



GSPA AWARDS & WORKSHOP

**MARCH 25, 2024
GEORGIA CENTER
UNIVERSITY OF GEORGIA**

Sessions

ROUND 1— 9-9:45 A.M.

Cracking the SNO Code (Room F/G)

Presenters: Rebekah Bushmire and Shanon Woolf, The McIntosh Trail and Legend yearbook, McIntosh High School
Almost 12,000 articles have been submitted to Best of SNO this year, but only 1,600 articles have earned this accolade - even some of the best pieces don't earn this distinction. This year, the Trail staff thinks they've cracked the code, and we want to share what we've learned with you. Having earned five "Best of SNO" distinctions in one calendar year and four this school year, the Trail thinks they've figured out what the SNO bros are looking for.

Passing the Torch (Room Y/Z)

Presenter: Anna Shaikun and David Ragsdale, ODYSSEY Media Group, Clarke Central High School
We love our senior leadership, but they won't be around forever. For all leaders transitioning out of their current positions, it's important to make sure your successors are prepared to do your job next year. From editors' syntheses to the "learner's permit cycle," this session will cover various strategies to make sure next year's staff is as awesome as this year's.

Empowering Voices: Reporting on Behavioral Health to Destigmatize and Support (Room K/L)

Presenter: Dave Huddleston, former news anchor, now a partner at Lexicon Strategies
In an era where the conversation around mental health is more important than ever, high school journalists have a unique opportunity to lead with empathy, understanding, and accuracy. This session aims to demystify the complexities of reporting on behavioral health issues. By fostering an environment that encourages open dialogue, Dave Huddleston will introduce participants to Mental Health Media Training. This session is a primer to a free comprehensive online course designed to empower student journalists with the knowledge and skills needed to report on mental health responsibly.

Advisers Roundtable (Room T/U)

Facilitator: Andrea Lyons, The Pitchfork and Persephone, Marietta High School
This session will provide an opportunity of community for advisers. Come to share your program's successes for the year and plans for the future.

ROUND 2— 10-10:45 A.M.

The Great Echo Experiment (Room F/G)

Presenter: Prof. Andy Johnston, Department of Journalism, UGA's Grady College
Learn how a time of crisis for a 148-year-old community newspaper turned into a thriving, real-world learning environment for UGA journalism students and a new economic model for newspapers in a struggling industry.

How to Create More Inclusive Storytelling Platforms (Room Y/Z)

Presenters: Cate DeMaria, Cadence Schapker and David Ragsdale, ODYSSEY and Iliad, Clarke Central High School
Disabilities make people uncomfortable. From a lack of understanding to misconceptions spread through the media, people with disabilities are often misrepresented, overlooked and isolated from mass media. In this session, learn how to overcome those internal biases, as well as how to accurately and ethically portray disabled people in your reporting and writing. Journalists will take away tangible tips and tricks from how to find a story, to proper terminology to use for someone who is other abled.

(Round 2 sessions continued on next page)

ROUND 2 (CONT'D)— 10-10:45 A.M.

Best Practices for Photographing Sports (Room K/L)

Presenter: Dr. Kyser Lough, Department of Journalism, UGA's Grady College

Sports can be one the most challenging things to photograph, yet has the potential to bring us some of the most compelling images from the year. Come learn how to nail that action shot as well as tell visual stories that go deeper and beyond just game action. Bring your questions and challenges that you face when doing visual coverage.

Editors' Roundtable (Room T/U)

Presenters: Zaria Byers, Wesley Harrison and Sydney Martinez, Pitchfork and Blue Devil News, Marietta High School

This session will provide an opportunity of community for editors. Come to share your best moments of the year and plans for the future. Staff members seeking to step into leadership roles next year should also attend.

ROUND 3 — 11-11:45 A.M.

How to Engage Audience Emotion and Attention Processes to Create Effective Messages: Insights From Media Psychology (Room F/G)

Presenter: Dr. Glenna Read, Associate Professor of Advertising, Director of the Brain, Body, and Media Lab

In our cluttered media environment, the most effective messages grab audience attention and engage audience emotion. Drawing from insights in media psychology, this presentation addresses some of the factors that facilitate message effectiveness and discusses new and novel ways to understand how messages resonate with audiences.

With Good Publications Comes Great Responsibility: Making your Staff Super (Room Y/Z)

Presenter: Adam Throne, The Oracle, North Springs High School

Whether you have an entire staff returning, or a whole new crew, you can't assume things will continue as "business as usual." Publishing is constantly changing and evolving, and our schools and students are too, so how do you refresh, reboot, and regenerate your staff, content, and mission? This interactive session will examine principles and suggestions for staffing and staff support by taking cues from various characters in comic books and pop culture. How do you make new members hungry for responsibility like Peter Parker, detail-oriented and risk-taking like Lois Lane, and tough but fair like J Jonah Jameson? How do you get the Jimmy Olsons of the world to stop standing around the water cooler and become the next Perry Whites, and how can you be in two places at once like Clark Kent and Superman? Come explore ways to build a team that can become truly "Super."

Combatting the Criminalization of Journalism (Room K/L)

Presenters: Madi Blair and Jenny Danker, First Amendment Clinic, UGA's School of Law

In the face of increasing criminal consequences for newsgathering, it is critical for journalists to know their rights. This presentation explores the fundamental legal protections afforded to student journalists, with practical strategies for navigating the challenges of an evolving legal landscape.

A Day in the Life of Professional Communicators (Room T/U)

Presenters: Sarah Freeman and Jackson Schroeder, UGA's Grady College

Interested in public relations and communications as a career path but not entirely sure what the day-to-day entails? Join Grady College's public relations and communications professionals as they walk through a day in their lives. Learn about website management, social media, podcasting, photography and more.

LUNCHEON & CEREMONY — 12-2 P.M.

Magnolia Ballroom



Awards

WELCOME

Stephanie Moreno and Anna Parel

OPENING REMARKS

Dr. Janice Hume

MEAL SERVED

KEYNOTE ADDRESS

*Gary Green, Executive Director,
Student Press Law Center*

GEORGIA CHAMPION AND JUNIOR CHAMPION JOURNALISTS

GSPA Student Ambassadors

YEARBOOK & LITERARY MAGAZINE AWARDS

Video Presentation

FIRST AMENDMENT ESSAY WINNERS

GSPA Student Ambassadors

BROADCAST, NEWSPAPER, NEWSMAGAZINE & NEWS WEBSITE AWARDS

Video Presentation

ACHIEVEMENT AWARD WINNERS

GSPA Student Ambassadors

SPECIAL RECOGNITIONS

Stephanie Moreno and Anna Parel

CLOSING REMARKS



Keynote Speaker



Gary Green, [Student Press Law Center](#) executive director, is the keynote speaker.

“I am pleased to join GSPA for its spring awards presentation and honored to speak to the student journalists who will be recognized for their outstanding work,” Green said. “Student journalists are the lifeblood of the information ecosystem and providing their communities on campus and beyond with critical stories only they can tell.”

In a [Q&A on the SPLC’s website](#), Green reflected on his dedication to student freedoms and emphasized the significance of SPLC’s mission.

“SPLC has been serving students for nearly 50 years and empowering them to use their voice and the law to hold those in power accountable,” Green said in the piece. “Joining this historic institution provides me the opportunity to continue this mission-driven work to prepare new generations of watchdog journalists on a national scale.”

Green took on the role of SPLC Executive Director in April 2023. His journey has been marked by a deep commitment to the rights of student journalists. Prior to joining the SPLC, Green led the Center for Sustainable Journalism at Kennesaw State University for three years. In that position, he was executive director and publisher for [Youth Today](#) and the [Juvenile Justice Information Exchange](#). In 2021, he pioneered [Fresh Take Georgia](#), a student-driven news service that focuses on covering the Georgia Legislature and issues of statewide, regional and national importance.

Green previously held the position of digital director at the University of Florida’s Innovation News Center and concurrently served as the deputy news director for WUFT, the NPR and PBS affiliate covering north-central Florida. Within these roles, he oversaw the production of award-winning breaking news coverage, enterprise and daily stories, and investigative and long-form projects.

Green also co-founded [Fresh Take Florida](#), UF’s state government news service and collaborated with the First Amendment Foundation, and the National Freedom of Information Coalition. While serving in these roles, Green was vice chair and board trustee at Florida’s First Amendment Foundation.



Special thanks to GSPA Sponsors:

GOLD: Amitrace; Cady Studios; Herff Jones; Jostens;
DBHDD 988 Lifeline; Walsworth;

UGA’s Grady College of Journalism and Mass Communication
SILVER: EditMentor

BRONZE: Piedmont University; Jonah Fisher Yearbook Mentor;
Mercer University’s Center for Collaborative Journalism

Presenters

Madi Blair is a third-year law student at the University of Georgia. She is currently working with the School of Law's First Amendment Clinic, which provides legal representation and client advocacy on a variety of media law and First Amendment issues.

Rebekah Bushmire has been on The McIntosh Trail staff for four years and serves as the editor-in-chief for the 2023-2024 school year, as well as the managing editor for the Legend Yearbook, a program she has been a part of for four years. She is in her second year serving as a GSPA Ambassador.

Zaria Byers is a senior in the IB Career Pathway at Marietta High School. She currently serves as the print Editor-in-Chief of The Pitchfork, Marietta High School's newspaper. Her work as a student journalist has earned three GSPA all-state awards. She is also a dedicated member of the Environmental Club. Outside of school, Zaria is involved in Mount Paran Church youth and outreach. She has aspirations of becoming a copywriting manager post-college.

Jenny Danker is a third-year law student at the University of Georgia. She is working with the First Amendment Clinic at UGA on various First Amendment and media law issues. During her time with the Clinic, she has worked on First Amendment federal litigation related to a local government's blocking and censoring of commenters on their social media pages, as well as on behalf of women in the custody of U.S. Immigration and Customs Enforcement who were retaliated against for speaking out about medical abuse.

Cate DeMaria is a junior at Clarke Central High School in Athens, Georgia and is the Managing Editor for the *iliad* Literary-Art Magazine. In her free time she enjoys volunteering at Extra Special People Inc. and playing flag football. DeMaria has attended the Georgia Scholastic Press Association and National High School Journalism Convention conferences.

Sarah Freeman is the director of communication at UGA's Grady College of Journalism and Mass Communication. She has more than 25 years experience in marketing and public relations. Prior to UGA, Sarah directed the marketing and membership departments at master planned golf course communities including The Georgia Club and Reynolds on Lake Oconee. She also worked for as an account executive

at Lord, Sullivan & Yoder Public Relations (Columbus, Ohio). Sarah has an undergraduate degree in public relations from Miami University (Ohio), an MBA from Georgia State University, and a master's degree in Emerging Media from Grady College. In her role at Grady College, she oversees the digital, written and graphic communications efforts of the college including the website, media relations, public relations and social media.

Wesley Harrison is a student journalist, AP scholar, and IB-Career Programme senior at Marietta High School. He serves as the Website Editor-in-Chief of Marietta's school newspaper, The Pitchfork, and as an executive producer for Marietta's school broadcast, Blue Devil News. He is the runner-up for Georgia Journalist of the Year and serves as a Student Ambassador for GSPA. He is a member of the National Association for Black Journalists and the Association of LGBTQ+ Journalists. He is an active leader in his school and community, and has been awarded multiple times for his work.

Dave Huddleston is a partner at Lexicon Strategies where he focuses on media, messaging, and strategic communication. Huddleston has been covering news stories from around the country for more than 30 years as a television anchor and reporter. He's won several Emmy awards including best anchor, continuing coverage and special reports. He's worked in several news markets including Seattle, Minneapolis, and Philadelphia and Atlanta.

Dr. Janice Hume is Associate Dean for Academic Affairs at UGA's Grady College and the Carolyn McKenzie and Don E. Carter Chair for Excellence in Journalism. She teaches media history, ethics & diversity, and media credibility. Her research concerns American journalism history, public memory and media coverage of death.

Prof. Andy Johnston has covered sporting events on every level in his 33 years as a writer and editor for daily newspapers and websites. He was recognized as one of the country's top sports columnists in 2004. He and his wife Lori started Fast Copy Communications, a freelance writing/editing/marketing company that contributed more than 1,000 articles a year to publications and websites across the country. His clients have included the NCAA, The Associated Press, FoxSportsSouth.com, DawgNation, SEC Country, CNN and the AJC, among others. He currently serves as editor of the Oglethorpe Echo, teaching a capstone class of student journalists who write for the weekly newspaper.

Andrea Lyons, CJE, earned her Bachelor of Arts in English from the University of West Georgia in 1999, Masters of Secondary Education at Kennesaw State University in 2020 and Certified Journalism Educator status in 2023. She taught English at Carrollton High School until 2009. For the last 15 years, she has taught English and advised The Pitchfork newspaper at Marietta High. With the help of her students and support of her school and community over the last few years, Andrea has expanded the journalism program by adding an additional journalism class, a website, and a literary magazine.

Dr. Kyser Lough is an assistant professor of journalism at the University of Georgia's Grady College of Journalism and Mass Communication. Lough studies visual communication and solutions journalism, with an emphasis on photojournalism. He teaches graduate-level visual communication method and theory, as well as undergraduate photography and journalism ethics and diversity courses.

Sydney Martinez is a senior IB student at Marietta High School. Although not new to Pitchfork, this will be Sydney's first year as an official member and second year as editor-in-chief of the, recently rediscovered, literary magazine Persephone. Outside of Pitchfork, Sydney was chosen as Georgia's representative for the AI Neuharth Free Spirit Journalism Conference in Washington D.C. She is involved in three National Honor Society groups: Art, Spanish, and the National Honor Society. Apart from being involved with her school, she is running her own photography business, LenseCrafted. She is a GSPA Student Ambassador.

Stephanie Moreno is the director of the Georgia Scholastic Press Association. In her other role as scholastic outreach coordinator for UGA's Grady College, she develops unique programming for secondary school visitors, with a focus on serving underrepresented groups. She also manages the Summer Media Academy for high school students and other university-level outreach initiatives.

Anna Parel is the GSPA graduate assistant. She is a first-year Graduate Student at UGA, currently pursuing a master's degree in Journalism and Mass Communications with an emphasis in Advertising. Anna holds a bachelor's degree in Integrated Marketing Communications from The University of Mississippi.

David A. Ragsdale, CJE, has advised student publications since 2001 at Clarke Central High School where his duties include advising the Odyssey Newsmagazine, Odyssey Online, ODTV and Iliad Literary-Art magazine. He was the Georgia Scholastic Press Association Adviser of the Year in 2007 and 2020, was

named an ASNE Reynolds High School Journalism Fellow in 2014 and was named a Distinguished Adviser by the Columbia Scholastic Press Association in 2019. Ragsdale is the JEA State Director for Georgia.

Dr. Glenna Read teaches Media Strategy and Insights and Analytics at UGA's Grady College of Journalism and Mass Communication. She is the director of the Brain, Body, and Media Lab. Her research blends perspectives in communication, social psychology, psychophysiology, and neuroscience to investigate information processing in media as it applies to social contexts.

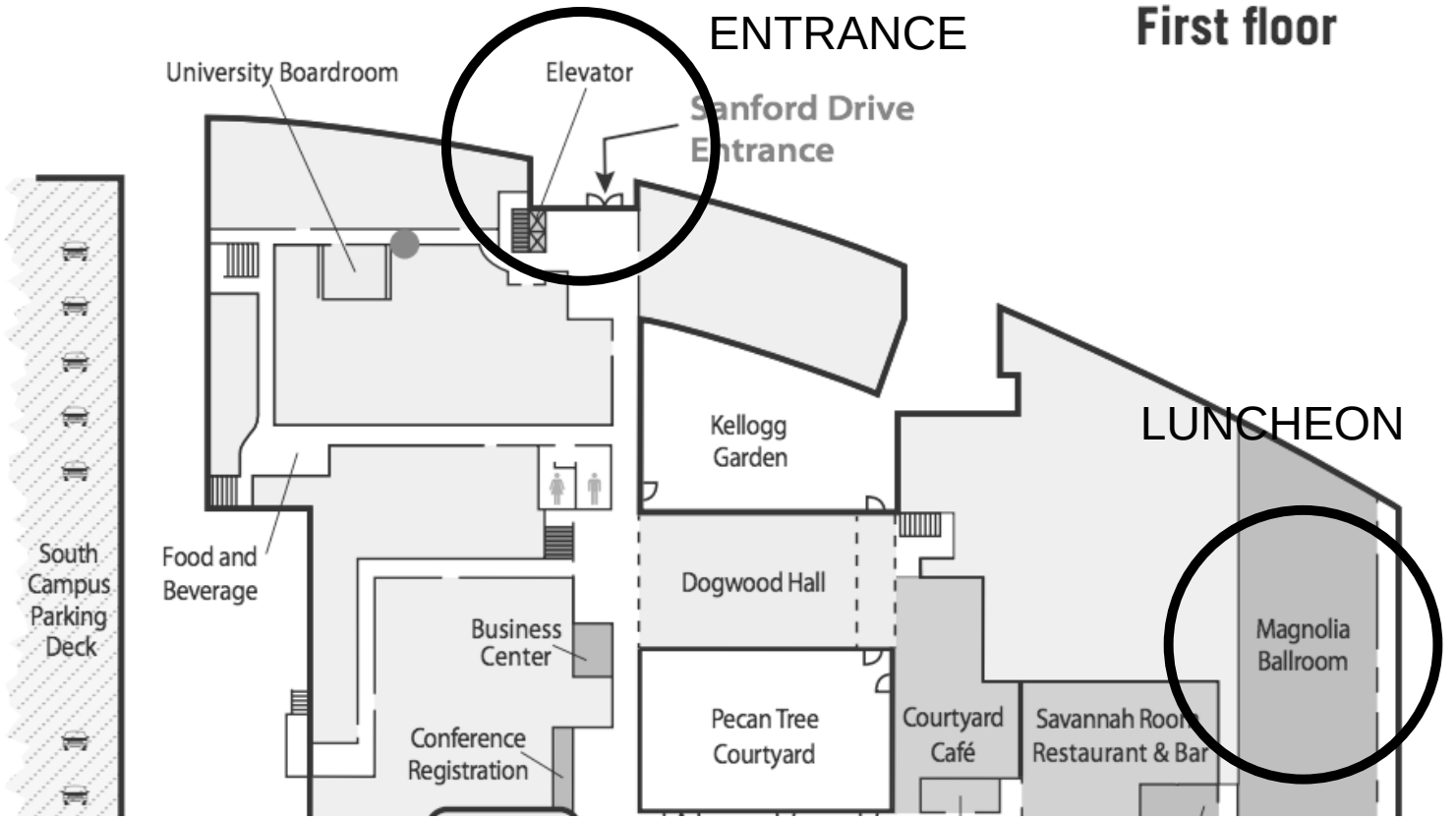
Anna Shaikun is a senior at Clarke Central High School in Athens, Georgia, and the Digital Editor-in-Chief for the ODYSSEY Media Group. Through her work, Shaikun hopes to encourage a love of truth in her community as well as to equip a new generation of passionate and capable OMG staffers with the tools they need to succeed.

Cadence Schapker is a senior at Clarke Central High School in Athens, Georgia and is the Sports Editor for the ODYSSEY Media Group. Schapker hopes to further her journalistic skills by telling the stories of the Athens and CCHS communities.

Jackson Schroeder is the public relations specialist for Grady College. He graduated from Ohio University with a bachelor's degree in journalism news and information and a specialization in political science. Prior to UGA, Jackson served as the editor-in-chief of a local news publication, a content manager for an online higher education publication and a sports reporter.

Adam Throne teaches 10th Grade Honors Literature, advises the North Springs High School student literary journal and news website, the Oracle, and is developing a school-wide podcasting program. Prior to teaching, he worked in New York as a journalist, promotional writer, and content manager, and has written for numerous pop culture and communications publications.

Shanon Woolf, CJE, has advised student publications since 2018 at McIntosh High School. She advises both the McIntosh Trail Online News Site and the Legend yearbook, which was named a Jostens National Program of Excellence in 2020 and 2021. Woolf was the Georgia Scholastic Press Association's First-Year Adviser of the Year in 2019 and was named a JEA Rising Star in 2020. She also was recognized as the 2022 GSPA Adviser of the Year.



Second floor

