



GSPA

GEORGIA SCHOLASTIC
PRESS ASSOCIATION

2007 Fall Conference

Oct. 11-12, 2007

Tate Center

The University of Georgia



2007 Fall Conference

Welcome to the 2007 GSPA Fall Conference! We're excited you're here. In this program you will find a list of sessions, biographies of presenters and other information related to the Conference.

Answers

Q. Where are the sessions being held?

A. All sessions are held on the first floor of the Tate Center. Rooms 137-145 are located in a "U" behind the reception hall. Georgia Halls A and B can be found in the atrium. Room 154 (for on-site critiques) is located in the student center office. Restrooms are located in the hallway to your left in front of the copy center office.

Q. I brought the first issue of my newspaper. What should I do with it?

A. Turn it into the front desk at registration. It will automatically be entered in the first-issue competition. Also, you may sign up for a 30 minute critique of your paper at registration. Veteran newspaper editor and instructor Cecil Bentley is conducting on-site critiques in room 154. The winning papers will be displayed at the registration table at the close of the conference.

Q. What should I do for food?

A. Located on the third floor of Tate, the Bulldog Cafe is open until 8 p.m. Thursday, and 7:30 a.m. to 4 p.m. on Friday. There is also a Chick-fil-A Express located inside the Bulldog Cafe. There is no designated lunch period on Friday. Staffs should determine an appropriate time to eat lunch, keeping in mind the **busiest lunch time is noon to 1 p.m.** Please plan accordingly.

Q. How do I get into the lab sessions?

A. All labs required pre-registration. Unfortunately, all are full.

Q. I want to go to a session, but there's no room. What should I do?

A. Please be respectful of the space limitations in each room. If a particular session is extremely important to you, please arrive early. Many of the sessions repeat, so if you miss out the first time, catch it the second time around.

Q. I want to go out and explore the campus! What should I do?

A. There is a campus walking tour scheduled for 9-9:50 a.m. that meets in Georgia Hall A. Outside of that, no campus tours are scheduled. However, if you would like to check out areas of the campus **with a chaperone or adviser**, that is allowed with your adviser's permission.



2007 Fall Conference

Opening Session



GSPA is very happy to have **Nick Edelstein** and his band perform the first-ever GSPA concert at the opening session of the 2007 GSPA Conference.

Nick Edelstein was born in DeLand, Fla. At age 4 he began classical piano lessons, releasing a passion for music which has carried him to many stages. But it wasn't until he dusted off his dad's old archtop that an even deeper love was born. Now, 12 years after he began teaching himself guitar, Nick is endorsed by First Act Guitars, Inc. His band continues to tour the Southeastern US and has received tons of positive press. With a large catalog of original songs, film scores and compositions, Nick continues to live and breathe music. Writing and performing all his life, he is a lover of nature and the Blues.

"I've played everything and I always came back to the Blues," Edelstein said.

Active in regional and national organizations like ONE, Nick advocates environmental protection and awareness. His first album, "Ripple," is about growth, perspective and metamorphosis. The full band attack, Nick's weapon of choice, is something to behold. Fiery guitars tame the spirited songs while bass and drums lay tight, funky grooves. Fans of the acoustic version have compared Nick's voice to Jackson Browne, captivated as he transforms his blues war into peaceful ballads.

Nick attributes his unique vocal melodies to recanting prayers in the synagogue and reading Torah.

"Melodies of ancient Hebrew prayer, with their harmonic minors and Phrygian scales, are at once beautiful and haunting and definitely impacted my sense of harmony," he said.

Nick has taught private & group music lessons for all ages and continues to do so via Atlanta-based Lessons In Your Home. He has also taught Hebrew and Judaics and appears as an extra in multiple scenes of the Warner Brothers movie "We Are Marshall." Other theatrical ventures include playing in the orchestra pit of a "Joseph and the Technicolor Dreamcoat" production in 2005 and 2007. He is available for freelance work and is a regular sit-in with The Moody Jews band. For session or live performance bookings, please visit his website at www.nickedelstein.com or visit his MySpace page at www.myspace.com/nickedelstein.

Biggest influences: Santana, Yes

Recent influences: Spock's Beard, Silverchair, Transatlantic

2007 Fall Conference



Thanks Apple!

Apple computers has generously donated laptops for use in the GSPA Conference labs. Thanks to Apple, we are offering several “hands-on” labs throughout the conference. They will also be showcasing an Apple iMac and various programs in **room 143**. An Apple representative will be on hand throughout the conference to answer any questions you may have about Apple products. Stop by and see what Apple has to offer!

What do the letters mean?

Each session is coded for the type of staff that would benefit most from the session.

A-All, B-Broadcast, L-Literary Magazine, N-Newspaper, Y-Yearbook

Sessions Thursday, Oct. 11

6 p.m. to 7 p.m.

Lobby

Registration

7 p.m. to 8:30 p.m.

Georgia Hall

A - Opening Session

It's the first-ever GSPA live concert! Atlanta musician Nick Edelstein and his band perform an exclusive concert for GSPA opening night conference attendees.

After the performance, entertainment journalist Kimberly Davis interviews Nick and the band about the performance, life as a musician, influences, and any other topics that come up.

8:40 p.m. to 9:30 p.m.

137

N - Money ... That's What I Want

Struggling to get enough money just to put out your next issue? Learn different techniques on how to support your newspaper *without* begging your administration for help.

Presenter: Joe Dennis

138

B - Editing Software

Are you trying to figure out which video editing program would work for you? In this session we will discuss the benefits of editing programs from Windows Movie Maker and iMovie to Avid and Final Cut Pro.

Presenter: Scott Spicher



2007 Fall Conference

Sessions Thursday, Oct. 11

141

N/Y - Covering the Stars

Learn how to interview your favorite band, write about your favorite TV show and review the latest and greatest video game system. Gain skills and ideas for covering the world of entertainment.

Presenter: Kimberly Davis

142

N - Newspaper Front Page Design (LAB)

This session will explore the fundamentals of front page design and the practical application of these concepts.

Pre-registration required.

Presenter: Matt Orenstein

8:40 p.m. to 10:30 p.m.

145

A - Convergence (LAB)

Discover how schools are integrating podcasting, online journalism and other multimedia into new and pre-existing journalism curricula. Learn tips and tricks to help you make a seamless transition into the changing world of new media.

Pre-registration required.

Presenter: Kevin Kneisley

9:40 p.m. to 10:30 p.m.

137

N/Y - Sportswriting: Beyond the Score

Do you want to “give 100 percent” toward

a “total team effort?” Learn ways to move beyond these hackneyed, cliché phrases with hard-hitting, exciting, in-your face sportswriting that’s a slam dunk for readers.

Presenter: Geoffrey Graybeal

138

B - Let’s Start a Broadcast

Want to start a broadcast program at your school? First year on staff and don’t really know what’s going on? Come listen and learn what to expect and how to make your broadcasting vision a reality.

Presenter: Scott Spicher

141

A - It Takes a Staff ...

... to put out a successful newspaper, literary magazine, yearbook or broadcast. Get tips on how to motivate staff, maintain strong relationships with your administration, resolve conflicts, and deal with other issues that inevitably will come up at some point while getting out your product.

Presenter: Coni Grebel

142

N - Newspaper Front Page Design (LAB)

This session will explore the fundamentals of front page design and the practical application of these concepts.

Pre-registration required.

Presenter: Matt Orenstein

2007 Fall Conference



Sessions Friday, Oct. 12

8 a.m. to 10 a.m.

Lobby

Registration

9 a.m. to 9:50 a.m.

Georgia Hall A

A - UGA North Campus Tour

Take a walking tour of UGA's legendary north campus. The Visitor's Center takes participants on a 45-minute tour, telling the history of landmarks such as the Arch and the Chapel.

Georgia Hall B

N - Opinions Are Like ... Necessary

The editorial page is the life of a newspaper. Learn how to construct a strong editorial, the difference between columns and editorials, and the important aspects of the opinion page.

Presenter: Jim Thompson

137

A - InDesign Tips & Tricks

Learn some of the secrets of InDesign that will add the spice your publication needs!

Presenters: Julie Weeks & Mindi Hall

138

B - Are We Stealing that Video?

Discussion on what constitutes Fair Use of Music for videos. How does the Copyright Act affect school productions? Learn guidelines for avoiding copyright issues?

Presenter: Kevin Kneisley

141

Y - Better Yearbooks

Memories will fade, but your yearbook will last forever. You want it to look as sharp as possible. Learn how to improve your yearbook to be among the best!

Presenter: Gwen Childers

142

L - Poetry

So much depends/upon/the literary magazine/poem/it can be inventive/original/not always angsty/hooray!

Presenter: Mary Jessica Hammes

9 a.m. to 10:50 a.m.

144

A - Beginning InDesign (LAB)

Stepping into InDesign to layout your newspaper, yearbook or literary magazine can be a bit intimidating. But by mastering a few simple concepts, you should be on your way!

Presenter: Mark Childers

Pre-registration required

145

B - Final Cut Pro (LAB)

Come get your hands on the most powerful editing tool in the industry. Learn the basics of how to use Final Cut Pro 6 and get more information on getting certified.

Presenter: Scott Spicher

Pre-registration required



2007 Fall Conference

Sessions Friday, Oct. 12

10 a.m. to 10:50 a.m.

Georgia Hall A

A - Red & Black Information Session

What's life like at a daily college newspaper? Hear from the adviser and some staff members from the award-winning *Red & Black* about how to launch your collegiate journalism career.

Georgia Hall B

N - Opinions Are Like ... Necessary

The editorial page is the life of a newspaper. Learn how to construct a strong editorial, the difference between columns and editorials, and the important aspects of the opinion page. Presenter: Jim Thompson

137

A - You Gotta Fight For Your Right ...

... for the freedom to publish. From prior review to outright censorship, scholastic journalists face several challenges in deciding what they can publish. Learn the history of scholastic censorship and what you can do at your publication.

Presenter: Peter Canfield

138

B - Let's Start a Broadcast

Starting a broadcast program but have no idea where to begin? Come to this session and learn how to get your program off the ground.

Presenter: Kevin Kneisley

141

A - A Picture is Worth 1,000,000 Words

In most cases, you can tell a much better story with one picture than a 1,000-word essay. Learn the principles of photojournalism, and how to tell an effective story through the lens of a camera.

Presenter: Mark Johnson

142

L - Creative Art

Discuss finding interesting work best suited to the format of your magazine, the role of art in the overall design and more.

Presenter: Mary Jessica Hammes

11 a.m. to 11:50 a.m.

Georgia Hall A

A - Grady College Information Session

Considering a career in journalism or broadcasting? If so, you definitely should consider the Grady College of Journalism and Mass Communication. Several current Grady students answer your questions about Grady and life as a student.

Georgia Hall B

N - Telling the Story

Every person has a story, and there's usually a better story within that story. Learn brainstorming techniques and how to get to the heart of the matter.

Presenter: Courtney Alford Pomeroy

2007 Fall Conference



Sessions Friday, Oct. 12

- 137
A - InDesign Tips & Tricks
Learn some of the secrets of InDesign that will add the spice your publication needs!
Presenters: Julie Weeks & Mindi Hall
- 138
A - The Role of Research
In journalism, research is necessary. Not the boring kind needed for tests, but the exciting kind that opens up doors to new story ideas. A number of different types of research will be discussed as well the role that public relations plays in journalism.
Presenter: Elizabeth Neeland
- 141
A - A Picture is Worth 1,000,000 Words
In most cases, you can tell a much better story with one picture than a 1,000-word essay. Learn the principles of photojournalism, and how to tell an effective story through the lens of a camera.
Presenter: Mark Johnson
- 142
A - New World Communication
It's a very exciting time in the newspaper industry as it evolves and changes with technology. Get a feel for what you should learn and what you can expect newspapers to be like when you prepare to enter the workforce.
Presenter: Melissa Hanna
- 11 a.m. to 12:50 a.m.
144
A - Advanced InDesign (LAB)
Already consider yourself an InDesign expert? Take your skills to the next level. Be "wowed" with the knowledge you'll gain.
Presenter: Mark Childers
Pre-registration required
- 145
A - Podcasting (LAB)
Put your work to your iPod! With the Podcasting revolution, anyone can show off their audio and video work. Hands-on training!
Presenter: Cathleen Richardson
Pre-registration required
- 12 p.m. to 12:50 p.m.
Georgia Hall B
N - Telling the Story
Every person has a story, and there's usually a better story within that story. Learn brainstorming techniques and how to get to the heart of the matter.
Presenter: Courtney Alford Pomeroy
- 137
N - It's the Little Things
In this fast-paced session, you'll leave with almost two dozen specific suggestions to take your publication to the next, award-winning level. Lots of visuals to share!
Presenter: Jon Reese



2007 Fall Conference

Sessions Friday, Oct. 12

138

B - Taking SHOT

Each shot you take must make sense if your video is going to make sense. Learn the techniques of framing and the quality of your shooting will improve immensely.

Presenter: Kevin Kneisley

141

Y - Cover Me!

Your yearbook is the time capsule for your school. It's important to include every student, group and major event so they are etched in history.

Presenters: Julie Weeks and Mindi Hall

142

A - New World Communication

It's a very exciting time in the newspaper industry as it evolves and changes with technology. Get a feel for what you should learn and what you can expect newspapers to be like when you prepare to enter the workforce.

Presenter: Melissa Hanna

1 p.m. to 1:50 p.m.

Georgia Hall A

A - NewSource 15 Tour

Thinking about a broadcasting career? Get a behind-the-scenes look at the UGA student-produced broadcast news program, NewSource 15 -- the official TV source for Athens news. Learn how to get involved early!

Georgia Hall B

N - Newswriting: Be the Best

In this session, review the elements of a good story and learn how to weave them together to create an award-winning piece.

Presenter: Allison Floyd

137

N - Newspaper ... From A Judge

Learn what a GSPA newspaper critic is looking for in evaluating newspapers for the general excellence competition.

Presenter: Ed Morales

138

A - The Role of Research

In journalism, research is necessary. Not the boring kind needed for tests, but the exciting kind that opens up doors to new story ideas. A number of different types of research will be discussed as well the role that public relations plays in journalism.

Presenter: Elizabeth Neeland

141

A - It Takes a Staff ...

... to put out a successful newspaper, literary magazine, yearbook or broadcast. Get tips on how to motivate staff, maintain strong relationships with your administration, resolve conflicts and deal with other issues that inevitably come up while getting out your product.

Presenter: Coni Grebel

2007 Fall Conference



Sessions Friday, Oct. 12

142

L - Better Literary Magazines

Improving your magazine may require minor changes or a more significant change in your approach; we'll discuss both.

Presenter: Mary Jessica Hammes

144

Y - InDesign Tips for Yearbook (LAB)

Add that finishing touch to your yearbook with these InDesign tips and tricks.

Presenter: Gwen Childers

Pre-registration required

2 p.m. to 2:50 p.m.

N - Newswriting: Be the Best

In this session, review the elements of a good story and learn how to weave them together to create an award-winning piece.

Presenter: Allison Floyd

137

N/Y - Style Matters

Not having a consistent style throughout your publication reflects poorly on your staff. Learn some basic style rules and common mistakes.

The AP Stylebook is your friend!

Presenter: Debbie Smelley

138

B - Broadcast Newswriting

Before the camera starts rolling, you have to know what you're going to say. Learn the basic

elements of writing for broadcast news.

Presenter: Cathleen Richardson

141

Y - Yearbook ... From A Judge

Learn what a national yearbook critic is looking for in evaluating yearbooks for various competitions/critiques.

Presenter: Joe Dennis

142

L - Short Story: Happily Ever After

We'll examine the elements of good writing and editing, and how to get more of both into your magazine.

Presenter: Mary Jessica Hammes

2 p.m. to 3:50 p.m.

144

A - Photoshop for Beginners (LAB)

Learn basic elements of Photoshop, the industry standard program for photos.

Presenters: Mark and Gwen Childers

Pre-registration required

145

B - Final Cut Pro (LAB)

Come get your hands on the most powerful editing tool in the industry. Learn the basics of how to use Final Cut Pro 6 and get more information on getting certified.

Presenter: Scott Spicher

Pre-registration required



2007 Fall Conference

Sessions Friday, Oct. 12

3 p.m. to 3:50 p.m.

N/Y - Sportswriting: Beyond the Score

Do you want to “give 100 percent” toward a “total team effort?” Learn ways to move beyond these hackneyed, cliché phrases with hard-hitting, exciting, in-your face sportswriting that’s a slam dunk for readers.

Presenter: Geoffrey Graybeal

137

A - Podcasting

Download your work to your iPod! With the Podcasting revolution, anyone can show off their audio and video work. Learn how!

Presenter: Cathleen Richardson

138

N - Editor Jam!

Bring your gripes and staff “challenges” to

this session and leave with strategies to address your particular problems. It’s early, and you CAN change the course your staff is on!

Presenter: Jon Reese

141

B - Broadcast ... From A Judge

Learn what a GSPA broadcast critic is looking for in evaluating broadcast news entries for the GSPA General Excellence competition.

Presenter: Melissa Galin

142

L - Literary Magazine ... From A Judge

We’ll talk about both common errors and moments of greatness, using examples of recently judged magazines.

Presenter: Mary Jessica Hammes

Presenter Biographies

Courtney Alford-Pomeroy, features editor at the Athens Banner-Herald, has spent the majority of her career bouncing between news and features departments in various cities across the nation. Hoping to become a full-time tree hugger, she graduated from Colorado State University with a degree in agricultural and natural resources journalism. Much to her dismay (and luck, she’ll now tell you), her first job was as a copy editor and Web editor at the Greeley Tribune in rural Colorado, where she was forced to ditch her hiking boots and climb the corporate ladder. Alford-Pomeroy was quickly promoted to entertainment editor, the post in which she learned to maestro and mastered the art of turning any old event in to a full-blown feature. She moved from Greeley back to Fort Collins, Colo., to become a full-time features designer and head the creation of The Coloradoan’s outdoor section, Xplore. After a stint pulling double-shifts designing A1 and features the week of 9/11, she was promoted to assistant news editor. About the same time, she married the paper’s online director, Chris Pomeroy. They moved to Athens in 2003. Alford-Pomeroy has a son, Nicolas, who she says has slowed her down a bit, but she looks forward to getting back to the trails (and those trees she loves) very soon.

Cecil Bentley is career services director and part-time instructor at the Grady College. He also directs Grady’s Management Seminar for College Newspaper Editors and is assistant director of the Cox Institute for Newspa-

2007 Fall Conference



Presenter Biographies

per Management. Bentley worked for 25 years as an editor, reporter or publisher at daily newspapers in Athens, Macon, Milledgeville and State College, Pa. Most recently he served as executive editor of the Athens Banner-Herald. Twice-elected president of the Georgia Associated Press News Council, he has also served on the Georgia Press Association Board of Directors. His introduction to journalism came as editor of his high school yearbook in Macon.

Peter Canfield is a member of the Atlanta office of Dow Lohnes PLLC, specializing in media law and litigation. He graduated in 1976, with honors, from Amherst College, where he was an editor of the student newspaper. He received his J.D. from Yale Law School in 1979, where he was an editor of the Yale Law Journal. Canfield clerked for United States Court of Appeals Judge Frank M. Johnson, Jr. (Eleventh Circuit) and United States District Judge Myron Thompson (M.D. Ala.) and served as an attorney with the Civil Rights Division of the United States Department of Justice. He is a founding director of the Georgia First Amendment Foundation and a past chair of the annual Georgia Bar Media & Judiciary Conference and the biennial media law conference of the Newspaper Association of America and the National Association of Broadcasters. He serves on the Executive Committee of the Defense Counsel Section of the Media Law Resource Center and of the Governing Committee of the ABA Forum on Communications Law. Canfield is married to Laurel J. Lucey (a member of Kilpatrick Stockton), and they have three children.

Gwen Childers works with schools in Northeast Georgia as a representative for Herff Jones Yearbooks. Before becoming a yearbook representative, Gwen served as an English and journalism teacher for nine years in grades 6-12. As an adviser, Gwen led nine student publication staffs, both yearbook and newspaper. Her passion for yearbook journalism began in eighth grade and continued throughout high school, during which she served as the yearbook editor-in-chief for three years. Gwen continues to nurture her passion for journalism through her involvement in GSPA, SIPA and CSPA.

Mark Childers works alongside his wife, Gwen, as a yearbook representative for Herff Jones. Mark is an Adobe Certified Expert in InDesign (ACE) and is skilled in a variety of other publishing software such as Photoshop, Illustrator, Acrobat and Dreamweaver. Public speaking, teaching and acting are three of Mark's greatest pleasures. He's also an experienced horseback rider who grew up enjoying the outdoors with his family in Grayson.

Kimberly Davis is a freelance writer/editor living in Athens, Ga. A former associate editor at Ebony magazine in Chicago, she has also written for People, Remix, Grip, Diverse Issues in Higher Education and Hope for Women. In her career, she has interviewed entertainers such as T.I., Ludacris, Kanye West and Lenny Kravitz. Prior to working at Ebony, Davis was a staff writer at The Greenville (S.C.) News and The Anderson (S.C.) Independent. A 1996 graduate of Northwestern University, Davis is currently a full-time graduate student at the University of Georgia, pursuing a master's degree in journalism. Her research interests are religion and media, ethnic media and health and medical journalism.

Joe Dennis is the director of the Georgia Scholastic Press Association. A native of Chicago, Dennis earned his undergraduate degree in broadcast journalism and sociology at North Central College and his master's degree in mass communication at the University of Georgia. He has served as North Central's sports information director while freelance writing for several suburban Chicago newspapers. In 2000, Dennis became news editor of The Walton Tribune in Monroe. His writing has won awards from the Georgia Press Association, the Georgia Sports Writers Association, the Illinois Broadcasters Association and the Illinois College Press Association. Dennis also works part time as a disc jockey at WPUP-FM and teaches journalism courses at the Grady College. He is the Georgia state director for JEA and on the board of SIPA.

Allison Floyd has made a living as a reporter, page designer, assigning editor and occasional photographer.



2007 Fall Conference

Presenter Biographies

A graduate of the Grady College, she works as an editor at the award-winning Athens Banner-Herald but still considers herself a reporter at heart.

Melissa Galin is a doctoral student at Grady College. Before coming to UGA she worked as a newscast producer in Augusta for over five years. While in Augusta, she produced the 6 p.m., 5 p.m. and weekend newscasts, as well as coverage of the Masters Golf Tournament. She taught public speaking courses at Augusta State University, and currently teaches an electronic media-writing course at Grady College. She holds a bachelor's degree in English from Tufts University and a master's degree in broadcast journalism from Northwestern University's Medill School of Journalism. Galin grew up in New York but has called Georgia home for the past six years.

Geoffrey Graybeal started his journalism career as a sportswriter when he was in high school. An award-winning sportswriter, he has covered prep, college and professional teams and athletes, big sporting events including the Final Four, Special Olympics World Summer Games and SummerSlam (if you count professional wrestling as "sport"). An usher at the Dean E. Smith Center for six years, Graybeal is a diehard Tar Heels fan (sorry Blue Devils), who enjoys following University of North Carolina games, playing fantasy football and rooting on the Bulldogs in his spare time.

Coni Grebel teaches college prep English, coaches varsity swimming and teaches and advises the journalism courses at Lee County High School in Leesburg. She is the adviser for The Panoptic, The LampPost and Mag, all award-winning student generated publications. She was selected as a recipient of the American Society of Newspaper Editor's (ASNE) partnership grant in 2004-05, received a fellowship to the ASNE summer institute for journalism advisers at the University of South Florida in the summer of 2005, and received the Newspaper Association of America's grant in 2005-06. Her staff was also named as a part of the Georgia Press Association's partnership program in 2005-06. She serves on the advisory board for the Georgia Scholastic Press Association. Grebel was named Adviser of the Year for GSPA in 2005-06 and has recently been nominated for the Dow Jones Newspaper Fund's National Journalism Teacher of the Year. The Panoptic has been an AAAA General Excellence winner for GSPA.

Mindi Hall works with Walsworth Publishing Company. With a degree in technology from UGA, Hall has knowledge to help train students on the latest and greatest to help with their yearbook needs. Though this is her first year with Walsworth, she has worked with yearbook staffs in the past and is very excited about working with students.

Mary Jessica Hammes enjoyed writing for her own high school literary magazine. She went on to study journalism and French in college, traveled a little bit, became a trapeze artist (really!), made comics and other art, and has spent the last ten years writing and editing for newspapers and magazines. Hammes now freelances from home while raising her young son. She lives in Athens with her husband, child and two cranky cats.

Melissa Hanna is the news director at the Athens Banner-Herald. She has worked in newspapers in various roles for 10 years, including as a reporter, editor and news editor. Earlier this year, Hanna was named news director at the Athens Banner-Herald, a job created to oversee the merge of the newsroom with the online department and close the divide between the print and online products.

Mark Johnson is the photojournalism instructor at the Grady College. His professional experience includes serving as photo editor of The Observer-Dispatch (Utica, N.Y.), director of photography for SchoolSports Magazine (Boston), assistant chief photographer for Community Newspapers Company (Framingham, Mass.)

2007 Fall Conference



Presenter Biographies

and as a freelance photographer for the Associated Press. He has also done freelance work for several major clients, including USA Today, The Orlando Sentinel and The Louisville Courier-Journal. Johnson received his bachelor's degree in photojournalism and his master's in photography from Syracuse University, where he taught photography, graphic design and broadcast journalism classes.

Kevin Kneisley teaches broadcast journalism in Athens, where he recently moved from Kansas. He has been designated as one of 100 teachers in the country as a 2007 Apple Distinguished Educator. He is a member Georgia Scholastic Press Association board. He is the first high school teacher in the nation selected as a National Association of Television Program Executives (NAPTE) Faculty Fellow. Kneisley has now created his third Apple Authorized Training Center in Georgia (his first in Kansas). He is a Certified Apple Pro Trainer, instructing individuals and corporations from all over the world to edit with and use Final Cut Studio, Final Cut Express HD, iLife programs, DVD Studio Pro and Motion. He continuously seeks out new challenges. He is currently working on the standards for the broadcasting programs and curriculum for the Georgia Department of Education.

Ed Morales, the editorial adviser for the UGA independent student newspaper The Red & Black, is a Miami native and a University of Maryland graduate, where he was a four-year staffer and managing editor of the independent student newspaper The Diamondback. He started his career as an agate clerk and soccer columnist at The Washington Times, and after a traveling hiatus, returned to newspapers with The Milledgeville Union-Recorder, where he served as assistant sports editor and news editor. From there he moved to the Centre Daily Times in State College, Pa., as the main college football writer and sports front page designer. From there Morales became the sports copy desk chief at The Tallahassee Democrat before moving to the Palm Beach Post. During his eight-year stint there, he served as a rimmer, slotter, copy desk chief, 1A designer, 1A editor and an assistant news editor in charge of national and foreign news.

Elizabeth C. Neeland is a M.A. graduate in Journalism with an emphasis in Public Relations from Grady College and a summa cum laude graduate in Communication & Theatre Arts from Mercer University in Macon, Ga. Neeland, an Assistant Account Executive at Rountree Group Communications Management in Atlanta, has experience in managing healthcare, business-to-business and consumer-focused clients. She has also worked in nonprofit, journalism and marketing. While at UGA, she served as student judge for the 2005 Peabody Awards and was a teaching assistant in telecommunications. She studied both qualitative and quantitative research methods, ultimately writing a qualitative, feminist theory-based master's thesis.

Matt Orenstein is currently a graduate student at the Grady College with a concentration in journalism. Orenstein worked for a year as a desktop publisher and designer for Willis Re, the world's third largest reinsurance brokerage firm. Before that, he served as design editor and production manager of his college newspaper, Sidelines, and won an award from the SEJC for "Best Page Design."

Jon Reese is taking on his 16th year at Decatur High School. He advises the student newsmagazine Carpe Diem, which has been awarded NSPA's Pacemaker Award, Quill and Scroll's Gallup Award and CSPA's Gold Crown Award. He also teaches broadcast journalism and oversees production of a monthly news/feature show called "The Dec." Reese has participated in national JEA conventions for the past 11 years and served on the local committee for the 2004 Atlanta convention. He is currently coordinating the planning of a senior project graduation requirement for Decatur's Class of 2009.

Cathleen Richardson is with the Atlanta Public Schools' eLearning Division Team, where she has served as an administrator and educator for the past 4 years. She recently managed an eLearning team to design, develop, provide professional development and end user support for a district-wide podcasting initiative to

2007 Fall Conference



Presenter Biographies

enhance leadership, teaching and individualize student learning. Richardson is currently providing leadership to a team of dedicated Learning Technology Specialists and Model Teachers to train, deploy and provide end user support for web-based interactive modules focused on curriculum, instruction, and standards with an embedded suite of interactive tools to enhance and promote mathematics achievement. She is a former Television and Video Production teacher and a former Videotape Editor for the 1996 Olympic games and FOX 5 WAGA-TV. Richardson's dedication to educational excellence and leadership has recently earned her the prestigious Apple Distinguished Educator Award. Richardson received a Masters of Education degree in Instructional Technology from Troy State University in Troy, Ala. Working in a major urban school district as an eLearning Specialist has invigorated Richardson's beliefs that all children can learn and succeed given the right opportunities. She believes 21st Century technology integration is the way. Richardson's proudest accomplishment is being the mother of Makael and wife to husband Ty Richardson.

Debbie Smelley is an English and journalism teacher at Starr's Mill High School in Fayetteville. She oversaw the launch of the school's newspaper, The Prowler, in 1998, which has won numerous state and national awards from GSPA, CSPA and SIPA. Prior to teaching, Smelley spent 18 years in the journalism profession as a reporter, copy editor and layout editor for several newspapers, including the Savannah Morning News, Buffalo News, and the Atlanta Journal-Constitution. She earned her bachelor's degree in mass communications and journalism from Buffalo State University and her master's degree in adult education from Central Michigan University.

Scott Spicher serves as the Media Systems Coordinator for the Boone County Schools in Northern Kentucky and has over 13 years of digital media and education experience. Spicher is an Apple Certified Trainer in Final Cut Pro for both Levels 1 and 2 and runs his own digital media production, design and training company Bluegrass Digital Media and Design.

Jim Thompson was named editorial page editor of the Athens Banner-Herald in 2004. He has been with the Athens newspaper for 15 years as a reporter and editor and in that time has covered the University of Georgia, Athens-Clarke County government, the Clarke County School District and county governments across northeast Georgia. Thompson began his career in newspapers in 1985, as a reporter for The Walton Tribune in northeast Georgia's Walton County. He served as editor of the Tribune before moving to The Winder News in 1991. In 1992, he became a reporter in the Athens Banner-Herald's bureau office in Barrow County. A resident of Athens for almost 30 years, Thompson holds a bachelor's degree in political science from The University of Georgia.

Julie Weeks also works with Walsworth Publishing. A graduate of UGA, Weeks advised student publications for ten years in Georgia's public schools while earning a national journalism certification. She is currently in her ninth year as a Walsworth yearbook representative.

Special Thanks!

Adobe

Apple

The Athens Banner-Herald

Grady College Ambassadors

Herff Jones Yearbooks

The Red & Black

The Tate Center

The University of Georgia Visitor's Center

Walsworth Publishing Company

Also, a big “thanks” to all the session presenters, staff and volunteers who made this event happen!