

GSPA

GEORGIA SCHOLASTIC
PRESS ASSOCIATION

2010 Fall Conference

Sept. 22-23, 2010

Tate Center

The University of Georgia



2010 Fall Conference

Welcome to the 2010 GSPA Fall Conference! We're excited you're here.

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. Restrooms are located in the hallway across from the "U."

Q. I brought a lot of copies of my newspaper to share. Where should I put them?

A. The Reception Hall (behind the registration desk) will be open throughout the conference. Feel free to place them on the tables for other students to pick up.

Q. What should I do with my newspaper for the first-issue competition?

A. Turn it into the front desk at registration. It will automatically be entered in the first-issue competition. The winning papers will be displayed at the registration table at the close of the conference.

Q. How do I get an on-site critique?

A. Newspaper critiques will be offered on Sept. 23 from 9-3 p.m. in room 145. You may sign up for a 20-minute critique of your publication at registration.

Q. How do I enter the GSPA Review Writing Competition?

A. E-mail your story by Oct. 1 at 5 p.m. to jodennis@uga.edu. Please make sure your name is on the story.

Q. How do I enter the on-the-spot photo competition?

A. The topic of the on-the-spot photo competition is "GSPA 2010." Take pictures during the conference to illustrate this topic. Be sure to download your photo and provide your caption from 12:30-1:20 p.m. in Room 144. Please note GSPA will not provide any hardware for downloading. Winners will be displayed at the registration table at the close of the conference.

Q. What should I do for food?

A. Donuts and drinks will be served on Sept. 23 from 8-10 a.m. in the Reception Hall. Located on the third floor of Tate, the Bulldog Cafe is open until 8 p.m. Wednesday, and 7:30 a.m. to 4 p.m. on Thursday. There is also a Chick-fil-A Express located inside the Bulldog Cafe, and a Barberitos (southwestern), Larry's Subs and Hoteis (Asian) located in the Tate Cafe in the expanded Tate area. There is no designated lunch period on Thursday. 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. 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. Rather than have everyone on your staff go to the same session, consider attending different sessions and sharing what you learn.

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

A. There is a campus walking tour scheduled for 11:30-12:20 p.m. on Sept. 23 that meets in the Reception Hall. 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.



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Concert Session

At the height of glee club popularity, GSPA is proud to have the UGA **Accidentals** headline its 2010 Fall Conference.

Formed in 1974 as a chamber quartet with the UGA Men's Glee Club, the UGA Accidentals have slowly evolved and grown into the widely popular only all-male a cappella group at the University of Georgia. Currently consisting of 14 members ranging from freshmen to fifth-year seniors, this group of guys shares a love for music, brotherhood, and having fun in everything they do. The Accidentals are committed to putting on the best show they can every time they take the stage, striving to leave audiences captivated and inspired by their music, fun-loving attitude, and genuine compassion for each other.



Currently coming off an incredibly successful 2009-2010 year, highlighted by a third place finish in the International Championship of Collegiate A Cappella finals in New York City, this group of Accidentals plans to leave their mark in their own way and continue to build on the success and legacy of the Accidentals.

The Accidentals stay very busy performing for on-campus private and public events, singing in concerts around Georgia and the southeast, and putting on concerts of their own right here at UGA. The group is planning on releasing two new CDs this year, and is looking forward to expanding their fan base and the popularity of collegiate a cappella.



2010 Fall Conference



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

Wednesday, Sept. 22

6 p.m. to 7 p.m.

Lobby
Registration

The Big Snooze--principal profile anyone?--into an irresistible read.
Presenter: Meg Ferrante

7 p.m. to 7:50 p.m.

137
A - The Interview
Everyone has a story to tell, but the trick is getting them to tell it. This session will give you the necessary tools to collect the best stories on your campus.
Presenter: Elisha Boggs

8 p.m. to 8:50 p.m.

137
N/Y - Writing in 3D
Are you ready to take your writing to the next level? Do you want people to actually read your text? This is the class for you. Come and learn a few tricks that will turn your writing into 3-D.
Presenter: Elisha Boggs

138
A - Stories For & From "Followers" and "Friends"
Social media sites such as Twitter and Facebook are useful for more than finding out what Miley Cyrus or Ashton Kutcher had for dinner. Learn ways to find story ideas, report stories and distribute news.
Presenter: Geoffrey Graybeal

138
N -School Stories: What's Going On?
Think there's nothing going on in your school? Are your news stories the same every year? This session, led by an award-winning education reporter at The Gainesville Times, will help give you some insight into what you should be covering.
Presenter: Carolyn Crist

141
A - Priming Creative Juices
Ever wonder how to incorporate creative writing into your publication? Is it appropriate? Prime your creative juices here.
Presenter: Kristy Cates

141
N/Y - Covering the Arts
The arts beat can be filled with excitement, celebrity and beauty, but in this session, learn how to go beyond the surface of a concert or gallery opening and find the story of an artist's process and the community that nurtures that art.
Presenter: Brian Creech

142
N/Y - Keeping Your Reader on the Hook
How putting punch in your lede and staying strong on the other elements of your feature story can transform



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Sessions Wednesday, Sept. 22

142

N/Y -Journalism: It's writing, not rocket science

Yes, you're reporting the facts. But you can still show some creativity. How to incorporate personality into your writing.

Presenter: Meg Ferrante

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

Theatre

A - Concert

At the height of *Glee* mania, one of the nation's premier a capella groups performs exclusively for GSPA! After the performance, journalist Brian Creech interviews the group about the performance, the sudden popularity of glee clubs, and any other topics that come up. Come armed with your questions!

Sessions Thursday, Sept. 23

7:45 a.m. to 8:30 a.m.

Lobby

Registration

8:30 a.m. to 9:20 a.m.

137

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

138

A - Building and Maintaining Staff Morale

In the highly intensive atmosphere of the journalism classroom, it's easy to lose focus on the most important element — the team. During this session, we'll discuss ways to help build staff morale and to improve communication among staff members.

Presenter: David Ragsdale

139

A - The Interview

Everyone has a story to tell, but the trick is getting them to tell it. This session will give you the necessary tools to collect the best stories on your campus.

Presenter: Elisha Boggs

140

B - Can You Hear Me Now?

The best visual package is ruined if no one can understand the audio. Don't make the crucial mistake of neglecting audio.

Presenter: Stephen McCreery

141

Y - Yearbook Trends

What's in? What's out? What was five minutes ago? Learn the newest trends and apply them to your yearbook.

Presenter: Mary Kay Kimmitt

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Sessions Thursday, Sept. 23

142

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

144

A - Adviser Roundtable+

An informal chance to meet other publication advisers from around the state and discuss issues related to advising and teaching student media.

Presenter: Coni Grebel

+Advisers Only

9:30 a.m. to 10:20 a.m.

137

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

138

B - Reporting 101

How to develop, organize and write a TV news story. You will learn the basics for researching, note taking, interviewing and reporting.

Presenter: Rachel Garrett

139

L - Be a Poet and Know It

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

Presenter: Mary Jessica Hammes

140

B - The Production Process

New to broadcasting? Does your extent of editing knowledge involve pressing the record and stop buttons? You need to be here.

Presenter: Stephen McCreery

141

Y - Better Yearbooks

To be the best you have to beat the best. Or at least look like the best. Learn how to improve your yearbook to be among the best!

Presenter: Mary Kay Kimmitt

142

A - Beyond Interviewing Basics

Can't get the coach to tell you more than "We gave 110 percent."? Can't get the principal to give you more than the official line. Get beyond the interviewing basics, and learn how to get more from your source.

Presenter: Jon Reese

143

A - Leading Peers*

How do you get multiple personalities to work together to produce a successful publication? Learn real-world leadership tips from a former high school editor.

Presenter: Carolyn Crist

*Editors Only

144

N - Advising Newspaper+

Teaching, editing, printing, publishing, selling, organizing, counseling, grading, laughing, crying ... and other duties "as assigned." The newspaper adviser does it all. Any questions?

Presenter: Debbie Smelley

+Advisers Only



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Sessions Thursday, Sept. 23

10:30 a.m. to 11:20 a.m.

137

A - 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 - 90-second Storytelling

In broadcast news, 90 seconds is often all you have to tell the story. How to determine the most important elements while keeping the story interesting.

Presenter: Rachel Garrett

139

L - Literary Magazine: A Best Works Approach

Starting from scratch? Do you need to blow the whole thing up for a fresh reboot? How to assemble a literary magazine from the ground up.

Presenter: Kristy Cates

140

N - School Stories: What's Going On?

Think there's nothing going on in your school? Are your news stories the same every year? This session, led by an award-winning education reporter at The Gainesville Times, will help give you some insight into what you should be covering.

Presenter: Carolyn Crist

141

A - From "Snap" Shot to "Great" Shot

A few simple steps to transform your photographing abilities from Facebook quality to publication quality

Presenters: Mark & Gwen Childers

142

A - Sports Writing: 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: Ed Morales

143

N - Newspapers From a Judge*

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

Presenter: Elisha Boggs

**Editors Only - Ticket Required*

144

Y - Running Your Yearbook+

Whether you are new to yearbook or are a veteran, it is always going to be a daunting task. Come and return refreshed and ready to tackle the next deadline without feeling the need to consume the entire box of chocolate in your bottom drawer.

Presenter: Mary Kay Kimmitt

+Advisers Only

11:30 a.m. to 12:20 a.m.

137

A - Photoshop Tips & Tricks

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

Presenter: Mark & Gwen Childers

138

B - Final Cut Pro

Certified Apple trainer and Grady College's telecommunications instructor gives a primer on the popular broadcast editing program, and provides information on becoming a certified user.

Presenter: James Biddle

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Sessions Thursday, Sept. 23

139

N - NewsMag Crash Course

Curious about how a magazine works? The senior editors of *Carpe Diem* will share the basics of magazine production - everything from staff structure, to choosing content, to page design. Be prepared for a fast-paced, information-rich session (*and maybe some cookies*).
Presenters: Jessica Norton & Erin Hill

140

N/Y - Crafting the Review

More than just thumbs-up and thumbs-down, reviews give journalists an opportunity to tell readers a story about a piece of art, music or film that would otherwise be ignored. This session will teach students how to bring intelligence, wit and creativity to their reviews without losing the reader in too much hipster and insider jargon.
Presenter: Brian Creech

141

A - Getting into UGA

What's the minimum SAT score? Should I be taking easy high school classes to get As or should I take more challenging AP classes? What are my realistic chances of getting into UGA? The UGA Admissions Office gives answers and dispels myths.
Presenter: Patrick Winter

142

N - Newspaper Design

Newspaper design can be more than just Photo-headline-story. Learn design strategies and concepts to liven up your newspaper.
Presenter: Nicola Corbin

143

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

**Editors Only - Ticket Required*

144

N - How to Teach Writing+

If you want to teach your students how to improve their writing, but you don't know where to begin, then attend this session. Learn how to help your students ask you for help, reflect on their own writing, and to give them the desire to get a REAL story.

Presenter: Elisha Boggs

+Advisers Only

Reception Hall

A - UGA North Campus Tour

Meet here to take a walking tour of UGA's legendary north campus. A UGA student takes participants on a 45-minute tour, telling the history of UGA landmarks.

12:30 p.m. to 1:20 p.m.

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

138

B - Final Cut Pro (continued)

Certified Apple trainer and Grady College's telecommunications instructor gives a primer on the popular broadcast editing program, and provides information on becoming a certified user.

Presenter: James Biddle



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Sessions Thursday, Sept. 23

139

L - Literary Magazine A to Z

When starting a new year and a fresh literary magazine, the task may seem to be more on your plate than you can pray over. Learn to achieve goals, to identify staff values, acknowledge stakeholders, and produce a theme that will leave your school hungry for more.

Presenter: David Ragsdale

140

N/Y - Keeping Your Reader on the Hook

How putting punch in your lede and staying strong on the other elements of your feature story can transform The Big Snooze--principal profile anyone?--into an irresistible read.

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N/Y - Covering the Arts

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Presenter: Nicola Corbin

143

N/Y - Interactive Editing*

Imagine a staff that actually listens to you and follows your instructions with smiles on their faces. Learn how to successfully lead your staff, keep your sanity, and make a great book all at the same time.

Presenter: Elisha Boggs

**Editors Only - Ticket Required*

Reception Hall

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.

Presenter: Ed Morales

1:30 p.m. to 2:20 p.m.

137

A - InDesign Tips & Tricks

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

Presenters: Mark & Gwen Childers

138

B - The Down & Dirty Dozen: 12 Tips to Improve Your Broadcast

Take your broadcast to a new level of sophistication with these technical and "ideological" tips

Presenter: Jon Reese

139

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

140

N/Y - Journalism: It's writing, not rocket science

Yes, you're reporting the facts. But you can still show some creativity. How to incorporate personality into your writing.

Presenter: Meg Ferrante

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Sessions Thursday, Sept. 23

141

N - Newswriting: Tell *the* Story

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

142

N - Brainstorming

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

143

Y - Yearbooks ... From A Judge*

Most importantly, your yearbook must make your school happy. But if you want to make judges happy, learn what most contests are looking for.

Presenter: Elisha Boggs

**Editors Only - Ticket Required*

144

A - Staff manuals, rubrics, & other stuff+

An award-winning newspaper and literary magazine adviser shares her tips on the administrative aspects of advising.

+Advisers Only

2:30 p.m. to 3:20 p.m.

137

N/Y - Writing in 3D

Are you ready to take your writing to the next level? Do you want people to actually read your text? This is the class for you. Come and learn a few tricks that will turn your writing into 3-D.

Presenter: Elisha Boggs

139

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

140

Y - Grandpa, Spiderman, and You

Using your power as a yearbook journalist to create a superior book.

Presenters: Mark & Gwen Childers

141

N/Y - Crafting the Review

More than just thumbs-up and thumbs-down, reviews give journalists an opportunity to tell readers a story about a piece of art, music or film that would otherwise be ignored. Learn how to bring intelligence, wit and creativity to their reviews without losing the reader in too much hipster and insider jargon.

Presenter: Brian Creech

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A - Stories For "Followers" and "Friends"

Social media sites such as Twitter and Facebook are useful for more than finding out what Miley Cyrus or Ashton Kutcher had for dinner. Learn ways to find story ideas, report stories and distribute news.

Presenter: Geoffrey Graybeal

143

N-Editor's 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

**Editors Only -- Ticket Required*



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Presenter Biographies

Courtney Alford-Pomeroy 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.

Cecil Bentley is director of external relations at the Grady College. He also directs Grady's Management Seminar for College Newspaper Editors and is assistant director of the Cox Institute for Newspaper 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.

James Biddle is a lecturer in the telecommunications department of the Grady College of Journalism and Mass Communication at the University of Georgia. He is an avid certified instructor at Avid Technology, an Apple Certified Final Cut Pro Instructor, and Apple Certified Color Instructor and an Apple Certified Master User of Final Cut Pro Suite. He's also a freelance editor and DVD producer. He graduated with a bachelor's and master's degree from Syracuse University.

Elisha Boggs grew up in Charlotte, N.C. When she wasn't making up stories about wild horses and dramatic adventures, she was running. The running and the writing led her to a tiny college in Bristol, Tenn. She received a degree in English and writing. She craved more adventures and spent the next several years of her life touring the country and the world with her husband and completing her master's degree from Old Dominion University. While she traveled, she wrote the stories of people she came in contact with in Washington, Montana, England and Slovakia. She finally settled down in Gainesville, Ga. In Gainesville, she taught English at Chestatee High School. While she was there, she revived the newspaper and served as the yearbook advisor. In 2007, she became a judge for Columbia Scholastic Press Association. She lives in Athens.

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 is chair of the annual Georgia Bar Media & Judiciary Conference and the biennial media law conference of the Newspaper Association of American and the National Association of Broadcasters. He has served on the executive committee of the Defense Counsel Section of the Media Law Resource Center and 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.

Kristy Cates teaches at Lowndes High School in Valdosta. With a bachelor's degree in radio and television, she has served as the school's newspaper, broadcast and radio adviser for the past seven years. This year, she has taken on the

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Presenter Biographies

task of resurrecting the school's literary magazine after a two-year hiatus. A member of the GSPA Advisory Board, Cates teaches pre-AP American literature and composition and CP American literature and composition classes. She is working on her master's degree in communication at Valdosta State University.

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.

Nicola Corbin is a doctoral student at the University of Georgia interested in political communication. She has worked as a copy and layout editor at a New Jersey newspaper where she also produced the youth and teen sections. Her page designs have won awards from the Society of Professional Journalists. She also has experience in higher education public relations, working for the Department of Transportation Services at the University of Maryland.

Brian Creech is a doctoral student at the Grady College. He graduated from Davidson College in 2005 with a bachelor's degree in English. Prior to coming to Grady, Brian worked at the North Carolina School of Science and Mathematics, a residential high school for gifted students in Durham, N.C. He currently writes for the Athens Banner-Herald. In his free time, Brian likes to play music, read, and travel.

Carolyn Crist recently graduated from the Grady College of Journalism and Mass Communication. Former editor-in-chief of The Red & Black, her writing has been recognized by the Society of Professional Journalists, winning in the breaking news reporting category. She has also won awards from the Hearst Foundation for breaking news and feature writing, as well as an investigative reporting award from Investigative Reporters and Editors. A Grady ambassador, Crist majored in newspapers and now works at The Times in Gainesville, Ga. as the city and state government reporter.

Meg Ferrante has been writing since the days of wet, smelly-ink mimeograph printing. In addition to editor-in-chief of her neighborhood's newsletter and of Woodward Academy's Blade newspaper, she cut her teeth writing features for the Daily Northwestern as a Northwestern University journalism student. She went on to work for the Northwest Indiana Times, the Pensacola News Journal, The Virginian-Pilot & Ledger-Star and the Morgan County Citizen. Career highlights include feature stories in Mothering and Lake Oconee Living magazines, a Chicago Sun-Times op-ed piece and first place in the 2008 Georgia Press Association Features division. The novelist-wanna-be created Camp Quill writing camp for kids and lives in rural Madison, Ga., with her husband, three wild boys and a massive, mobile chicken coop.

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

Rachel Garrett, a native of Newnan, Ga., attended the University of Georgia and graduated from the Grady College with a degree in broadcast news in 2008. Since then, she has worked as an assistant editor at a post-production house, a freelance video producer, production assistant, and online video reporter before coming back to Athens to work for



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WNEG-TV. Since college, she has learned much about the “real world” and what it’s like to work in the field of video and news production.

Geoffrey Graybeal is a doctoral student in the Grady College of Journalism and Mass Communication at the University of Georgia, where he teaches introductory journalism courses (News Writing and Reporting and Editing). His research focuses on online and mobile media strategy, including youth and news, social media, management and economics, new business models, micropayments, marketing, and entrepreneurship. A former newspaper reporter, Graybeal holds bachelor’s and master’s degrees in journalism from the University of North Carolina and UGA, respectively. He also teaches a summer digital media course to gifted middle and high school students through Duke University’s Talent Identification Program (TIP). You can follow him on Twitter at @graybs13.

Coni Grebel teaches honors English, intro to yearbook and newspaper, advanced journalism and advanced composition at Lee County High School in Leesburg. She is the adviser for *The Panoptic*, the *Catalyst 9*, and the *Mag*, all award-winning student generated publications. Grebel finished in the top five in this year’s Dow Jones Newspaper Fund’s National Journalism Teacher of the Year competition and in the top six in 2009. She was also her school and district’s Teacher of the Year in 2009-10 and finished in the top ten in Georgia’s Teacher of the Year competition. T 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. She serves on the advisory board for the Georgia Scholastic Press Association and for the Southern Interscholastic Press Association. Grebel was named Georgia’s Adviser of the Year for GSPA in 2005-06 and again in 2008-09. *The Panoptic* has been an AAAA General Excellence winner for GSPA and finished in seventh place in last year’s Best of Show competition at the National Scholastic Press Association conference in Washington, DC, and the *Catalyst 9* won Best New Publication at GSPA in 2008-09

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.) 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.

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.

Mary Kay Kimmitt has been a Walsworth Publishing Company representative for 23 years. She has worked with award-winning yearbook staffs around the states of Georgia, Tennessee and Alabama. She enjoys helping yearbook staffs accomplish their goals each year. She is a University of Kansas alumnus and resides in Canton, Ga.

Stephen McCreery is a doctoral student at the Grady College, where he teaches production classes. His past life has included a 20-plus year stint in the world of broadcast media — specifically commercial radio. During this time he has had the privilege of working with some of the industry’s finest, and has met a lot of rock stars along the way, from Aerosmith to ZZ Top. He also was a ring announcer for the WWF (now WWE). A native of Florida, Stephen also spent time in North Carolina before moving to Athens and UGA. Cooking, eating, live music, and his dog are what keep Stephen occupied when he’s not giving his all to Grady.

2010 Fall Conference



Presenter Biographies

Ed Morales is the editorial adviser for the award-winning UGA independent student newspaper, *The Red & Black*, a position he has held for five years. He 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.

Jessica Norton and **Erin Hill** are the senior editors and resident Web Goddesses on the Scribbler staff at Decatur High School. They have spent three years reporting, photographing, writing, editing, and designing for *Carpe Diem*, the school newsmagazine. Erin and Jessi have attended both GSPA conferences and the JEA national convention for the past two years. They are currently working to launch a multimedia convergence website alongside the broadcast journalism and yearbook staffs.

David Ragsdale is the adviser of *The Odyssey* and *Illiad*, the award-winning newsmagazine and literary magazine of Clarke Central High School in Athens. Recognized as GSPA Adviser of the Year in 2007, he started the publications from scratch. With the *Odyssey's* focus on issues that affect the greater Athens community — including homelessness, gang violence and methamphetamine addiction — the publications has earned top honors from the Columbia Scholastic Press Association, the Southern Interscholastic Press Association and GSPA. The *Illiad* has also earned critical acclaim nationwide.

Jon Reese is taking on his 19th 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 13 years and served on the local committee for the 2004 Atlanta convention. He is currently coordinating the incorporation of convergence into the curriculum.

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.

Jim Thompson is editorial page editor of the *Athens Banner-Herald*. 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.

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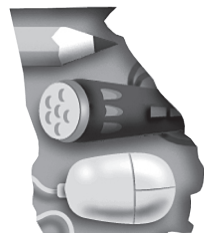
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