

Important Schedule Notes:

Award Presentations:

Newspaper Awards will be presented at the start of the 9:45 a.m. keynote session in Multipurpose Room A. If you participated in the summer newspaper contest, be sure to attend this session.

Yearbook Awards will be presented at the start of the 10:45 a.m. keynote session in Multipurpose Room A. If you participated in the summer yearbook contest, be sure to attend this session.

Write-Off:

All Write-Off contestants must attend the first keynote session at 9:45 a.m. in Multipurpose Room A. Contestants should wear a GOLD name badge and sit in the front row. At 10:45 a.m., all entries will be written in Room 174. Winners will be announced at the end of the day.

The Write-Off Contest is sponsored by *The Record* of Hackensack.

Keynote & Name Badges:

To help ensure that there is room for all attendees in the keynote sessions, we have divided them by color. **RED name badges are for the first keynote session, and BLUE name badges are for the second.**

On-the-Spot Critiques:

If you pre-registered for a critique, please note that **Newspaper** and **Yearbook** critiques will take place in the **International Lounge** (bring your yearbook!). **Report according to your scheduled appointment.**

Meals:

Coffee and pastry will be served in the Multipurpose Room B during registration from 8:30 to 10:00 a.m. **for all advisers, speakers, and guests.**

A buffet lunch for advisers, speakers, and guests will be served in the Multipurpose Room B from 11:30 a.m. to 1:00 p.m.

Students should plan to purchase and eat lunch in the food court area.

Please note that students are not permitted in the Game Room.



Everything you ever wanted to know about high school media!

Welcome to our 32nd annual Fall Press Day!

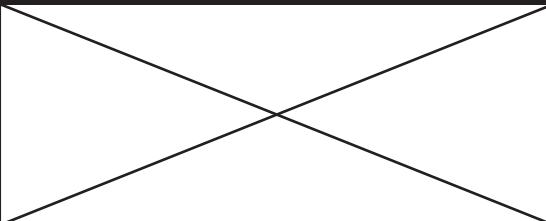
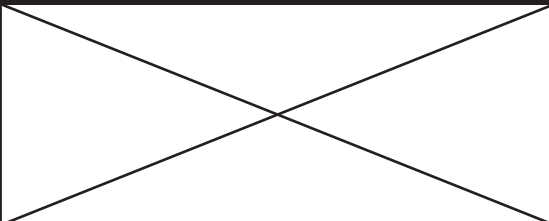
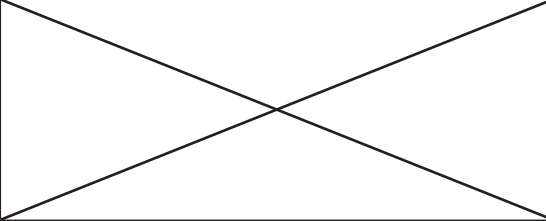
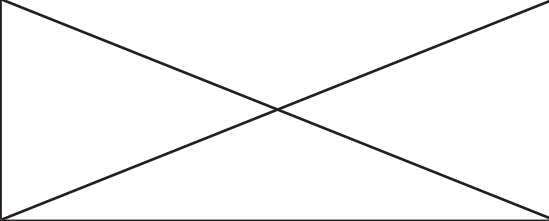
We are pleased to welcome you to the Busch Campus Center for an exciting day featuring a variety of workshop sessions and expert speakers.


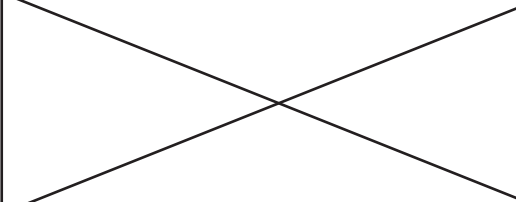
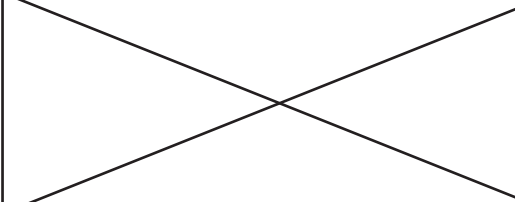
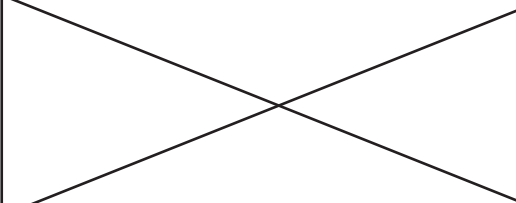
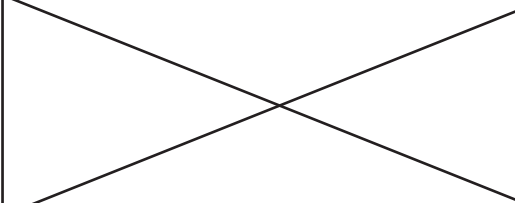
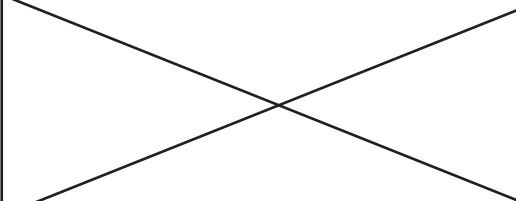
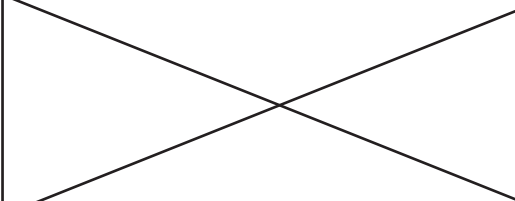
Please read this conference program carefully, and **review the schedule notes to the left for details about award presentations and the Write-Off Contest**, as well as all session information on the following pages.


Students are encouraged to attend as many workshop sessions as possible. We suggest that advisers divide students evenly among the various sessions to avoid overcrowding and to gather the greatest variety of information.

If you have any questions during the day, you may ask any GSSPA board member or visit the registration desk for assistance.

We hope you enjoy the program and take full advantage of the resources presented today.

Room	8:55 a.m. - 9:40 a.m.	Description
Multipurpose Room A (capacity 300)		
Center Hall (capacity 125)	Emphasizing Fair When Covering Your Classmates & Friends Mike Kinney Kinney has covered high school sports for The Star-Ledger for 28 years, focusing on football, boys' basketball and lacrosse statewide, as well as Essex County boys' soccer. He oversees the Top 20 rankings and all-state selections for football, basketball and lacrosse.	The urge to be first with information and provocative in order to drive readership is stronger than ever in the news-gathering industry, and local papers and hyperlocal websites are not immune. High school reporters who contribute to those outlets as well as their own school publication can be easily drawn by that impulse. The need for young reporters to maintain sensitivity and fairness in their work is especially strong now that so much information is often released without editorial oversight. Best For: Newspaper, All Levels
Room 122 (capacity 90)	The Future of Yearbooks: QR Codes and eYearbooks Rebecca Schneider & Megan Swigon Schneider and Swigon represent Balfour Yearbooks in the Prudente Office. They have an extensive knowledge of the production and editing of high school yearbooks, along with professional design and software experience within the publishing industry.	Interactive yearbook: see how you can enhance your yearbook with sight, sound and motion. Make sure to bring your smart phone to the presentation. Best For: Yearbook, All Levels
Room 120 (capacity 90)	Creating Interesting Journalism Connections Ingrid Gray Gray has taught high school journalism since 1990. She worked as a beat reporter for the weekly Hunterdon County Democrat, and was editor of USA-NJ Wrestling Association's newsletter. She worked in press corps at the wrestling venue for the 1996 Summer Olympics in Atlanta.	This presentation is designed to spark fresh ways of generating article ideas Best For: Newspaper, Beginners
Room 117 (capacity 45)	The Right Stuff Sandra Russell Russell represents Friesens Yearbooks.	Content and coverage that will make and keep your yearbook current while increasing sales. Best For: Yearbook, All Levels
Room 116 (capacity 90)	Managing the Opinion Pages Alfred Doblin Doblin is the editorial page editor of The Record. Recipient of more than a dozen editorial writing awards, he also writes a twice-weekly column.	Opinion pages are the most interactive part of the newspaper. This session will explore how to craft editorials, deal with controversial subjects, letters to the editor and op-ed submissions. Best For: Newspaper, All Levels
Room 115 (capacity 25)		
Room 174 (capacity 45)	Writing About Sexuality for a Teen Audience Lucinda Holt Holt, managing editor of Sex, Etc., began her career in publishing at Condé Nast Publications. She currently teaches creative writing at The Writers Studio.	Holt, managing editor of Sex, Etc., a sexual health magazine and Web site featuring stories and blog posts, written by teen for teens, will conduct a workshop on identifying informative sexual health topics for a teen audience. Best For: Everyone, All Levels

Room	9:45 a.m. - 10:40 a.m.	Description
<p>Multipurpose Room A (capacity 300)</p>	<p>KEYNOTE: Powerful Photojournalism Thomas E. Franklin Franklin, a photojournalist for over 20 years, has won numerous awards for his photography. His work has been widely published and he is best known for his iconic image of three firemen raising the U.S. flag above the rubble of the World Trade Center on September 11th, named one of the "100 Photographs That Changed the World" by Life Magazine.</p>	<p style="text-align: right;"> Note: Newspaper awards presented at this session. Write-Off Contestants attend this session. Students with RED and GOLD name badges attend this session.</p>
<p>Center Hall (capacity 125)</p>	<p>Documentary Photography: Using the SLR Camera for Multimedia Production David Bergeland Bergeland is a multimedia producer and trainer specializing in digital media including video, audio slideshows, podcasts and documentary and editorial content for the Web. Award-winning photojournalist with more than 20 years experience at a variety of newspapers and wire services.</p>	<p>The latest techniques for producing stills and video using an HDSLR, and how to transmit the content to the newsdesk and web producers on deadline. Best For: Everyone, All Levels</p>
<p>Room 122 (capacity 90)</p>	<p>Effective Sports Reporting Shawn Layton Layton advises The Voice at Hillsborough High School and has been a sports reporter at The Edison-Metuchen Sentinel for eight years.</p>	<p>Topics covered in this session will include finding original sports angles, covering athletic events, and dos and don'ts of sports writing. Best For: Newspaper, All Levels</p>
<p>Room 120 (capacity 90)</p>	<p>Heads Up! Kara Sterner Sterner, who worked as English teacher for 8 years and yearbook adviser for 4 of those years, is currently in her fifth year as a representative for Herff Jones Yearbooks. From design to journalism, she shares her expertise with students and advisers to grow their yearbook programs.</p>	<p>Take a look at the power of headlines. Invite your reader to engage with the page from the very beginning. They will judge your book by its cover, and they will judge a page by its headline. Give them something great to judge! Best For: Everyone, All Levels</p>
<p>Room 117 (capacity 45)</p>		
<p>Room 116 (capacity 90)</p>	<p>All About Theme Christine Mooney Mooney advises the yearbook at Monsignor Donovan High School in Toms River, NJ. Exemplar has been consistently honored with the ALL-NJ Awards from the Garden State Scholastic Press Association.</p>	<p>It's a flavor; it's a mood. It ties your book together making it a pretty package of memories. It's All About Theme! Best For: Yearbook, Beginners</p>
<p>Room 115 (capacity 25)</p>		
<p>Room 174 (capacity 45)</p>		

Room	10:45 a.m. - 11:40 a.m.	Description
<p>Multipurpose Room A (capacity 300)</p>	<p>KEYNOTE: Powerful Photojournalism Thomas E. Franklin Franklin, a photojournalist for over 20 years, has won numerous awards for his photography. His work has been widely published and he is best known for his iconic image of three firemen raising the U.S. flag above the rubble of the World Trade Center on September 11th, named one of the "100 Photographs That Changed the World" by Life Magazine.</p>	<p style="text-align: right;"> Note: Yearbook awards presented at this session. Students with BLUE name badges attend this session.</p>
<p>Center Hall (capacity 125)</p>	<p>Editorial Cartoons Jimmy Margulies Margulies is the award winning nationally syndicated editorial cartoonist for The Record. His cartoons appear in The New York Times, Washington Post, USA Today, LA Times, and newspapers all over New Jersey.</p>	<p>Editorial Cartoonist Jimmy Margulies of The Record discusses his work by showing slides and answering questions from the audience Best For: Everyone, All Levels</p>
<p>Room 122 (capacity 90)</p>	<p>Covering the Difficult Story Claire Regan Regan is associate managing editor of the Staten Island Advance and assistant professor of journalism at Wagner College. Mentoring young journalists is her passion.</p>	<p>Suicide, crime and other dangerous topics require sensitivity, courage and good ethical judgment. Best For: Everyone, All Levels</p>
<p>Room 120 (capacity 90)</p>	<p>Photoshop Procedures that Make Your Pictures Pop! Lori Miskoff Miskoff is president of Media Trends, a company which does layout and printing for newspapers and maintains websites for student media. She has over 25 years of experience in page layout, print production and electronic publishing.</p>	<p>Step-by-step demonstration of several Photoshop features that will get your images noticed for the right reasons. You'll learn how to adjust images for proper contrast and color, so they'll be brighter and more colorful on your pages. Best For: Everyone, All Levels</p>
<p>Room 117 (capacity 45)</p>	<p>Sports Writing Made Simple in 45 Minutes William Gurden Gurden teaches journalism and English at Pemberton Township High School after a 20-year career with the Burlington County Times. He was named one of New Jersey's best sports writers in nine of the 11 years he worked in sports by the NJPA.</p>	<p>This session will cover how to improve your sports writing and sports section in a variety of ways from a former award-winning sports writer. Best For: Everyone, All Levels</p>
<p>Room 116 (capacity 90)</p>	<p>The 9/11 Project: A Look Back Ron Miskoff Miskoff teaches journalism at Rutgers and is the associate director of the Journalism Research Institute. Before that he was a report and broadcaster.</p>	<p>High school and college students participated in a project to interview children of 9/11 victims. This session will feature some of the students who participated and will give attendees an idea of what they learned when they spoke with the children – now high school and college age themselves – and the impressions of students who interviewed them. Best For: Everyone, All Levels</p>
<p>Room 115 (capacity 25)</p>	<p>Educating with E-Edition Cynthia Forster Forster is Community & Public Relations Manager for The Record and the Herald News.</p>	<p>Learn how to use the daily newspaper as a teaching tool for student journalists. Discover how electronic newspapers help students perform research, build technology proficiency and more. Best For: Advisers, All Levels</p>
<p>Room 174 (capacity 45)</p>	<p>Write-Off Contest Contestants complete their written submission for the Write-Off Contest.</p>	<p>Write-Off Contestants Only</p>

Room	11:45 a.m. - 12:30 p.m.	Description
Multipurpose Room A (capacity 300)	Go Ahead and Tweet This: Using Twitter for High School Newspapers Greg Gagliardi Gagliardi is in his 12th year as the journalism teacher at Cherry Hill East, where he also serves as adviser of the nationally acclaimed newspaper, Eastside. Outside of school, he writes a popular humor column, "Progressive Revelations."	Find out how to integrate Twitter into a high school journalism program and, more specifically, a high school newspaper. Twitter is one of the most used and fastest growing websites in the world. There are many ways to use it to keep readers up to date on late-breaking news, to share insights and to allow more personal interaction between the newspaper and its readers Best For: Newspaper, All Levels
Center Hall (capacity 125)	Documentary Photography: Using the SLR Camera for Multimedia Production David Bergeland Bergeland is a multimedia producer and trainer specializing in digital media including video, audio slideshows, podcasts and documentary and editorial content for the Web. Award-winning photojournalist with more than 20 years experience at a variety of newspapers and wire services.	The latest techniques for producing stills and video using an HDSLR, and how to transmit the content to the newsdesk and web producers on deadline. Best For: Everyone, All Levels
Room 122 (capacity 90)	Top 10 Tips for a Better-Looking Newspaper Claire Regan Regan is associate managing editor of the Staten Island Advance and assistant professor of journalism at Wagner College. Mentoring young journalists is her passion.	Must dos and don't dos for every newspaper designer. Best For: Newspaper, All Levels
Room 120 (capacity 90)	Design with Style Kara Sterner Sterner, who worked as English teacher for 8 years and yearbook adviser for 4 of those years, is currently in her fifth year as a representative for Herff Jones Yearbooks. From design to journalism, she shares her expertise with students and advisers to grow their yearbook programs.	New to designing yearbook pages? Here is your chance to start with the basics. Review the set of rules that will guide you as you create pages that look like you have creating layouts for years. Best For: Yearbook, Beginner
Room 117 (capacity 45)	Why Newspapers Must Survive Richard Benfield Benfield is currently a freelance writer, media consultant and occasional teacher. He was formerly a part-time editorial writer for The New York Times, editorial page editor of The Record and a political reporter in Washington and Trenton	It's important for the welfare of the country - not to mention the states and municipalities - that newspapers survive. In the past, newspapers have been the only outlet that have done most of the original reporting - and especially investigative reporting. With a few exceptions, this continues to be true especially at the state and local level. Best For: Newspaper, All Levels
Room 116 (capacity 90)	News Videos are Stories, Too Brian Donohue Donohue is the Emmy-award winning host/producer of Ledger Live, a video blog produced by the Star-Ledger that appears on nj.com. He worked the previous 12 years as a print reporter for the Star-Ledger and the Jersey Journal and as a freelance writer in Latin America.	News videos should tell great stories. Learn how to construct your story, keep your focus and have viewers glued to the screen. Best For: Everyone, All Levels
Room 115 (capacity 25)	Write-Off Judging	Write-Off Judges Only
Room 174 (capacity 45)	Editors' Roundtable: Who Wrote this Job Description? Bonnie Blackman Blackman is a 2006 recipient of the CSPA Gold Key. She received the GSSPA 2002 Golden Quill award. She is a frequent presenter at NSPA and CSPA where she specializes in staff motivation, team building, and marketing issues.	An interactive session for editors only - no advisers please. Ideas will be shared, problems discussed and suggestions. Editors helping editors succeed. Best For: Students Only, Editors

Room	12:35 p.m. - 1:20 p.m.	Description
Multipurpose Room A (capacity 300)	From Newspaper to News Organization: Online & Video Efforts of the Star Ledger Seth Siditsky & Len Melisurgo Siditsky is Assistant Managing Editor for Visuals at The Star-Ledger and runs the photo and video department. Melisurgo is the Online Editor at the paper.	The newspaper industry has dramatically changed over the past few years. The immediacy of real-time news has forced organizations to re-examine how they gather and report the news by using multimedia tools. The deadlines are no longer just for print and video is accessible to the newspaper as it is to a television station. Best For: Newspaper, All Levels
Center Hall (capacity 125)	A Twisted Mind is a Terrible Thing to Waste Leigh Rubin Rubin is the creator of the internationally syndicated cartoons Rubes® which is published in over 400 newspapers worldwide.	What goes on in the ridiculously twisted mind of Leigh Rubin, creator of the comic panel Rubes®? Find out where the inspiration and motivation comes from to create a daily cartoon panel for almost 27 years. Best For: Everyone, All Levels
Room 122 (capacity 90)	Recognizing Phenomenal Photography Karen Bruno A Herff Jones Representative, Bruno has been involved in yearbooks since being appointed co-editor of her high school publication and offers a background in education, printing, and customer service.	Photography is the eye candy of your yearbook. Learn how to determine which images are quality photo journalism with the flair your publication deserves. Best For: Yearbook, All Levels
Room 120 (capacity 90)	Newspaper Layout 101 Lori Miskoff Miskoff is president of Media Trends, a company which does layout and printing for newspapers and maintains websites for student media. She has over 25 years of experience in page layout, print production and electronic publishing.	Back-to-basic techniques that can kick-start a new publication or improve an existing one. You'll find out how to create an organized layout and learn best practices for body copy, headlines, graphics, margins and white space. Best For: Newspaper, Beginner
Room 117 (capacity 45)	Manually Speaking Kara Sterner & Heather Stem Sterner, is a Herff Jones Yearbook Representative and a former English teacher and yearbook adviser. Stem has been teaching and advising yearbook at Hackettstown High School for over 5 years. This year she created staff manuals and has already seen the benefits.	Make the transition from year to year smooth with a staff manual. Walk away with a sample table of contents as well as ideas for what should fill your staff manual. It is never too late in the year to start this evolving project. Best For: Everyone, All Levels
Room 116 (capacity 90)	How to Write an Eye-Catching Lede Jane Primerano Primerano has been a reporter, editor and photographer for more than 30 years.	Nobody can take for granted that every story will be read. A snappy lead is a must. This presentation will help reporters and editors learn what they should and shouldn't do to make sure they are read. Best For: Everyone, All Levels
Room 115 (capacity 25)	Write-Off Judging	Write-Off Judges Only
Room 174 (capacity 45)	Covering Controversial Issues John Tagliareni Tagliareni retired in 2010 as adviser to Bear Facts, the newspaper of Bergenfield High School, after 38 years. He is a GSSPA past president and JEA Student Press Rights Commission member and received JEA's Lifetime Achievement award.	This session will present legal advice and strategies for students and advisers covering controversial and sensitive issues in school publications. Resources will be given for assistance with censorship concerns with school administrators. Best For: Newspaper, All Levels

Room	1:25 p.m. - 2:10 p.m.	Description
Multipurpose Room A (capacity 300)	TV News: REAL Reality TV Eric Landskroner Landskroner is a TV News Anchor at News 12 New Jersey, as well as the host of the weekly show "It's Your Money" He is a Jersey Boy, born and raised, and graduated from Rutgers.	This session is meant to provide an overview of the ever-changing TV News business with a focus on ethics, responsibility and most of all, conversational writing. Best For: Everyone, All Levels
Center Hall (capacity 125)		
Room 122 (capacity 90)	Headless Body in Topless Bar Claire Regan Regan is associate managing editor of the Staten Island Advance and assistant professor of journalism at Wagner College. Mentoring young journalists is her passion.	How to become a strong headline writer. Best For: Everyone, All Levels
Room 120 (capacity 90)	Details Make the Difference Christine Grazio A Herff Jones Yearbook Representative, Grazio has been involved in student journalism for over 15 years and is a 2006 recipient of the GSSPA Golden Quill.	Details are what can take your yearbook from good to great. Take a look at the large and small details that you can use to direct your readers and take your book to the next level. Best For: Yearbook, All Levels
Room 117 (capacity 45)	Moving Online: It's Easier Than You Think Tom McHale McHale, GSSPA's website coordinator, teaches at Hunterdon Central High School.	Learn how to use create a customizable, easy to maintain online newspaper or class news blog. Best For: Newspaper, All Levels
Room 116 (capacity 90)	How to Write an Eye-Catching Lede Jane Primerano Primerano has been a reporter, editor and photographer for more than 30 years.	Nobody can take for granted that every story will be read. A snappy lead is a must. This presentation will help reporters and editors learn what they should and shouldn't do to make sure they are read. Best For: Everyone, All Levels
Room 115 (capacity 25)	Educating with E-Edition Cynthia Forster Forster is Community & Public Relations Manager for The Record and the Herald News.	Learn how to use the daily newspaper as a teaching tool for student journalists. Discover how electronic newspapers help students perform research, build technology proficiency and more. Best For: Advisers, All Levels
Room 174 (capacity 45)	Modern In-Depth Reporting John Tagliareni Tagliareni retired in 2010 as adviser to Bear Facts, the newspaper of Bergenfield High School, after 38 years. He is a GSSPA past president and JEA Student Press Rights Commission member and received JEA's Lifetime Achievement award.	Story writing, theme concepts, covering issues in detail combined with eye-catching graphics make exciting double trucks. Story ideas as well as writing techniques are covered. Best For: Newspaper, Intermediate



GSSPA Executive Board Members:

Bill Allen, **President**
Stacy Gerst, **First Vice President**
Susan V. Everett, MJE, **Treasurer**
Andi Mulshine, CJE, **Corresponding Secretary**
Hope Brand, **Recording Secretary**

GSSPA Fall Conference Committee

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John Tagliareni
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Christine Grazio
Bonnie Blackman
Patrick Tuohey

Special Thanks To:

Marsha Bergman, Rutgers University
John Pavlik & the Rutgers Department of Journalism and Media Studies
The Record

The GSSPA 2011 Fall Conference was held in cooperation with the Department of Journalism and Media Studies, Rutgers University.

For additional information about GSSPA, please contact GSSPA President, Bill Allen, president@gsspa.org

Final Notes:

Newspaper Contest Entries:

If you participated in the summer newspaper contest, be sure to pick up your packet from the Registration Desk, and remove the entries that have been on display in the Fireside Lounge.

Write-Off Contest:

Winners of the Write-Off Contest will be announced at the end of the day. If you do not hear this announcement, please stop by the Registration Desk for more information. Winners should report to the Registration Desk before departure to complete required paperwork.

GSSPA Membership:

Advisers who attend the GSSPA Fall Conference also enjoy full membership benefits for this school year, including:

- Eligibility for students to compete for the **Bernard Kilgore / NJ Journalist of the Year Scholarship** and the **Bob Stevens Memorial Scholarship**.
- Eligibility to enter the **Summer Newspaper Contest** and **Summer Yearbook Contest**.
- Invitations to attend the annual **Spring Advisers' Conference** and our **regional Summer Workshops** at the member rate
- Email updates on important student journalism news and events
- Access to our student blog website: www.gsspa.org/students/
- Access to the free resources found on our website: www.gsspa.org

