Important Schedule Notes:

Newspaper & Yearbook KEYNOTE

This year, we are pleased to offer two different keynote sessions for our newspaper and yearbook students. The newspaper keynote will take place at 9:45 a.m. in Multipurpose Room A. The yearbook keynote will follow at 10:45 a.m. in Multipurpose Room A.

Award Presentations:

Newspaper Awards will be presented at the start of the 9:45 a.m. newspaper 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 a the start of the 10:45 a.m. nearbook 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 the International Lounge. Winners will be announced at the end of the day. If you do not hear the announcement, stop by the registration desk before leaving for the information.

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

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.

Students are not permitted in the Game Room.



Welcome to our 34th 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 the newspaper and yearbook keynote sessions, 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)	Making Video Sustainable Inside a Newspaper in the Digital Age Seth Siditsky Siditsky is Video Strategist at Advance Digital where he has been working on moving the video efforts forward at all of the Advance (Newhouse) websites & newspapers around the country. Prior to joining Advance in Feb. 2013 he was the Managing Editor for Visuals at The Star-Ledger, overseeing photo & video departments.	Making video a part of your story-telling continues to get easier and can add a lot of value to your stories and still photographs. We'll look at some of the work at <i>The Star-Ledger</i> and look at how your smart phone can be a very powerful video tool. Best For: Everyone, All Levels
Room 122 (capacity 90)	How to Draw Readers in with Your Lede Jane Primerano Primerano is a freelance writer specializing in agriculture and agribusiness. She has been a GSSPA presenter for several years and also speaks to high school classes	A hands-on workshop teaching students techniques to produce ledes that will makes readers want to continue the story. Best For: Newspaper, All Levels
Room 120 (capacity 90)	Today's Sports Journalism: An 'Insider's' Perspective Scott Kessler Scott Kessler Scott Kessler formerly ran SB Nation's popular Philadelphia Union site, the Brotherly Game. He has written or provided background for The Guardian, SB Nation, Sporting News and other major sports outlets.	A presentation on how to get into sports journalism, a discussion on situations students may encounter and more. Best For: Everyone, All Levels
Room 117 (capacity 45)	It Never Hurts to Ask Brendan Lowe A proud alum of Cherry Hill High School East and former editor of its paper, Eastside, Lowe is now a freelance journalist based in Manhattan. His work has appeared in Time and BuzzFeed.	Brendan will be presenting on the importance of asking questions and following your dreams. After negotiating a change in his full-time work schedule, Brendan launched an Indiegogo campaign to begin work on a series of feature stories, known as DITL - Day in the Life. In addition to DITL, A sampling of his work can be found at his developing website, brendanlowe.com. Best For: Everyone, 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)	Turn Your Newspaper or Yearbook into an iBook Ron Miskoff Miskoff teaches journalism at Rutgers University.	Learn some of the key elements of iBook Author, a free program that will enable you or your staff to create an iBook and put it on the web, including pictures and complete videos. Best For: Everyone, All Levels
Room 174 (capacity 45)	Teens Writing for Teens on Sexual Health Lucinda Holt Holt is the director of communications for Answer, the nonprofit organization that publishes Sex, Etc., an award- winning, teen-written sexual health magazine and website for teens. Prior to joining Answer, Ms. Holt worked at Condé Nast Publications and as a freelance editor.	This session focuses on the importance of having teen writers report on sexuality for teens. Honest, accurate information about sexual health is especially important when teens are often left in the dark when it comes to information about their bodies, sexually transmitted diseases, birth control, relationships and making decisions about sex. Best For: Newspaper, Experienced

Room	9:45 a.m 10:40 a.m.	Description
Multipurpose Room A (capacity 300)	NEWSPAPER KEYNOTE: Amy Ellis Nutt Covering the Storm: Lessons of Hurricane Sandy From a newsroom without power to reporters without gas, how The Star-Ledger reported & delivered information about the storm of the millennium. Nutt is an enterprise writer for The Star-Ledger. She was awarded the Pulitzer Prize in Feature Writing in 2011 for her series "The Wreck of the Lady Mary."	Note: Newspaper awards presented at this session. Write-Off Contestants attend this session. Students with GOLD name badges attend this session.
Center Hall (capacity 125)	How Will Your Story be Told? Photography's Little Secrets Jim Carroll A graduate of Syracuse University, with degrees in Photography and Design, Carroll has been a sports and event photojournalist for high schools and colleges throughout the northeast for over 20 years.	It's the job of the student photographer to document and tell the story of your school year through captivating photos. Discover the secrets behind capturing the unique spirit and personality of your school and it's students. Best For: Everyone, All Levels
Room 122 (capacity 90)	Keep Calm & Be a Thematic Yerd Vincent Fucci Fucci is currently teaching yearbook for his fourth year at Roselle Park High School. He has the unique opportunity to teach yearbook during the school day as well as to a group of students who take the class as an independent study.	This session will deal with the importance of being a yerd and how to use your skills as a yearbook pro to develop theme throughout your yearbook. Best For: Yearbook, Beginner
Room 120 (capacity 90)	YOURbook 2014 Nancy Prudente, Rebecca Schneider, Megan Swigon With over 30 years of combined experience in the yearbook industry, the Prudente Office of Balfour Yearbooks works hands-on with NJ schools to help create a meaningful and exciting yearbook experience.	Learn how to blow students and staff away in 2014 with show- stopping yearbook layouts and extended coverage ideas. Best For: Yearbook, All Levels
Room 117 (capacity 45)	Shining a Light on Local Issues Charles Kratovil Kratovil is a graduate of Rutgers University's School of Communication Information & Library Sciences. A community organizer by profession, he also helped launch PatersonPress. com and NewBrunswickToday.com, two successful online news outlets.	This session will briefly cover how to start an online local newspaper at little or no cost The most important part of the discussion will include strategies for finding stories and promoting content through social media. Best For: Newspaper, All Levels
Room 116 (capacity 90)	Using Social Media in Yearbook Christine Mooney Mooney has advised the yearbook at Monsignor Donovan High School in Toms River, NJ, for 14 years. Exemplar has been consistently honored with the ALL-NJ Awards from GSSPA.	Social media provides good opportunities for communication, learning and marketing for your yearbook. Gather ideas for using Facebook, Twitter, Pinterest and more in the classroom. Discussion will include how to manage account settings for the intended use. Best For: Yearbook, All Levels
Room 115 (capacity 25)	Yearbook Staff Motivation & Recognition Caren Demyen & Tara Cooper Weiss Demyen, a yearbook representative with Herff Jones yearbooks for the past 13 years, is proud to work with yearbook staffs across NJ, helping them create stellar publications. Cooper Weiss, a teacher of English at Lawton C. Johnson Summit Middle School for the past 14 years, proudly advises The Spotlight yearbook with a club staff of over 70 students.	This presentation will focus on how to inspire staff members to put forth their best effort in their publication. Beyond positive reinforcement, we will provide you the tools to build and retain a top-notch staff. Best For: Yearbook, Advisers
Room 174 (capacity 45)	The Source Code Alan Neuhauser Neuhauser is an award-winning reporter and photographer covering Midtown Manhattan for the New York City news website DNAinfo.com. He grew up in Scotch Plains, and he's a proud alumnus of the Scotch Plains-Fanwood High School Fanscotian.	Spending hours at the computer, forcing one sentence after the next? Stop squeezing that brain juice! We'll be talking sourcing: How to make sure you're going home notebook-rich — and filing stories in just 30 minutes. Best For: Newspaper, All Levels

Room	10:45 a.m 11:40 a.m.	Description
Multipurpose Room A (capacity 300)	YEARBOOK KEYNOTE: Claire Regan Covering a Catastrophe: Hurricane Sandy, the Storm that Changed Staten Island Session focuses on skills high school journalists can use, in yearbook as well as newspaper & give them an idea of what to expect if they become journalists. Regan is associate managing editor of the Staten Island Advance and assistant professor of journalism at Wagner College, where she advised the Kallista yearbook. Mentoring young journalists is her passion.	Note: Yearbook awards presented at this session.
Center Hall (capacity 125)	Newspaper Layout 101 Lori Miskoff Miskoff is president of Media Trends, a company which provides layout and printing services for newspapers and maintains websites for student media. She has over 25 years of experience in page layout, print production and electronic publishing.	Learn back-to-basic techniques that can kick-start a new publication or improve an existing one. You'll also get tips on how to create an organized layout and learn best practices for body copy, headlines, margins, white space and images. Best For: Newspaper, All Levels
Room 122 (capacity 90)	Heads Up! The Art of Good Headline Writing Jane Primerano Primerano is a freelance writer specializing in agriculture and agribusiness. She has been a GSSPA presenter for several years and also speaks to high school classes	A hands-on workshop teaching students to create imaginative headlines that bring readers into the story. Best For: Newspaper, All Levels
Room 120 (capacity 90)	Sports Writing for High School Publications Bill Gurden Gurden worked for 21 years at the Burlington County Times before switching careers to teaching. He won 10 New Jersey Press Association awards in 11 years as a sports writer. He teaches journalism and English at Pemberton Township High School.	This workshop is designed to help students and advisers shape their sports coverage effectively. It focuses on what makes interesting reading, how to plan the sports section, sportswriting tips, and a foolproof outline of a typical story on any high school sports team. Best For: Everyone, All Levels
Room 117 (capacity 45)	Creating Interesting Journalism Connections Ingrid Gray Gray is an English and journalism teacher at Delaware Valley Regional High School. She has worked as a beat reporter and a freelance writer.	Having trouble coming up with article ideas? This session reviews components of newsworthy articles and then shows ways to expand coverage, thereby generating fresh ideas. Samples of published stories will be shared as well. Best For: Newspaper, Beginner
Room 116 (capacity 90)	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: Everyone, All Levels
Room 115 (capacity 25)	A Workshop Approach to Staff Organization Lizz Dunn Sixth-year English teacher Dunn advises the Hightstown High School Ram Page.	Join the discussion on the unique challenges new advisers face in organizing and assessing HS publication classrooms. Tangible resources will be provided that have increased student engagement & accountability in Journalism classes, and will present an instructional plan for maintaining a productive workshop environment through use of comprehensive rubrics, graphic organizers & conferencing. Best For: Advisers, Beginner
Room 174 (capacity 45)	It's a Source Subject Alan Neuhauser Neuhauser is an award-winning reporter and photographer covering Midtown Manhattan for the New York City news website DNAinfo.com. He grew up in Scotch Plains, and he's a proud alumnus of the Scotch Plains-Fanwood High School	A reporter's only as good as his or her sources. Learn how to make the most of yours, with strategies like "Living on the Edge," "Head-Body-Head-Body," and "How to Ask Dumb Questions." Best For: Newspaper, All Levels

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Room	11:45 a.m 12:30 p.m.	Description
Multipurpose Room A (capacity 300)	Sportswriting 101 Steve Politi Politi is a columnist for The Star-Ledger.	Ever wonder what it's like to cover the Giants or the Yankees? Sports columnist Steve Politi gives you a primer. Best For: Everyone, All Levels
Center Hall (capacity 125)	Redesign or Spruce Up Your 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.	Is your typography tired? Your flag frumpy? Get design tips you can use as soon as you get back to school. Best For: Newspaper, All Levels
Room 122 (capacity 90)	White Space: The Most Powerful Color in an All-Color Production Kara Sterner With 8 years in the classroom and 6 as a yearbook representative for Herff Jones, Sterner has years of educational experience to offer you and your staff.	Learn to embrace the absence of color to enhance and organize your spreads and content. Best For: Yearbook, All Levels
Room 120 (capacity 90)	Informational Graphics for Reporters Bob Rebach Rebach is an award-winning graphic artist and illustrator. He has been at The Record (Bergen County) for the last 13 year and has been working in newspaper art departments for almost 30 years.	What reporters need to know about graphics and how to incorporate them into their reporting process. Best For: Newspaper, All Levels
Room 117 (capacity 45)	Back to Basics: Starting or Rebuilding a Program Peter Flynn Flynn teaches journalism at Roxbury High School and advises the Roxbury Review.	Tips on how to build a solid, sustainable journalism program, whether you are starting a new program or rebuilding an existing one. Best For: Advisers, All Levels
Room 116 (capacity 90)	Pictures Speak 1000 Words Lisa Hudlow & Caren Demyen Hudlow has been a Visual Arts teacher at Roxbury HS for six years & lead adviser for the yearbook, Echo, for five. Demyen, a yearbook representative with Herff Jones yearbooks for the past 13 years, is proud to work with yearbook staffs across NJ, helping them create stellar publications.	Wonder how professional photographers take those amazing photos for magazines and newspapers? Wonder how you can do the same for your yearbook and school publication? Learn all the little things you can do that will make a big difference and how to prepare to take great pictures that will help tell your stories. Best For: Yearbook, All Levels
Room 115 (capacity 25)	Smooth Sailing: How to Avoid Rough Seas that Can Capsize Your Program Julie Borkowski & Amy Rutkowski Borkowski is an English teacher at SPFHS and has been the Culmen adviser for over 10 years. Rutkowski is a Special Education teacher at SPFHS and joined as business adviser in 2005. The Culmen annually receives high level recognition by CSPA, GSSPA, NSPA and ASPA.	Join Julie and Amy as they provide ideas to make your program run as smoothly as possible with ideas for recruitment, editor responsibilities, staff productivity and business marketing and promotions. In short, how to recruit and keep a hard-working, motivated staff. Best For: Advisers, Yearbook
Room 174 (capacity 45)	Born to Lead: Editors' Roundtable Bonnie Blackman Blackman is a 2006 recipient of the Columbia Scholastic Press Association Gold Key. On the board of GSSPA, she received its 2002 Golden Quill award. A frequent presenter at NSPA and CSPA Conventions, she specializes in staff motivation, team building, and marketing issues.	Just because someone put you in charge, doesn't mean it happens naturally or comes easily. Share insights with other student leaders, and discuss challenges and solutions that will make you a more effective leader. No advisers, please! Best For: Students Only, Editors

Room	12:35 p.m 1:20 p.m.	Description
Multipurpose Room A (capacity 300)	Video News Reporting for the Multimedia Journalist Adya Beasley & Bumper DeJesus Beasley, an award-winning videojournalist at <i>The Star-Ledger</i> , recently won 2 N.Y. Emmy Awards for work on 'State of Reflection: New Jersey 10 Years After 9/11'. DeJesus is multimedia editor & Director of Videography at <i>The Star-Ledger</i> , winner of 10 N.Y. Emmy Awards and is also the technical producer for the Ledger Live webcast.	Conceptualizing, shooting and constructing a visual narrative in today's multimedia landscape. Best For: Newspaper, All Levels
Center Hall (capacity 125)	Headless Body in a 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.	Learn the five-step process for writing a good headline on every kind of story. Best For: Newspaper, All Levels
Room 122 (capacity 90)	Manually Speaking: Staff Manuals to Connect You and Your Staff Kara Sterner & Christine Grazio With 8 years in the classroom and 6 as a yearbook representative for Herff Jones, Sterner has years of educational experience to offer you and your staff. A former yearbook adviser with over 10 years of experience as a Herff Jones Rep, Grazio is a 2006 recipient of the GSSPA Golden Quill.	Creating a staff manual might seem like a daunting task, but use this framework to get started and make your staff manual a practical tool for everyday use that you can't imagine living without. Best For: Everyone, Advisers & Editors
Room 120 (capacity 90)	Informational Graphics for Reporters Bob Rebach Rebach is an award-winning graphic artist and illustrator. He has been at The Record (Bergen County) for the last 13 year and has been working in newspaper art departments for almost 30 years.	What reporters need to know about graphics and how to incorporate them into their reporting process. Best For: Newspaper, All Levels
Room 117 (capacity 45)	Interviewing Techniques: How to Talk to Strangers Mark DiIonno DiIonno was a 2013 Pulitzer finalist in news commentary. His columns appear in <i>The Star-Ledger</i> , New Jersey's largest newspaper.	Some tips on how to conduct meaningful interviews. Best For: Everyone, All Levels
Room 116 (capacity 90)	Packaging Your Theme Karen Bruno A Herff Jones Representative for over ten years, 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.	As if you are delivering the story of the year in a nicely wrapped package to your fellow students, learn how to tie it all together and make it exciting to be opened! Best For: Yearbook, All Levels
Room 115 (capacity 25)	Working with Administration – Policies, Rights, and Prior Review Tom McHale McHale has taught journalism for 13 years and was the adviser of The Lamp, Hunterdon Central's student newspaper for 10 years. He is currently pursuing a Masters of Journalism Education from Kent State University.	This session will be run as a workshop for discussing student rights, policies, and best practices for dealing with administrators. Best For: Advisers, All Levels
Room 174 (capacity 45)	Keep on Trucking 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.	Find out the meaning of the title in this entertaining and informative session. The speaker will present legal advice and strategies for students and advisers about covering controversial and sensitive issues in school publications. Resources will be given for assistance about 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)	Covering a Hurricane in the Dark Len Melisurgo & Bobby Olivier Melisurgo has been working at <i>The Star-Ledger</i> for 23 years. As the online editor, Len oversees the newspaper's digital news operation. Olivier, has worked at <i>The Star-Ledger</i> for three years, handling copy editing duties and working on the digital news desk.	No lights. No desktop computers. No e-mail access. Sporadic cell phone service. So how did New Jersey's largest newspaper manage to cover Hurricane Sandy on the web? Best For: Newspaper, All Levels
Center Hall (capacity 125)	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.	Writing about suicide can raise awareness and minimize harm. Best For: Newspaper, All Levels
Room 122 (capacity 90)	Headlines: The Start of a Great Story Kara Sterner With 8 years in the classroom and 6 as a yearbook representative for Herff Jones, Sterner has years of educational experience to offer you and your staff.	Learn how the presentation of your headlines and the headlines themselves engage a reader to stop on your spread and read the rest of your article and captions. We will not write in vain! Best For: Yearbook, All Levels
Room 120 (capacity 90)	From Good to Great - It's All in the Details Christine Grazio A former yearbook adviser with over 10 years of experience working with students all over NJ as a Herff Jones Rep, Grazio has been involved in student journalism and leadership throughout her career and is a 2006 recipient of the GSSPA Golden Quill.	A good yearbook can become a great one, if you follow through on some key details. Find out what you can do to push your yearbook to the next level from concept to execution, and help your readers engage with the story you're telling. Best For: Yearbook, All Levels
Room 117 (capacity 45)	Be a Great Pundit Andi Mulshine Former journalist Mulshine teaches journalism and photojournalism at Communications High School. She is a board member of the GSSPA and a member of the Steering Committee of the Student Press Law Center.	Learn 7 rules for column writing that will help you to tell great stories while building a loyal following. Best For: Newspaper, All Levels
Room 116 (capacity 90)	Covering the Hurricane Mark DiIonno DiIonno was a 2013 Pulitzer finalist in news commentary. His columns appear in <i>The Star-Ledger</i> , New Jersey's largest newspaper.	A reporter talks about what happens when the big story comes your way. Best For: Everyone, All Levels
Room 115 (capacity 25)	Educating with E-Edition Pat Tuohey Tuohey is marketing coordinator for The Record and Herald News. He has worked with the daily newspapers' Newspaper in Education program and has covered news and wrote feature stories for The Record.	Daily newspapers can be an effective teaching tool. Learn strategies for using a digital edition of a newspaper in all subject areas in high school. Best For: Advisers, All Levels
Room 174 (capacity 45)	Let's Play Dodgeball Greg Gagliardi Gagliardi, currently in his 14th year teaching journalism andrunning the award-winning school newspaper, Eastside, at Cherry Hill East, is also a humor columnist and vice president of the GSSPA. He has successfully run two dodgeball tournaments per year for the past seven years.	This session is not a newspaper play on words: it really is about the sport err, activity of dodgeball. Find out how to run a successful dodgeball tournament at your school that could help you to raise over \$2,000 each time. Best For: Everyone, All Levels



GSSPA Executive Board Members:

Bill Allen, **President**Andi Mulshine, CJE, **Vice President**Greg Gagliardi, **Vice President**Hope Brand, **Secretary**Susan V. Everett, MJE, **Treasurer**

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Special Thanks To:

Rutgers University - Journalism and Media Studies Department

Dr. Jack Bratich, Department Chair, and Isra Ali, Journalism & Media Studies

The Record

Joe Dziublenski

The New Jersey Press Foundation

The staff of the Busch Campus Center

The GSSPA 2013 Fall Conference is 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 the packet with your critiques and certificates from the Registration Desk.

As you are leaving, be sure to remove your first place posters from the display in the Fireside Lounge. Unclaimed posters will be discarded.

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