia and acts as the Photography Editor for Pandora Yearbook. She attended North Paulding High School and graduated in 2014.

**Lucia Bermudez** is a junior at Clarke Central High School in Athens, Ga and serves as the editor in chief of the ODYSSEY Newsmagazine. She is an activist and a proud Latina and works to report real news at CCHS and uncover the stories of those in her community. She enjoys social justice pieces and aspires to expand her coverage of social issues and human rights.

**Rebecca Burns** joined The Red & Black independent student news organization in 2015 after two decades as a writer and editor, and presently serves as publisher. Former editor in chief of Atlanta Magazine, she has contributed to publications including The Guardian, POLITICO and The Atlanta Journal-Constitution. She is the author of three books and teaches part-time at UGA

**Dr. Nsenga Burton** is the digital editor of Grady Newsource and teaches new writing and multi-platform production courses. A media scholar with over 15 years of experience teaching at the college-level, Dr. Burton is an award-winning professor, multimedia journalist, filmmaker and producer. Currently, she serves as editor-at-large for The Root (a Univision company) and contributor to Huffington Post Black Voices where she writes media criticism. In 2012, Dr. Burton founded the Burton Wire, an award-winning news blog that covers global Black and Afro-Latino populations. In addition to her work as a journalist and professor, Dr. Burton is a leader in the field of technology and diversity, serving as Executive Director of the National Association of Multicultural Digital Entrepreneurs for the past three years and the head of her new media consulting firm, The Burton Wire Media Group.

**Katie Ruth Camp** is the features and lifestyle editor for the Marietta Daily Journal company of newspapers, magazines and special publications and has a monthly social column in Cobb Life Magazine titled, "Keeping Up With Katy Ruth." Katy Ruth graduated with honors from the University of Georgia with degrees in magazine journalism and comparative literature and also spent a semester at Oxford University with the UGA/Grady at Oxford program. Katy Ruth is an active volunteer, serving on several boards and committees including the Earl Smith Strand Theatre, UGA Alumni Association, Cobb Young Professionals and Northwest Georgia YWCA and was also a member of Leadership Cobb 2016. She has won several awards for

her writing from the Georgia Press Association, Associated Press and others.

**Meghan Camp** is an Admissions Recruiter at the Office of Admissions at the University of Georgia. She graduated from UGA with a Bachelors of Science in Human Development & Family Science from the College of Family and Consumer Science and also received a Masters in Social Work in Community Empowerment and Program Development. She's originally from Ringgold, GA. One of her most notable experiences at UGA was when she was part of the first group of students with the School of Social Work to organize a student trip to Selma, AL to commemorate the Bloody Sunday March for Civil Rights.

**Gwen Childers** has been creating yearbooks for over 35 years. Since she was 12 years old, she's been elbows-deep in yearbooks—as a yearbook staff member, as a yearbook editor, as a yearbook adviser, and now as a yearbook rep for Herff Jones. Gwen loves supporting yearbook advisers and staffs across northeast Georgia. She's passionate about it because she's passionate about people. Gwen believes it is a privilege to create yearbooks because yearbooks are precious, personal, public, and permanent. Supporting yearbook advisers and students is meaningful to Gwen because her students' and advisers' work showcases schools, empowers students, and preserves memories, and she loves every moment of it.

**Aneesa Conine-Nakano** is the Editor-in-Chief of ODYSSEY Online and is a junior at Clarke Central High School in Athens, Ga. She has served as an editor for ODYSSEY Online for three years, previously serving as the Web Master and the Digital Managing Editor. She strives to make ODYSSEY Online informative, accurate, and engaging and hopes to inform her staff about the many facets of technology.

**Elizabeth Fite** is a second-year graduate student studying health and medical journalism at the University of Georgia. She graduated from Auburn University in 2012 with degrees in journalism and English literature. While attending Auburn, Elizabeth was a staff reporter and copy editor for the university's newspaper, The Auburn Plainsman, which is the second-most decorated student publication in the history of the National Pacemaker competition. Following graduation, she was a reporter and photographer for the Aiken Standard, a daily newspaper located in Aiken, South Carolina. Elizabeth currently works as graduate assistant in the Office of Research Communications at UGA and as a freelance journalist. Her most recent article on EpiPens was published online in Georgia Health News.

**Adrienne Forgette** is the Media Arts Director at the Darlington School in Rome, Georgia where she advises

# Presenter Biographies

---

the Jabberwock yearbook, Darlingtonian online news site and Insklinger literary magazine. Forgettes serves as the Editor-in-Chief of the Dow Jones News Fund's quarterly publication for media advisers, Adviser Update. She was recently named a 2016 Lindblad Expedition and National Geographic Grosvenor Teacher Fellow. She holds a B.A. from Colgate University and an M.A. from the University of Maryland, College Park. E-mail: mrsforgette@gmail.com

**Roxanna Gandía** is the Director of High School & Diversity Outreach at Grady College and has been serving as the Director of GSPA since January 2016. Originally from Puerto Rico, she moved to Tampa to attend the University of Tampa. There she graduated with a B.A. in Film & Media Arts. In 2011, she graduated from the University of South Florida with a M.Ed. in Curriculum & Instruction: College Student Affairs. In September 2011, she began working at UGA as a Residence Hall Director (RHD) in University Housing. As an RHD she supervised three buildings of around 470 first year and upper-class students and a staff of 11 undergraduate students. During this time, she realized her passion for a student's personal growth and leadership development. She enjoys building relationships with students and serving as a sounding board for them.

**Lauren Herbert** is a senior from Canton, GA majoring in Digital & Broadcast Journalism with a New Media Certificate. One day she aspires to become a Video Producer. She wants to be able to produce and create her own content across all platforms. This past summer, she worked at the TODAY Show as a broadcast intern. She's currently involved in the Grady Newsource and works as a multimedia journalist, producer anchor and ONA/SPJ Exec. She is a student leader in the Cox Mobile News Lab and the social media coordinator for DiGamma Kappa.

**Keith Herndon, Ph.D.**, was appointed Professor of Practice in Journalism in Fall 2016 and named Director of the Cox Institute for Journalism Innovation, Management and Leadership. He teaches managing news organizations, entrepreneurial journalism, ethics and a variety of journalism skills courses. He also serves as the director of Grady Mobile News Lab. He had served as a visiting professor at Grady since Fall 2012 and taught as a lecturer in Fall 2011. Dr. Herndon was a media research consultant with Internet Decisions, LLC, a strategic planning firm he began in 2005. He was a founding executive of Cox Enterprises' Internet division, serving as Vice President of Operations and Vice President for Planning and Product Development. He was also Director of Operations at Cox Radio Interactive, a pioneer in streaming media. Dr. Herndon began his career while a student at the University of Georgia, working as a reporter for his hometown paper in Elberton, Ga., and then as a sportswriter for the Anderson (S.C.) Independent and the Athens Banner-Herald. After graduation, he was a Pulliam Journalism

Fellow, covering business news at The Indianapolis News. He was a business reporter at The Atlanta Journal-Constitution before becoming assistant business editor, deputy business editor and administrative editor.

**Mark Johnson** is the chief technology officer and senior lecturer of photojournalism at the Grady College where he oversees the visual journalism program. His professional experience includes serving as photo editor of The Observer-Dispatch (Utica, NY), director of photography for School-Sports Magazine (Boston), assistant chief photographer for Community Newspapers Company (Framingham, Mass.) and as a freelance photographer for the Associated Press. He has also done freelance work with several major clients, including USA Today, The Orlando Sentinel and the Louisville Courier Journal. Johnson received his bachelor's degree in photojournalism and his master's in photography from Syracuse University, where he taught photography, graphic design and broadcast journalism classes. He has served as the Interim Executive Director and Chair of the Education Committee for the National Press Photographers Association.

**Brianne Leischow** is a Biology major at The University of Georgia and is the editor in chief of Pandora Yearbook. She attended North Paulding High School and graduated in 2014.

**Lauren Logsdon** works with schools in the Atlanta and Athens area as a representative for Jostens Yearbooks. Her passion for yearbook journalism began in ninth grade and continued throughout high school and college. She was the editor the Pope High School yearbook (a Pacemaker-winner) and was Features Editor for the Pandora Yearbook at the University of Georgia. After teaching Graphic Design at Yale University, she joined the Jostens family in 2007. Lauren is a JEA Certified Journalism Educator and is an Adobe Certified Associate in InDesign and Photoshop. Helping bring her schools five consecutive Printing Industries of America wins, Lauren works with yearbook programs across the country to help take their program to the next level.

**Sean McCarthy** is a representative for Jostens Yearbooks. He is an Adobe InDesign evangelist and loves the college and career ready skills provided with application proficiency

**Martha Michael** is originally from Athens. She grew up in several different places across the Southeast before ending up in Valdosta, Ga., where she attended high school. She arrived at UGA as an intended Public Health major, but soon realized two things: she hated chemistry and missed writing. Now, she is a senior studying Public Affairs Journalism, with Political Science and Spanish minors and a New Media Certificate tacked on. She spent

# Presenter Biographies

---

the spring semester of junior year studying abroad in Valencia, Spain, which was without a doubt the most significant and transformative experience of her college career. Since returning, she has interned with the Athens Banner-Herald and Flagpole Magazine and has gotten to report on important local issues including UGA's controversial academic calendar, expansion of bike lanes and the Greenway and student voting. As a part of the Fall 2016 cohort of the Grady Mobile News Lab, she's working with a team to create a mobile, multimedia project on the proposed anti-discrimination ordinance for downtown Athens. After graduation, she hopes to complete another internship in a larger newsroom and work more on the digital media side before deciding which path she wants to follow towards a full-time career. In her spare time, she enjoys playing with her dog, watching *The Office*, drinking lots of coffee and planning trips.

**Vicki Michaelis** joined the Grady College faculty in Aug. 2012 after 21 years as a sports journalist, the last 12 as the lead Olympics reporter for USA Today. She also covered the NFL, NBA, Major League Baseball, NHL and major college sports as USA Today's Denver bureau sports writer. She was part of the newspaper's transformation in the digital age, expanding her skills as USA Today established itself on digital, mobile and video platforms. Prior to joining USA Today, she spent five years at The Denver Post, where her beats included University of Colorado football and the Denver Nuggets. She began her career at The Palm Beach Post, gaining beat experience in high school sports, major college sports, tennis and the NBA. From 1997-2001, she taught sports reporting as an adjunct professor at the University of Colorado. She is a past president and chairperson of the Association for Women in Sports Media. She currently teaches sports reporting, writing and social media as it relates to sports. She is the director of GradySports, the college's new sports media initiative.

**Shannon Minninger** is currently the publishing representative at Walsworth Yearbooks. When she was on her first yearbook staff as a 7th grader in middle school, Shannon had no idea that 25 years later, she'd STILL be doing yearbooks! But her love for books has carried her through all phases of her yearbook career including staff member, editor, adviser and yearbook representative. Shannon earned a bachelor's degree from the University of TN at Chattanooga in education and taught and advised yearbook for three years before earning her master's degree in English and becoming a yearbook representative. She has been a yearbook representative for 20 years.

**Lauren Morgan Patrick** graduated from UGA's Grady College in 2007, where she served as editor in chief of *The Red & Black*. Her media management experience includes *The Gwinnett Daily Post*, JEZEBEL, AutoTrader.com, and

RaceTrac convenience stores, plus "storytelling" for several Atlanta startups including Prepara, Urjanet, MemberSuite, and now at Terminus. Lauren is also the founder and editor of *PrettySouthern.com* and can be found on social media @Pretty\_Southern.

**Stephanie Moreno** is a public relations specialist at the University of Georgia, Grady College of Journalism & Mass Communication. As a member of the external relations team, she produces multimedia stories about students, alumni, faculty, research, service and outreach, development and events. Previously, Stephanie was editor of the Oconee Patch- a digital media community journalism platform- and a new director and on-air talent for Georgia-Carolina Radiocasting. She earned a bachelor's degree in telecommunication arts and Spanish at UGA.

**Samantha Nagy** is an English major at the University of Georgia and works as the Copy Editor for Pandora Yearbook. She attended Lee County High School and graduated in 2013.

**Jen Ortman** has advised yearbook for 10 years and newspaper for five in Gwinnett County. Both publications have been awarded General Excellence awards from GSPA, and the yearbook has won All-Georgia. Jen has presented sessions at GSPA, NSPA and CSPA, and serves on the GSPA Advisory Board. Scholastic journalism is her joy and her passion, but she what she loves most is working with publication staffs.

**Sunčana Pavlič** is a junior at Clarke Central High School in Athens, Ga. This is her third year on ODYSSEY staff and is currently the Managing Editor of the ODYSSEY Online. She strives help facilitate the ODYSSEY Online staffers to inform and update the Clarke Central High School and Athens community with timely and balanced articles.

**Ethan Pender** served as the Editor-in-Chief of Student Publications at Darlington School in Rome, Ga., from 2015-2016. Pender edited the *Jabberwock Yearbook*, *Darlingtonian* online news source and *Inkslinger* literary magazine. A freshman, Pender currently attends the University of Georgia.

**Elizabeth Ponson** is a senior Advertising major with a minor in Fashion Merchandise and a New Media Certificate from Leesburg, GA. She is highly active on the UGA campus. She is currently serving as a Grady Ambassador and on the student council for TEDxUGA. She is also the Vice President of Membership for the UGA AdClub and a member of Delta Gamma Sorority.

**David Ragsdale** is the adviser of Clarke Central High School's ODYSSEY Newsmagazine and news website, ODTV broadcasting and the *Iliad* literary magazine,

# Presenter Biographies

---

publications that started from scratch under his watch. The publications have earned various awards in state, regional and national contests throughout the years. David also serves on the GSPA Advisory Board.

**Thibault Raoult** works as an assistant editor at The Georgia Review, which is celebrating its 70th anniversary of continuous publication. In addition to evaluating and editing manuscripts, Raoult oversees the book reviews section. He holds degrees from University of Chicago and Brown University and has published two books of poems—Person Hour (2011) and Disposable Epics (2014)—as well as the poem/novel/play «Pro(m)bois(e)» (2016). His poems and short fiction have appeared in Boston Review, BOMB, Denver Quarterly, typo, Gulf Coast, 6x6, Oversound, Conjunctions, and elsewhere. Born in Pithiviers, France, and raised in Rochester, New York, he now lives with his family in Athens, Georgia, where he plays in the folkpop group Historic Sunsets. He enjoys teaching and mentoring writers of all ages / at all stages.

**Jon Reese** is in his 25th year of advising print and broadcast media at Decatur High School. His students have won multiple Pacemaker awards from NSPA, Gold Crowns from CSPA, and National Video Storytelling Awards from ASB. He is the Georgia director for the Journalism Education Association.

**Jordan Rhym** is a junior at Clarke Central High School in Athens, Ga. As a third-year member of the ODYSSEY Media Group, Rhym has served as both a Sports staff writer and the Junior Copy Editor for the ODYSSEY Newsmagazine. She currently serves as the Lead Copy Editor for the ODYSSEY Newsmagazine and works to increase the quality of the magazine through her edits.

**Dillon Richards** is in his last semester as a Broadcast Journalism major at the University of Georgia. He is a reporter for Grady Newsource, the only news broadcast in Northeast Georgia and will anchor their Election Day broadcast in November. Over the summer, he was a reporting intern at WMAZ in Macon, Ga., and worked last year as the head of production for Grady Newsource.

**Gabrielle Robins** is a senior journalism major, emphasizing in visual and magazine journalism. She loves photography and telling stories through photos. She's currently the photo editor for UGAzine, a student run magazine on campus, and a photographer for the Redcoat Marching Band. She's also a bus driver for campus transit and works part time for a t-shirt company. In her free time, she enjoys hanging out with her roommates, trying out new restaurants in Athens, binge watching Parks and Rec on Netflix, and planning trips she'll never go on. After she graduates in May, she plans on attending the Creative Circus in Atlanta to study art direction.

**Schafer Sirmer** covers social issues, pop culture and art. She works as the managing editor for Ampersand, the Red & Black's arts and culture magazine, and as the assistant recruitment manager for the paper. She is a senior double majoring in Entertainment and Media Studies and English

**Dillon Thompson** is a music writer and managing editor for The Red & Black. He has also having previously worked as a section editor and as an intern for Paste Travel.

**Lori Vincent** is currently teaching AP English Language and Composition, Writers Workshop, and newspaper journalism at Ola High School in McDonough, GA. She completed her undergrad from Mississippi University for Women in 1995. She will complete her Masters in May 2017 from Thomas University. She is a 3rd year adviser of Hoof Print. She is a 2014 ASNE fellow. She holds memberships in NEA, JEA & NCTE. She is in the SIPA endowment committee and a GA representative for the SIPA board. She received GSPA's first year adviser of the year in 2015.

**Claire Wall** is the Development Associate at Grady College of Journalism and Mass Communication. She oversees annual giving, donor relations, stewardship, and sponsorships. Previously, she worked at the Democratic Congressional Campaign Committee in Washington, DC, raising money for targeted House campaigns. She graduated from Elon University in 2012 with a Bachelor of Arts in English.

**Julie Weeks, CJE** spent ten years as a publications adviser in charge of school newspapers, yearbooks, literary magazines and school broadcasts. For the past 17 years she has enjoyed being a publishing representative assisting schools in the creation of their yearbooks. She earned Certified Journalism Educator status as a classroom teacher and still enjoys teaching and coaching staffs in areas of design, feature writing, photography, and marketing. A graduate of The University of Georgia who loves being back on campus for GSPA, Julie has been involved as an adviser or presenter at conferences for 25 years.

**Joe Youorski** covers art, culture, and city issues in Athens, Georgia. He works as the recruitment manager for The Red & Black and will serve as editor in chief of the paper in spring 2017.

# Foundation's mission: Securing future of Georgians and journalism

Georgia Press Educational Foundation was established in 1963 to provide financial assistance to Georgians studying journalism at colleges and universities throughout the state.

Since 1966, GPEF has awarded more than \$650,000 in scholarship assistance to Georgians with an interest in newspaper careers. Since 1994, more than 150 Georgia newspapers have been provided with grants to hire students for summer internships through the Billy Watson Internship Program.

Are you interested in newspaper journalism for your future? Contact GPEF for more information on scholarship and internship opportunities. Visit us online at:

**[www.gapress.org/georgia-press-educational-foundation/](http://www.gapress.org/georgia-press-educational-foundation/)**

or contact GPEF at 770-454-6776 or [sireland@gapress.org](mailto:sireland@gapress.org).



**Georgia Press Educational  
Foundation Inc.**

*Special thank you to our sponsors*



*Jostens*

*Walsworth* yearbooks



*The Red & Black*

---



- Every order goes through our 7 Point Inspection!
- Image Quality
- Margins
- Size
- Page order
- Anomalies
- Fonts
- Final Check



Tell your story...

# In Print

Printing Newspapers, Literary & News Magazines, Playbills and Course Guides for over 25 years.

 **schoolprinting.com**  
POWERED BY JS PRINTING

866-435-7577 • info@schoolprinting.com



# Grady College of Journalism and Mass Communication UNIVERSITY OF GEORGIA

*Preparing today's students for  
tomorrow's digital-first society*



## Journalism



## Advertising



## Public Relations



## Entertainment & Media Studies



*Home of the*



# GRADY.UGA.EDU

*For more information about Grady College or how to apply, please visit [Grady.uga.edu](http://Grady.uga.edu)*



@UGAGrady