



# The Bulletin

The newsletter for student journalists and advisers across Georgia

[www.ugagspa.org](http://www.ugagspa.org)

March-April 2017

Volume 87, Issue 5

## Upcoming Events & GSPA News

### National High School Journalism Convention

April 6-9, 2017  
Seattle, Washington

At this convention, practical and professional learning sessions are offered. More information can be found at <http://seattle.journalismconvention.org>

### Spring Workshop & Awards

April 24, 2017  
University of Georgia

The Spring Awards Banquet has been changed to a spring workshop and awards day. We will devote the morning and early afternoon to workshop sessions. After the lunch break we will reconvene to recognize the Spring Awards. The Workshop & Awards will take place on the 1st floor of the Tate Student Center from 9-3 p.m. Registration is from 8-8:50 am. Light breakfast snacks and lunch will be provided to attendees. \$15 per student attendee and free for advisers. For more information please visit our website and page 5.

### Media & Leadership Academy

June 4-11  
UGA- Grady College of Journalism  
& Mass Communication

The Georgia Journalism Academy has been redesigned and re-branded into the Media & Leadership Academy. Applications are available. Application deadline is May 12. More information on page 8 and website: <http://grady.uga.edu/apply/high-school-discovery/>

### Digital Media Camp

June 11-17  
Mercer University  
Center for Collaborative Journalism

Each summer Mercer University hosts the Digital Media Summer camp, for high school students. There is a focus on multimedia reporting. More information can be found here: <http://ccj.mercer.edu/camp>

### AdCamp in Atlanta

July 17-21  
American Advertising Federation  
Square 22

Discover careers in advertising. Hear from industry professionals. Craft and pitch an ad campaign. Visit companies and agencies. Early Admission Deadline: April 7, 2017  
Final Deadline: May 12, 2017  
[aaf.org/adcamp](http://aaf.org/adcamp)

### GSPA Membership Renewal

The 2017-2018 membership will begin July 1 until August 31. Renew membership for \$40. After August 31 \$50 to renew membership until October 31.

Stay up to date with GSPA:

 @GSPAuga

 Like @GSPA1928

## 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 newspapers, yearbooks, literary magazines, radio/television and online publications or productions in middle and high schools in Georgia. The GSPA Bulletin is published by the University of Georgia six times annually as a benefit of membership in the Georgia Scholastic Press Association. GSPA contact information:

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website: [www.ugagspa.org](http://www.ugagspa.org)

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For more on how Monarch can make your projects take flight, visit [jostens.com/monarch](http://jostens.com/monarch) or email us at [yearbook@jostens.com](mailto:yearbook@jostens.com).

"I firmly believe that high school journalism students should use the programs that they might see in the design and publication world. However, I have been stressed about how I would continue to maintain our computers and to afford to subscribe to Adobe products. Using Monarch has eliminated all of those worries."

// Tessa Shirley, adviser  
North Hall High School [GA]

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# Recognizing Georgia SIPA winners

We are excited to recognize our GSPA members who were honored for a variety of awards at the Southern Interscholastic Press Association. For these competitions, our Georgia members are competing with publications from across the southeast states, including Alabama, Mississippi, North Carolina and South Carolina. Congratulations to the publications below!

## 2017 Scroggins Award

*Literary Magazine:* iliad, Clarke Central High School  
*Newspaper:* Odyssey, Clarke Central High School  
*Online:* ODYSSEY online, Clarke Central High School

## 2017 Best in State Winners

Georgia- Odyssey, Clarke Central High School

## 2017 Convention on-site competition Winners

Grammar Guru- Valeria Garcia-Pozo, Clarke Central High School

Quiz Bowl Champion- Armen Bryan, Kayley Boan, Taylor Watkins and Ethan Zakrewski, Ola High School

Review Writing

1st Place- Connor McCage, Clarke Central High School  
2nd Place- Savannah Simpson- Ola High School

Newspaper Team On-site Production competition

Best Design and Best Overall- Delia Adamson, Kate Grace Upchurch, Katy Mayfield and Kennae Hunter, Odyssey, Clarke Central High School

Best Captions- Suncanna Pavlic and Emma Crane, Clarke Central High School

## 2017 Program Critiques

### Literary Magazine Awards

*All-Southern*  
iliad, Clarke Central High School  
Threshold, North Forsyth High School

### Newspaper/Newsmagazine Awards

*All-Southern*  
Odyssey, Clarke Central High School  
Carpe Diem, Decatur High School  
The Southerner, Henry W, Grady High School

*Superior*  
Nexus, Henry W. Grady High School  
Hoof Print, Ola High School  
The Pantera, Parkview High School

### Online Awards

*All-Southern*  
Odyssey, Clarke Central High School  
The Prowler, Starr's Mill High School

*Superior*  
3ten.org, Decatur High School

*Excellent*  
Hoof Print, Ola High School

*Merit*  
The Pantera Online, Parkview High School

### Yearbook Awards

*All-Southern*  
Beacon, Calvary Day School  
Trojan, Lee County High School  
Summit, Mountain View High School

*Superior*  
Tiger, Dawson County High School  
Chrysalis, Dunwoody High School  
Accipitar, Mill Creek High School



# AdCamp Atlanta

July 17–21, 2017

Discover careers in advertising  
Hear from industry professionals  
Craft and pitch an ad campaign  
Visit companies and agencies

[aaf.org/adcamp](http://aaf.org/adcamp)

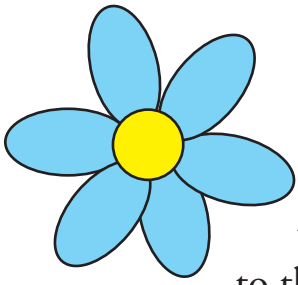
Early Admission Deadline: April 7, 2017

Final Deadline: May 12, 2017

**AdCamp**

Lessons in Advertising

American Advertising Federation



# Spring Workshop and Awards Info

This year instead of an awards banquet, GSPA is hosting a combined workshop and awards ceremony on April 24 at the University of Georgia. There will be three different tracks to cater to the needs of younger publication members, staff members who will transition to leadership positions and graduating high school seniors.

## Schedule of events

8:00-8:50

Registration will be on the 1st floor of the Tate Student Center

9:00-12:30

Workshop - 1st floor of Tate Student Center

12:30-1:30

Lunch break (lunch provided)

1:30-3:00

Awards Ceremony in the Tate Reception Hall

## *General*

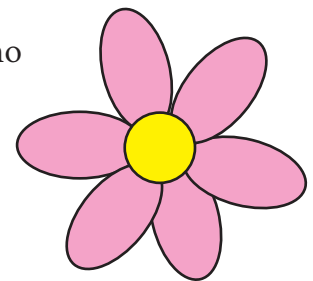
In this track there will be a wide variety of classes with a focus on general skill development across platforms. Session examples: how to podcast, fact checking and interviewing basics

## *Staff to Leadership*

Are you a staff member moving up to a leadership position next year? This track is for you! Learn how to step up and develop leadership skills. Session examples: staff bonding tools and leading and managing.

## *Transitioning Out*

This track is for our graduating seniors who will soon be moving on from the world of high school journalism. Session examples: resume development and college tips/tricks.



## **How to Register**

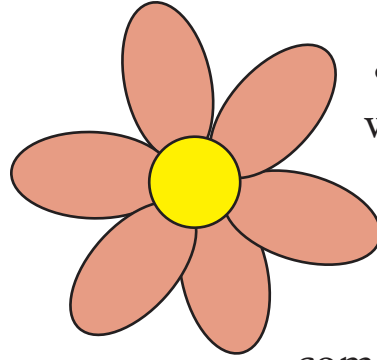
- Complete the online form found here: <https://goo.gl/forms/0Bfrhq1lpe8cBdS53>
- Make sure to include the exact numbers of students attending since GSPA will be ordering lunch based on these numbers
- Deadline to register- April 19

## **Payment Information**

- Payment can be mailed ahead of time
- \$15 for students, free for advisors
- Payment will be accepted at registration for the workshop and awards ceremony, but ONLY if it is enclosed in an envelope labeled with the school name and the number of students being paid for

# Room Block Info & Parking

- Rooms have been set aside at the Holiday Inn Express for the nights of **April 23-24**
- If you would like to take advantage of this room block you can visit the Holiday Inn Express' website or call them at (706)-546-8122
- Use the group code **GSP** when booking
- The deadline to book a room in this room block is April 11



- If your group will be traveling in a school bus contact [gspa@uga.edu](mailto:gspa@uga.edu) before April 19
- For those coming by car, parking in the UGA's Tate Deck or the South Deck for the daily fee is available

## GIVING STUDENT JOURNALISTS A VOICE FOR 123 YEARS.

We've come a long way since the articles were written by pen and ink and the paper was delivered by horse and buggy. But whether we deliver news on paper or in pixels, one thing's remained unchanged: The Red & Black is produced by students for students.

To find out about how you can get involved, email [recruitment@randb.com](mailto:recruitment@randb.com)

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**Georgia Press Educational Foundation Inc.**



For the past 32 years, the Georgia Journalism Academy has provided the opportunity for high school students to improve and expand upon their journalism skills. This year, however the Academy has been modernized, redesigned and re-branded in order to better prepare students for the quickly changing field of mass communications. Below we highlight some of the major changes.

# Media & Leadership Academy



## 1.) NAME CHANGE:

The biggest and most obvious change is to the name. The academy will now be known as the Media and Leadership Academy. As the name would suggest, the academy will include a larger focus on honing students' leadership skills.

## 2.) NEW TRACKS:

In the past, students were able to choose a focus for the week like sports writing, photography or feature writing. Beginning this year, the academy will be streamlined into three different tracks. Journalism, Advertising and Public Relations, and Entertainment.

## 3.) EXPERIENTIAL LEARNING:


This year's camp will include a greater number and variety of experiential learning opportunities. Each track will interact with 1-2 professionals in their field.

## 4.) LEARN TO LEAD:

Part of the experiential learning will include a day devoted to leadership development. Students will have the chance to assess their own personal leadership style and learn how to grow as leaders throughout their remaining time in high school.

## 5.) NEW PROJECTS:

In the past, students have collaborated to create products during the academy week such as a newspaper or broadcast. With the creation of the new tracks also comes the creation of new project options. Within the journalism track, students will have the option to work on a news website or a broadcast, within advertising and public relations students will have the option of working on a mini-PR or a mini-ad campaign, and finally those in the entertainment track will choose to work on a creative visual storytelling or a commercial storytelling project.

The application for the academy is now live and can be found at [grady.uga.edu/apply/high-school-discovery](http://grady.uga.edu/apply/high-school-discovery) Students who attend the academy will be staying in suite-style living at the University of Georgia's newest residence hall, Rutherford hall. Any questions or comments can be directed to [rmgandia@uga.edu](mailto:rmgandia@uga.edu) 



# Media & Leadership Academy

for rising high school sophomores to seniors interested mass communications

**Journalism • Advertising & Public Relations • Entertainment**

Application Deadline

**May 12, 2017**

Program Tuition

**\$550**

need-based scholarship application available

Program Dates

**June 4-11, 2017**

What's included:

**focused instruction** in each track. • **site travel** to professional companies • **nightly group activities** • **collaborative projects** • experiencing **college life**



Grady College of Journalism and Mass Communication  
UNIVERSITY OF GEORGIA

Apply online at [grady.uga.edu/apply/high-school-discovery](http://grady.uga.edu/apply/high-school-discovery)



# Sorting Hats For Staff Success

by Abigail Brunn,

Student Advisory Board Member

**T**o be successful, your staff needs to don its theoretical Sorting Hat. Yes, the same iconic hat that Harry Potter wears when he discovers that he is a Gryffindor, not a Slytherin. The Hogwarts founders were onto something when they decided to sort by personality—for both young wizards and young journalists alike.

The beauty of working for a high school publication is that each staff has “its own personality,” as my adviser likes to call it. Due to the short amount of time—four years at the most—that an individual is on staff, frequent change is inevitable. The leadership dynamic of the staff will change; the creative voice of the staff will change; the Spotify music playlist preferences of the staff will change. Each staff develops personality, both as a collective unit and as individuals. Regardless of whether you are Editor-in-Chief of your publication or a mere first-year, it is essential that you understand and appreciate the variety of personalities you will encounter in such a dedicated, albeit quirky, working environment.

That’s where the theoretical Sorting Hat comes in.

When you don your Sorting Hat, you will be able to distinguish your staff Hufflepuffs from your staff Gryffindors, your editors from your managers, and your writers from your designers.

Here’s how:

You can start the Sorting Hat process by taking it quite literally—take some time to work through personality tests and analyses with your staff. Seem cliché? You would be surprised how cathartic and interesting it is to watch your young staffers’ faces as they finish their tests and read through their results for the first time. You may be shocked to discover that the freshman writer who seems quiet is actually a budding ESTJ—a Myers-Briggs personality that often exudes confidence and has outspoken tendencies. You may be even more surprised to discover that one of your senior design editors is an introvert by nature, despite his or her seemingly effortless leadership skills and exceptional ability to communicate with staffers.

I speak from experience; each year, our staff takes these personality tests during camp free time. We then split into groups to talk through the implications and benefits of each result. Who are your talkers? Who are your observers? Who is comfortable with confrontation? Who would prefer to avoid it? These are all important questions to ask your staffers and to have them ask of themselves. The tests—from Myers-Briggs examinations to literal Harry Potter house quizzes—will


benefit your staff as a quirky bonding experience and as a learning opportunity for staff development.

Beyond personality test exercises, make sure to bring your Sorting Hat to everyday classroom scenarios. I have realized as the current Editor-in-Chief of our staff that individual staff meetings are perhaps the best ways to know your Draco Malfoys versus your Harry Potters. Set aside time to speak with the various groups within the room. It’s crucial to hear and listen to your writers, your designers, your editors, and your social media managers. Roundtable group meetings are

**Who are your talkers? Who are your observers? Who is comfortable with confrontation? Who would prefer to avoid it?**

a great way to walk through each step of the process: first drafts, edits, and the final product. They provide editors with insight into the well-being and success of each area of the staff.

Roundtables also serve as great opportunities for leadership development. Be open to hear each side of an issue or each stylistic idea from your newer staffers. Use the time to establish common subjects of interest or concern—the issues that matter to each staff department reflect the vision that your staff will have of its project. Know your pessimists, your optimists, your quiet kids and your chatty kids. Using your theoretical Sorting Hat, you can encourage them to step up or step back in group discussion.

Lastly, use your staff Sorting Hat to develop and challenge leaders. Meet with staffers one-on-one when possible, whether through ten-minute meetings at the beginning of class or through a direct GroupMe chat. Have your editors set up times with individual staffers to discuss their thoughts, comments, and feelings about the direction of the publication. This serves as a great bonding opportunity, a positive initiative on the part of staff leadership, and helps you understand the strengths and weaknesses that each individual brings to your creative team. Your Sorting Hat can act as a tool to highlight strengths and improve weaknesses. By knowing the writer’s preference for the quiet writing corner versus the designer’s preference for an open work space and a trap music playlist, you and your staff will be able to break down what makes your group unique. With the help of your Sorting Hat, you can easily evaluate and appreciate all the ideas and opinions that make up your staff—Hufflepuffs included. 

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