

The Bulletin

The newsletter for student journalists and advisers across Georgia



September/October 2012

Volume 84, Issue 1

www.gspa.uga.edu

Important Dates:

Friday, September 28

Postmark Deadline

General Excellence Yearbook,
Round Two

Wed-Thurs, October 3-4

GSPA Conference
The University of Georgia
Athens, Ga

Wednesday, October 31

Postmark Deadline

GSPA Membership
memberships processed later subject
to late fee

Thurs-Sun, November 15-19

NSPA/JEA Convention
Marriott River Center
San Antonio, Texas

Friday, December 14

Postmark Deadline

First Amendment Essay
Contest

2013 Dates to Remember:

March 1-3, SIPA Convention
April 25, GSPA Awards Ceremony
June 9-15, Journalism Academy

GSPA Fall Conference

ATHENS — Aiming to help high school journalists and their teachers start the year off on the right track, GSPA is hosting its annual fall conference Oct. 3-4 at the University of Georgia.

"Most scholastic journalism conferences take place in November or in the spring," said GSPA director Joe Dennis. "Our goal is to help out students and advisers early in the school year, so they can apply what they learn throughout the year."

The 2012 GSPA Fall Conference will be held Wednesday and Thursday, Oct. 3-4 at the Tate Center on the campus of the University of Georgia. Sessions will be held for students and advisers involved in newspaper/newsmagazine, literary magazine, broadcast and yearbook.

Following a similar format from previous years, more than 60 sessions will be offered with a maximum of eight sessions running simultaneously throughout the conference. Session presenters will include journalism professionals and educators, and offerings will be available for both beginners and advanced students. In addition, adviser-only sessions will be targeted to both new and experienced advisers. An opening night concert will kick off the conference.

"Even if they are not bringing students, I strongly encourage first-year advisers to attend the second day for a full day of training," Dennis said.

Adviser registration for the conference is free, although a **current GSPA membership is required.**

General sessions will focus on topics including brainstorming, journalistic writing, design, broadcast reporting and creative writing. "There will be sessions for every type of GSPA member," Dennis said.

A "first issue" competition will be held in which schools are encouraged to submit the first issue of their newspaper for review. An on-the-spot photojournalism competition will be held for aspiring photojournalists, and an on-the-spot review contest will be held focusing on the opening night concert. On-site critiques will be available for newspaper/newsmagazine and broadcast staffs.

Sessions will be held Wednesday, Oct. 3 from 7 p.m. to 10 p.m. Thursday sessions will be held from 8:30 a.m. to 3:30 p.m. Advanced registration is \$20 per student for a two-day registration, and \$15 per student for Thursday-only registration. Adviser and chaperones accompanying a student staff may attend for free. The advance registration deadline is Sept. 26. The late registration fee will be an additional \$5 per student, and is limited to availability.

"We typically have around 500 attendees and have to turn people away," Dennis said, encouraging advisers to register their group early.

A limited number of hotel rooms are being held at the Holiday Inn in downtown Athens at a rate of \$87 for two double beds. Hotel rooms must be booked by Sept. 12. Call 706-549-4433 for hotel reservations and mention the code "GSP."

GSPA membership is required to attend the conference. For the conference registration form and more information, see pages 3-4. For the 2012-13 membership form, see page 5. Forms are also available at www.gspa.uga.edu.



See registration form page 4.
See membership form page 5.

Director's Corner



"What is GSPA and why should I care?"

For many receiving this publication, I know this is the top question on your mind. Before you toss this in the recycling bin (if it's not there already) or set it on top of that big stack of papers on the side of your desk that won't get looked at until a less busy time (meaning the end of the year), please spare me three minutes to explain.

You received this because someone at your school's front office identified you as the "journalism adviser." If you do not advise your school's media publications or broadcast programs, then please pass this on to the appropriate person. He/she will be easy to recognize — the underappreciated, stressed-out, underpaid teacher who is balancing a full teaching

load with trying to meet a production budget, raise money for publication, serve as a counselor to students, and satisfy the administration while granting students the autonomy required for educational growth.

If this is you, then I have some good news — you are not alone! GSPA is the state press association for all Georgia high school media: newspaper/newsmagazine, yearbook, literary magazine and broadcast. Based out of the Grady College of Journalism and Mass Communication at the University of Georgia, GSPA has been serving high school media in the state since 1928. Last academic year, more than 150 high school publications/programs were members of GSPA.

Now that you know who we are, I'm sure you're wondering, "What's in it for me?" I'm glad you asked (and if you didn't, please humor me and continue reading). GSPA offers training opportunities for you and your students, professional critiques of your publication or program, and an e-mail listserv linking you with more than 100 journalism teachers from across the state. Perhaps the organization is most known for annually distributing more than 200 individual and staff journalism awards — so when a newspaper, yearbook, literary magazine or broadcast claims they are "best in state," they earned that distinction from GSPA.

There are several other organizations that serve scholastic journalism. At the national level, the Journalism Education Association (JEA) specifically supports journalism teachers and advisers across the nation. The National Scholastic Press Association (NSPA) is similar to GSPA, but at the national level. Regionally, the Southern Interscholastic Press Association (SIPA) serves student journalists in the Southeast and holds an annual conference in Columbia, S.C. I encourage you to join as many organizations as possible, but I hope you will consider GSPA first. As the state SPA, we are the smallest of the aforementioned organizations and therefore the most accessible. The University of Georgia and the Grady College pay me to serve as a resource for you. Feel free to contact me (e-mail is best: jodennis@uga.edu) any time you have any questions or concerns regarding scholastic journalism.

And I hope you plan on bringing your students to our Fall 2012 Conference at UGA. The training offered at the conference is invaluable to students and new advisers.



Joe Dennis
GSPA Director

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*Want to help shape GSPA?
Join the Advisory Board.
Contact Joe Dennis at
jodennis@uga.edu for more
information.*

Editor: Sophia Griesenauer

The Bulletin

The Georgia Scholastic Press Association was founded in 1928 by the faculty of the Grady College of Journalism and Mass Communication at The University of Georgia.

Membership is open to school-sponsored newspaper, yearbook, literary magazine, radio/television and online publications or productions in middle and high schools in Georgia. The GSPA Bulletin is published by the University of Georgia five times annually as a benefit of membership in the Georgia Scholastic Press Association.

GSPA contact information:

e-mail: jodennis@uga.edu
phone: (706) 542-5022

fax: (706) 542-2183
Web site: www.gspa.uga.edu





2012 Fall Conference October 3-4 at The University of Georgia

Conference Registration Checklist

- If needed, book hotel rooms by Sept. 12 (information below).
- Join GSPA for the 2012-13 school year.
- Complete registration form and send to GSPA office.
- Either send payment to GSPA by Oct. 3 or bring check to the conference registration desk at the Tate Center.
- If applicable, bring the first issue of your publication for the first-issue competition.
- Bring several copies of your publication to share with other staffs (optional).
- If planning to eat meals in the Tate Center cafeteria, plan on bringing roughly \$7-9 per student for lunch.
- Bring any materials/equipment you need (cameras, laptops, etc.).

Conference Extras

Registration for the following conference "extras" is at check-in during the conference ...

First Issue Competition

Newspaper/newsmagazine staffs are encouraged to bring a copy of their first issue for the competition. Ribbons for best overall, best front page, best news coverage, best opinion coverage, best feature coverage, best sports coverage, best photography and best layout will be awarded.

On-site Critique

Newspaper/newsmagazine staffs may bring a copy of their product/program for an on-site review by an evaluator. The evaluator will spend 20 minutes with no more than three members of the staff to discuss your product/program. Sign-up is first-come, first-serve at registration.

On-the-spot Photojournalism Competition

Participants must bring their own camera and any card readers/cords necessary to download their photos to a PC. The competition will be held on Thursday, Sept. 24. Information will be given at registration.

Hotel Information

A limited number of hotel rooms are being reserved for the GSPA Conference at the Holiday Inn hotels. The hotels are conveniently located in downtown Athens near several local eateries and just off the campus of the University of Georgia. They are within walking distance of the Tate Center.

Special rates are available for the evening of Wednesday, October 3. The majority of rooms available are two double-bed, non-smoking rooms. A few king and queen-size rooms are also available for advisers and chaperones. **To reserve rooms at the special rate, contact the Holiday Inn Athens hotels at 706-549-4433 and use the code "GSP." The deadline to reserve rooms at the special rate is Sept. 12.**

Please note that GSPA is not responsible for hotel reservations, including handling room payments. Please plan for separate payments for conference registration and hotel rooms.



2012 Fall Conference Registration

The 2012 GSPA Fall Conference will offer training sessions for broadcast, literary magazine, newspaper / newsmagazine and yearbook staffs.

The conference will be held at the Tate Center on the campus of the University of Georgia. Sessions will be offered from 7 p.m. to 10 p.m. on Wednesday, Oct. 3, and 8:30 a.m. to 3:30 p.m. on Thursday, Oct. 4.

Advance registration fee: \$20 per student, two-day registration \$15 per student, one-day registration.

Advance registration deadline is Sept. 26, 2012

Please PRINT or TYPE (if downloaded online, form is typable) all information required and send or fax to the GSPA office. Advance registration must be received by Sept. 26, 2012. Payment is accepted at registration of the conference or can be mailed to GSPA. Lunch is not provided at the conference, but a variety of lunch options exist at the Tate Center where the conference is being held. PLEASE NOTE: GSPA membership for the 2012-13 school year is required for registration. If you are not a GSPA member, please submit a completed membership form with your registration and include membership dues with your payment.

School Name _____ Adviser Name _____

Publication Name(s) _____

Type of Media Newspaper/newsmagazine Yearbook Broadcast TV Literary Magazine

Adviser Phone _____ Fax _____ Adviser E-mail _____

Registration type: Two-day (\$20 per student) One-day (\$15 per student) Late registration (add \$5 per student)

Number of advisers/chaperones attending _____ Total cost: FREE

Names of advisers/chaperones (continue on separate sheet if necessary)

1. _____ 2. _____

Number of students attending _____ Total cost _____

Names of students (continue on separate sheet if necessary)

1. _____ 7. _____

2. _____ 8. _____

3. _____ 9. _____

4. _____ 10. _____

5. _____ 11. _____

6. _____ 12. _____

Please fax completed form to 706-542-2183 or mail to GSPA, Grady College, 120 Hooper Street, Athens, GA 30602-3018.

A confirmation will be e-mailed back to you upon receipt of registration.

Questions? Call 706-542-5022 or e-mail jodennis@uga.edu. Visit www.gspa.uga.edu for updated conference information.



2012-2013 Membership Application

Join GSPA by Oct. 31, 2012 to avoid late registration fees!

Please list school and staff name as you want it to appear on membership certificate and other documentation. **Please type or print neatly.** Make a copy of this form for your records. Check, money order or purchase order made payable to GSPA must accompany form.

Publication Name(s) _____

Type of Media Newspaper/newsmagazine Yearbook
 Broadcast TV Literary Magazine

Name of Editor(s) _____

Editor(s) e-mail (required for inclusion on the GSPA student editors listserv) _____

Principal Name _____

School Name _____

Address _____ City _____

County _____ ZIP _____

Phone () _____ ext. _____ Fax () _____

School Classification (**MUST BE COMPLETED FOR MEMBERSHIP**): _____
(Applies to high schools only. Please make sure to list your classification for the current year).

NOTE: An adviser service of GSPA is a listserv through which advisers find out the latest news about scholastic journalism locally and nationally, share information and request resources. All GSPA advisers will automatically be placed on the listserv. Since the listserv can be the only way the GSPA director has to contact advisers on short notice, placement on the listserv is mandatory.

Adviser Name(s) _____

Home Address _____

Home Phone () _____

Adviser e-mail (**MUST BE COMPLETED FOR MEMBERSHIP**): _____

For office use only please:
Ck# _____ P.O. invoice # _____ Amt. _____ Initials/Date _____

JOIN GSPA TODAY!

Please note the following before sending your payment:

- Membership is effective for the CURRENT school year only.
- Only publications/productions that are members are eligible for GSPA competitions, held in Spring 2013.

NEW FOR 2012

- Fees for the 2009-10 school year are \$50 per adviser. The \$50 membership fee covers all programs advised by the teacher.

Each additional adviser **per school** is an additional \$15.

Staffs joining after Oct. 31, 2012 will be subject to an additional \$20 late fee per application.

- If you are signing up multiple programs (i.e. yearbook and newspaper), please fill out a separate application form for each program.

Payment enclosed:

\$ _____ 50 for _____ 1 adviser

\$ _____ for _____ additional adviser(s).

\$ _____ late fee (\$20 late fee required if sent after Oct. 31, 2012)

\$ _____ TOTAL

Please make checks payable to GSPA. Send form and payment to:
GSPA Membership
Grady College
The University of Georgia
120 Hooper Street
Athens, GA 30602-3018

All schools who join will receive a membership package in the mail. Please allow 2-3 weeks for delivery upon receipt of membership application and payment.

Media Information Form

GSPA General Excellence Contest 2012

A separate media information form **MUST** be attached to each staff contest entry. Please type or print neatly.

Name of Publication or Broadcast Program: _____
 School: _____ City: _____

MEDIA CATEGORY:

Newspaper Newsmagazine News Website Broadcast News Literary Magazine Yearbook

Frequency of Publication/Program: _____ per _____ Total Circulation or Audience: _____

Number of students on regular staff (not including contributors/freelancers): _____

PRODUCTION INFORMATION FOR WEBSITES:

How often is website updated? Daily Weekly Monthly

Does the website compliment a print product? Yes No

How is your website's template prepared? Designed by students Utilize a school/system template

Use an external template service (i.e. WordPress)

PRODUCTION INFORMATION FOR BROADCAST PROGRAMS:

What is the purpose of this broadcast? _____

What format do you use? _____ What is the average length of program? _____

Please describe your method of production: _____

FINANCING:

Cost per issue/program: \$ _____ Cost per year: \$ _____

Amount from school/administration: \$ _____ Amount from sales/subscription: \$ _____

Amount from advertising per year: \$ _____ Base ad rate: \$ _____ per _____

Amount from other sources (explain): \$ _____

WORK DISTRIBUTION:

Percentage of work done by students: _____ Percentage of work done by adviser: _____

Percentage of work during class: _____ Percentage of work after school hours: _____

Percentage of photos taken by students: _____ Percentage of photos taken by professionals: _____

PRIMARY SOURCE OF PRODUCTION: (Check all that apply)

First-year journalism class Experienced journalism class Student volunteers/extracurricular

Does your publication undergo administrative prior review? Yes No

OTHER CONSIDERATIONS: (Example: printer errors, etc.) Attach additional sheet if required.

Official Entry Form **GSPA General Excellence Contest 2012**

Please attach this form to your contest entry materials. Use a copy of this form for each contest you intend to enter. Individual student entries require a separate form. **Type or print neatly.**

School Name: _____ Adviser's Name: _____

Publication Name: _____

School Address: _____

City: _____ State _____ ZIP: _____

School/Staff Room Phone: (_____) _____ School/Staff FAX: (_____) _____

Adviser or Staff E-mail Address: _____

Please indicate which contest(s) you are entering:
(NOTE POSTMARK DEADLINES -- NO LATE ENTRIES ACCEPTED!)

Yearbook, Round Two (Sept. 30, 2009)

Please indicate what materials you are sending with this entry form:

Contest Entry Materials and Fees:

- Media Information Form
- \$40 Contest Entry Fee
- \$35 Critique Only Fee*
- \$8 Yearbook Return Fee (optional)

*Member will not receive a rating certificate, have their rating published or be recognized at the Awards Ceremony

Materials to be Evaluated:

One copy of a published Yearbook.

Return this form, along with a media information form and contest materials to:
GSPA Contests, Grady College of Journalism and Mass Communication, 120 Hooper Street, University of Georgia, Athens, GA 30602-3018.

*GSPA is not responsible for entries lost in the mail.
Use of a certified mail delivery service is recommended.*

For office use only:

Date rec.	Check#	Total Amt. Paid/Late fee	Processed?	Initials



Jump-start your journalism staff at the 2012 GSPA Fall Conference, held Oct. 3-4 at the University of Georgia.



Grady College of Journalism
and Mass Communication
The University of Georgia
Athens, GA 30602-3018

NEW JOURNALISM ADVISER? READ PAGE 2.