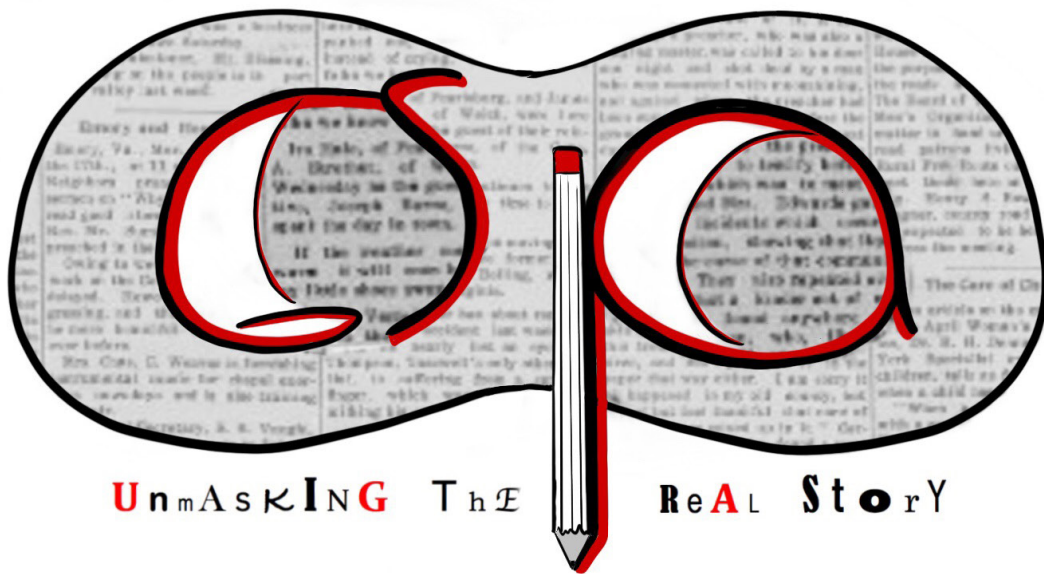


journalism starts here.

2017 Fall Conference



GSPA Fall Conference 2017 November 1st

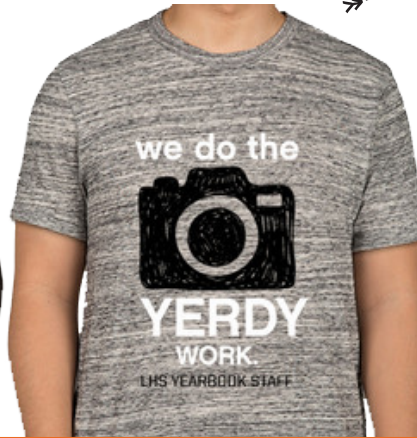
Designed by Eli Evans, Kings Academy

Nov. 1, 2017
The Tate Center, The University of Georgia
Athens, Georgia
@GSPAuga #gspa17



WELCOME TO **GSPA**

Jostens has got you covered: literally.



*Insert your design here!
You can put your staff
member's names
on the back.*

FREE YB STAFF T-SHIRTS

COME FIND US AT THE JOSTENS
BOOTH TO ENTER FOR A CHANCE TO WIN

*At Jostens, we get that the yearbook process can be as
rewarding as it is difficult.*

We want to help you:

HAVE FUN with your staff.

MAKE AN AWESOME yearbook.

CELEBRATE and win some staff t-shirts!



Welcome to the 2017 GSPA Fall Conference!

Here are some frequently asked questions:

Q: Where are the session being held?

A: Registration and welcome will be held at the Tate Theater. Late registration will be held on the 5th floor outside of Grand Hall A. All sessions, starting at 9:30, will be held on the fourth and fifth floors of the Tate Center. There's a map on the next page.

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

A: Please leave publications to share at the registration desk.

Q: What should I do with the newspaper/newsmagazine or the website link I brought for the first-issue competition?

A: Turn it into the front desk at registration before 10 a.m. It will automatically be entered in the first-issue competition. The winning papers will be displayed at the registration table by 2 p.m.

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

A: On-site critiques of publications will be offered. Critiques will begin at 10 a.m. and are limited to 20 minutes per publication, and no more than four people (students only) can participate in the critique. Leave your publication and sign up for a critique time at registration check-in. Critique times are given on a first-come, first-served basis. All critiques are held in the Foyer.

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

A: During the welcome session, a photo type will be announced. Students will have until 11 a.m. to shoot their interpretation of the photo type. Students will email a JPEG of their photo to gspa@uga.edu, and an on-site judge will choose a winner. The winning photograph will be posted at the conference.

Q: When is lunch?

A: In an effort to schedule as many sessions as possible, there is no scheduled lunch break. Please feel free to grab lunch and eat during a session.

Q: What should I eat for lunch?

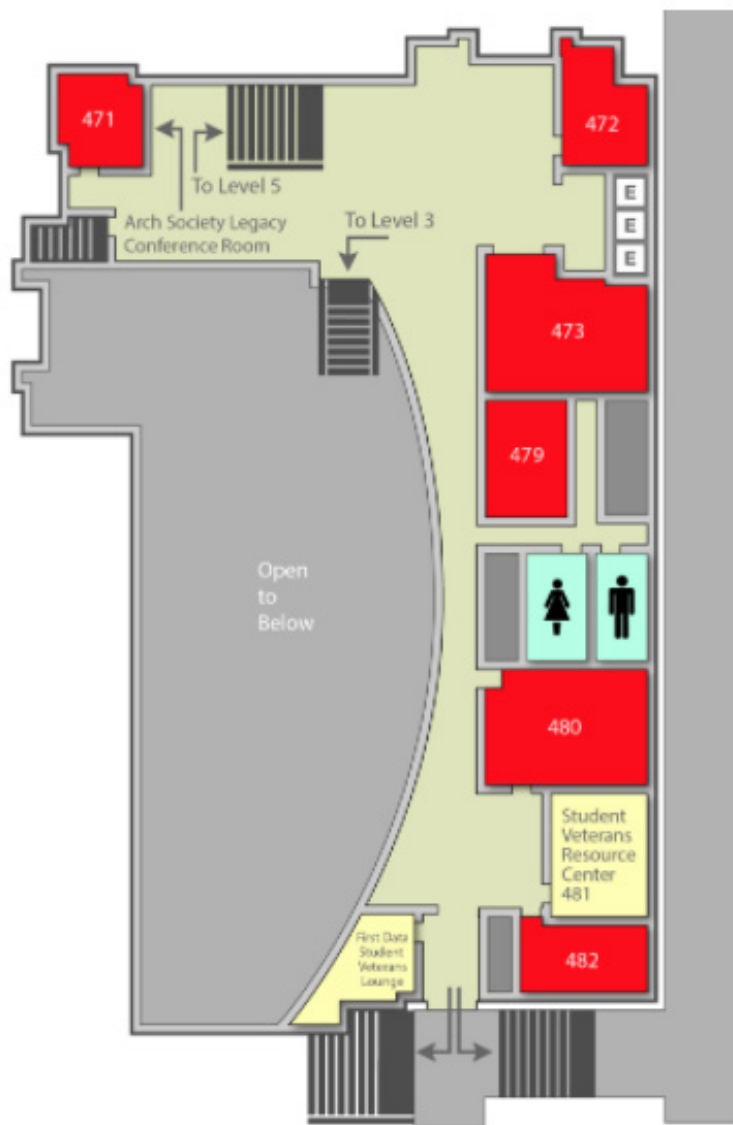
A: There are a number of dining options on the third floor of the Tate Center. Take the elevator to the third floor to the Tate Cafe for Barberitos (Mexican), Bulldog Burger (hamburgers, fries), and The Village Market (grab-n-go sandwiches/salads/snacks). Walk across the third floor to the Bulldog Cafe for Chick-fil-A, Panda Express (Asian) and The Niche (pizza). Other options include Bolton Dining hall and Au Bon Pain located across Lumpkin in the Amos Building.

Where am I? The Tate Center

Wednesday, Nov. 1

Sessions will be held on the fourth and fifth floor of the Tate Center. All long sessions will be held in Grand Hall D. There are plenty of lunch options available on the the third floor (not pictured).

Level 4



Level 5



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Sessions

Wednesday, Nov. 1

8-9 a.m.

Tate Center Theater
Registration

9-9:30 a.m.

Theater
Welcome

Gather with your fellow Fall Conference attendees for a welcome from Grady College Dean Charles Davis. We will announce the summer contest winners and give you the theme for the On-the-Spot photography session.

Presenter: Dean Charles Davis

9:40 - 11:30 a.m.

5-D
Photography essentials including basic Photoshop

Get an overview of the basics of photography: exposure, composition, different types of photos students will encounter and how to approach them, and how to maximize your phone/tablet camera when you need it. Photoshop basics include an overview of the tools and how to crop, resize, convert to a different color space, and save files in different formats.

Presenter: Sue Myers Smith

9:40 - 10:30 a.m.

5-A
Right to Report (Media Law)

Despite what administrators may believe, student journalists do have rights. However, enforcing those rights come at a significant cost. Learn the law of the student press, places to go for help, and techniques to pre-empt controversy with your administration.

Presenter: Dr. Charles Davis

5-B

Tools for Information gathering and reporting

This session will focus on tools that are free or nearly free that allow you to do good storytelling on a budget. We'll cover audio recording, video, graphic design/maps, transcription and maybe a few tools that are just for fun.

Presenter: Debbie Blankenship

5-C

Alternative Story Forms

Grab a reader's eye by telling a story in a different way. You don't have to have expensive software to make timelines, fact boxes or quizzes. Studies show these alternative story forms can get readers' attention and help them retain more information

Presenter: Allison Floyd

5-E

Design Basics

If you are new to the world of yearbook design, you will want to take this class in which the basic principles for good design are discussed and demonstrated.

Presenter: Lauren Logsdon

5-F

The Walking Dead(line)

It's not the Zombie Apocalypse – it's just deadline day! Discover some creative solutions for managing deadlines so that you don't feel like the walking dead at deadline time.

Presenter: Tara Hayes

**advisers only, +editors only*

Sessions

Wednesday, Nov. 1

5-G

Literary Magazine - Open Discussion

This session is an open discussion about literary magazines. Our goal is to facilitate communication so that new publications can learn from established publications. The focus will be on swapping ideas and discussing trends in the evaluation process. We will also provide time for a publication swap; bring yours and leave with others.

Presenter: Kayley Boan and Bronlyn Holland

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***Classroom Management**

Come join us for a advisers' reception! Have a cup of coffee and join us to discuss techniques the best advisers implement to get high quality work and dedication out of their students. How do they do it without living in the classroom evenings, weekends and holidays? Find out in this interactive and collaborative class.

Presenter: Jostens Staff

10:40 - 11:30 a.m.

5-A

Not Your Mama's Yearbook

Today's yearbooks are teeming with design trends, and they have changed dramatically over the past few years. The way you package your information makes all the difference in whether or not readers will stop and take a look. Review some fundamental designs and find out what twists can make them appealing and up-to-date for today's audiences. From fonts to colors to mod designs, we'll show you how to refresh your designs.

Presenter: Jessica Brantley

5-B

Imagining the Media in 2027

The iPhone debuted in 2007 and its 10-year run since then has ushered in a new era of communications and mobile media. What's next? This session will consider the trends emerging from today's media and contemplate the media landscape in 2027 as the iPhone turns 20.

Presenter: Keith Herndon

5-C

In-Depth Writing

You already know the basics of good writing but want to take your work to the next level. We'll talk about some tools and techniques that will give your writing sharper focus, better cadence and a depth that draws the reader into the story.

Presenter: Allison Floyd

5-E

Modular Design

Modular design can be used as an effective way to help students tell a variety of stories on one spread. In this class, attendees will learn how to help students master modular design as a way to tell better stories through photos and words.

Presenter: Lauren Logsdon

5-F

Teaching Photography to beginners

Students buy yearbooks to look at the photos. Is your staff capturing the best photos possible? Strategies for teaching students how to take and crop photos will be discussed in this class.

Presenter: Suzanne Ross

Sessions

Wednesday, Nov. 1

5-G

Staff Infection

Whether you have a small staff or a large one, your staff needs to be organized, understand each other and work together. Learn how to help your staff perform to their highest levels.

Presenter: Natalie White

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***Social anxiety: social media for old millennials and beyond**

Can't keep up with all the apps and trends that seem to emerge? Don't worry. In this advisers' roundtable, we'll discuss how to navigate through social media without losing your mind and where to find good resources to keep up without having to download each new app.

Presenter: Leslie Dennis

11:40 - 1:30 pm

5-D

Getting beyond basic in your broadcasts

Need to add some broadcast elements to your online publications? Want to take your broadcast to the next level? This session will show you the key elements to strong broadcast segments while reviewing your work. Participants are encouraged to bring examples of their work on jump drive for a group critique and discussion.

Presenter: Dodie Cantrell

11:40 - 12:30 pm

5-A

A- Effective Interviewing Techniques

A good interview can make a story sing, while a bad interview is painful. Get some pointers on how to listen to a source's responses and come up with great follow-up questions.

Presenter: Ann Hollifield

***advisers only, +editors only**

5-B

A- How NOT to libel someone

Libel is a danger to any journalism or media professional. You can get hit with big-time damages. Learning what libel is, how it works and how you can avoid it – these are all critical to your career, even as a student journalist.

Presenter: Jonathan Peters

5-C

Review Writing

Getting it all – Reviews are not just about what you like and don't like. They are about informing readers. Learn how to give your readers all the information they need and want.

Presenter: Leslie Dennis

5-E

Cover design and capabilities

In truth, people do judge your book by its cover. In this session, the design possibilities for yearbook covers will be shown and discussed.

Presenter: Lauren Logsdon

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***Stuck Like Glue**

A-Zillion-And-One Quick Ideas to enhance bonding, teamwork and cooperation among staff members; warning signs that the glue holding your staff together might be losing its sticking power; where to find the time to bond without sacrificing publishing deadlines.

Presenter: Coni Grebel

Sessions

Wednesday, Nov. 1

5-G

Marketing/Social Media

Just as for businesses in the “real world,” promotion of your program is important, and social media can play a primary role in your visibility. Clever marketers excite their buyers about the product and then make it easy to buy. In this class, attendees will get ideas that will blow last year’s sales out of the water.

Presenter: Andrea Avery

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***New Adviser Q&A**

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

Presenter: Herff Jones

12:40 - 1:30 p.m.

5-A

Effective Leadership

As with most popular sayings, there is some truth in the adage, “Great leaders are born, not made.” However, learning how to be a more effective leader is within everyone’s grasp.

Presenter: Ann Hollifield

5-B

Telling Sports Stories - On and Off Field

It’s tough to cover sports when your paper doesn’t come out for a month. What should you do for your website? On social media? What are the sports stories your readers will care about most, and what rookie mistakes should you avoid?

Presenter: Welch Suggs

5-C

Angles in Feature Writing

The feature story can take many forms: profiles, issues-oriented, event coverage, etc. They all share some common writing principles. Learn how to make your feature story strong.

Presenter: Carolyn Crist

5-E

Concept and Trend Watch

Teenagers are trendy. Your yearbook class and final product should reflect that fact. In this class, attendees will look at cultural and yearbook trends so you can modernize the way your students view the book. Make strategic changes and take positive risks to encourage a creative culture in your media program. Explore social media, put smart phones to work, and rule out “the way we do it” to give your book a fresh look, feel and perspective.

Presenter: Lauren Logsdon

5-F

Shoot and Edit photos from your iPhone

DSLR’s--please move over! iPhoneography is taking over the professional photography industry with no signs of slowing down. Learn how to take awesome photos from your iPhone and discover all of the apps available to edit like a pro.

Presenter: Taja Slydell

5-G

How to Podcast

Delivered rapid-fire, all the basics you need to know to start a podcast for little or no money, including equipment and software you need, production and editorial best practices, artwork and marketing tips, logistics for publishing and hosting and how to read your analytics.

Presenter: Adam Ragusea

**advisers only, +editors only*

Sessions

Wednesday, Nov. 1

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L - Advice from a Judge

Planning to enter your Literary Magazine into a competition? Learn what a judge is looking for.

Presenter: Courtney Pomeroy

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***Using Trello**

To facilitate a collaborative effort on a K-8 year-book last year, we used the online tool Trello.

Parents, students and school staff were able to view the publication ladder, separate from the online design platform, and comment on the spreads progress. This made it possible to bring multiple contributors together beyond the staff room.

Presenter: Desiree Tabor Carter and Xavier Moore; The Museum School

*Advisers Only

1:40 - 3:30 p.m.

5-D

InDesign

This class is designed for advisers and students who currently utilize Adobe InDesign for their publication's creation software and also for those who are not, who want to learn more about creative flexibility and power InDesign. We'll explore creating content within InDesign – how to place photos, create text boxes, generate unique designs and get pages that can help simplify creating your dream publication. • Bring plenty of questions • Comfort with InDesign is not necessary for this class. • Attendees should bring their own laptops with InDesign installed (the free 30-day-trial is available at adobe.com/indesign).

Presenter: Sean McCarthy

1:40 - 2:30 p.m.

5-A

Column and Editorial Writing

Editorials and opinion columns are the place for expressing your views. There are some essential things to remember in this type of writing. Come find out how to make your pieces stand out.

Presenter: Eric NeSmith

5-B

AP Style/Grammer Slammer

All the stuff you learned in middle school and forgot. Plus, common AP Style errors.

Presenter: Joe Dennis

5-C

+Leading Publications as Student Editors

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

Presenter: Carolyn Crist

5-E

Caption Writing and More

Combined with engaging photos, captions and alternative coverage tell the story of the year in ways that increase the value of a yearbook. Learn how to get the best from your students in this class.

Presenter: Lauren Logsdon

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Advice from a Judge

Plan on entering your newspaper, news-magazine or news website into a competition? Learn what a judge is looking for.

Presenter: Courtney Pomeroy

**advisers only, +editors only*

Sessions

Wednesday, Nov. 1

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Engaging through Social Media

Need to know what to post and when to post it? In this session, ODYSSEY Media Group adviser David Ragsdale and staffers Olivia Ripps and Mackenzie Caudill explain posting across social media platforms and how to interact with your followers.. Presenter: Clarke Central High School

2:40 - 3:30 p.m.

5-A

What are the alternatives?

Social media has opened up a great avenue for communication between the student body and the yearbook staff. Use the info you can gather to vary the types of angles, packaging and coverage in your book. Not only can social media improve the information gathering process, but it also influences design. There are alternatives to the “same-old same-old!”

Presenter: Julie Weeks

5-B

Getting into UGA and Grady

Get the inside scoop on University of Georgia and Grady College admissions. Ben Lanier will let you know what you need to prepare for and debunk common UGA admission process myths. Beth Rector will give you information on majors and certificate programs offered in Grady, the Grady application process and student organizations and opportunities within Grady

Presenter: Ben Lanier and Beth Rector

NewSource Tour

Have you ever wondered what it takes to produce a live news broadcast? Visit the Grady NewSource studio and see how they do it. Meet near the

conference registration desk. Tour leaves promptly at 2:40 p.m. Led by Grady Ambassador Noelle Lashley.

5-C

30 for 30 Story Ideas

Thirty story ideas for any school. If you think nothing fun ever happens at your school or you are just looking for more creative ways to cover student life, this session will introduce you to at least thirty creative ideas and numerous new ways to cover them in your school!

Presenter: Kris Killough

5-E

Advanced Theme Development

Exceptional theme development is the difference between average yearbooks and truly magnificent ones. The best themes are specific to a school, time or place. Learn how yearbook themes are conceptualized, planned and implemented.

Presenter: Lauren Logsdon

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Coaching New Writers

This session is designed to give experienced staffers tools and tips on effective methods of coaching new writers. Our goal is to help staffs create an environment where students are constantly improving the quality of the product by actively engaging in the process of coaching new writers. Session presenters are in their fourth year of journalism. Presenter: Savannah Simpson and Taylor Watkins



GET YEARBOOK TRAINING THIS SUMMER ON US!

Adviser Academy offers adviser-only training based on your experience level – learn from the best yearbook instructors whether you're a new adviser or one with some experience.

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THE DETAILS

- Talk to your local Walsworth Yearbooks Sales Representative to learn how you can earn an Adviser Academy Scholarship
- Adviser Academy — July 9-12, 2018 — Kansas City
- Three full days of yearbook specific classes for advisers only



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— THE PEW RESEARCH CENTER, “LOCAL NEWS IN A DIGITAL AGE”

The Center for Collaborative Journalism (CCJ) is a unique partnership between Mercer University, *The Telegraph* and Georgia Public Broadcasting, with generous support from the John S. and James L. Knight Foundation and The Peyton Anderson Foundation.

Our groundbreaking collaboration has students, faculty and veteran journalists working together in a joint newsroom. Learning in a “teaching hospital” model, our students engage the community using the latest digital tools and leave with a portfolio of published work that gives them an edge in a rapidly changing, but never more important, field.

Learn more about the CCJ and events like our Media Changemaker Scholarship Competition (Jan. 20, 2018) and Digital Media Summer Camp (June 16-23, 2018) at ccj.mercer.edu.

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Presenter Biographies

Andrea Avery - As a former high school teacher and yearbook adviser, Andrea brings a wealth of knowledge and experience to her customers. Andrea believes that each school and student should be celebrated in a unique and meaningful way. She builds a custom marketing plan and budget for each school and works with advisers and staffs to highlight and convey the passion and pride of their schools.

Debbie Blankenship is a journalist in Residence & Newsroom Coordinator for Mercer University's Center for Collaborative Journalism. She studied graphic communications and psychology as an undergraduate and received her graduate degree in Mass Communications from the University of Georgia. At Georgia, she was news editor of the award-winning, five-day-a-week student newspaper The Red & Black. She went on to work for publications in South Carolina and Georgia and won awards in news and feature writing in the annual state press association competitions. She later worked for former U.S. Congressman Jim Marshall, D-Ga., and specialized in veterans' issues while continuing to freelance for Macon-area publications.

Kayley Boan is a senior and a three-year member of the Hoofprint staff. In her second year, she founded Ola High's first literary magazine, Coalescence. It is a joint product of the newspaper and yearbook staffs. She is currently the news editor for the newspaper and the editor-in-chief of the literary magazine.

Margaret Blanchard is the communications director at the Peabody Awards, which honors excellence in electronic media and is housed in the Grady College of Journalism and Mass Communication. She has worked as an editor/writer, fundraiser and event planner. She served as director of the Georgia Scholastic Press Association from 2000-2002. She earned a bachelor's degree in English and master's degree in journalism from the University of Georgia.

Jessica Brantley, Publishing Representative, Walsworth Yearbooks. Jessica graduated from Augusta University. She taught journalism in the Burke County School system for seven years. She's been a Walsworth Yearbook representative for seven years.

Dodie Cantrell- Bickley joined the University of Georgia's Grady College of Journalism and Mass Communication faculty as a lecturer after more than thirty years in various television news positions including anchor, investigative reporter, executive producer and news director. As News Director, she launched one of the first local news websites in the United States. She lead CBS, NBC and ABC stations as president/general manager for seven years.

Mackenzie Caudill is a sophomore at Clarke Central High School. This is her second year on staff for the ODYSSEY Media Group and she is currently working as a News staffer. She has won awards at the state level and attended conferences throughout her career. She enjoys life, stupid movies, Snapchat and her cat.

Carolyn Crist is a freelance journalist for consumer and trade publications such as the Atlanta-Journal Constitution, Anesthesiology News, Reuters, U.S. News & World Report and Wired. Her Reuters stories are regularly picked up by Huffington Post, Business Insider and Yahoo! She is also an adjunct professor at the Grady College of Journalism and Mass Communication and co-owner of Pixel & Ink Studio, a fine art printing and framing company in Athens.

Presenter Biographies

Charles Davis is the dean of the Henry W. Grady College of Journalism and Mass Communication at the University of Georgia. Davis worked for ten years as a journalist after his graduation from North Georgia College, working for newspapers, magazines and a news service in Georgia and Florida before leaving full-time journalism to complete a masters degree from the University of Georgia and a doctorate in mass communication from the University of Florida. He spent 14 years as a faculty member, including four as department chair at the Missouri School of Journalism. Davis also spent five years at Mizzou as executive director of the National Freedom of Information Coalition.

Joe Dennis is an assistant professor of communications at Piedmont College, where he advises the Piedmont College student newspaper, The Roar, and the Yonahian yearbook.. His experience in professional media includes serving as the news editor of The Walton Tribune (Monroe, Georgia), covering sports for several suburban Chicago newspapers, serving as sports information director for North Central College, hosting a nightly radio show on WPUP-FM (Bogart, Georgia), and running the Georgia Scholastic Press Association.

Leslie Dennis is the director of scholastic media organizations at the University of South Carolina's School of Journalism and Mass Communications. She directs the South Carolina Scholastic Press Association and regional organization Southern Interscholastic Press Association. She graduated from the University of South Carolina with a bachelor's degree in English with a creative writing concentration and a master's degree in American literature.

Allison Floyd is a public relations coordinator in the University of Georgia Cooperative Extension Office of Global Programs and the Peanut & Mycotoxin Innovation Lab (PMIL). She studied journalism at Harvard University and the University of Georgia. In more than 15 years as a reporter and editor, she has covered stories from the U.S. Congress to the local animal shelter and won dozens of awards for non-deadline reporting.

Conni Grebel, CJE - In addition to teaching senior English and advanced composition at Lee County High, Grebel advises the PanopticOnline digital newspaper and the Trojan18 yearbook. A member of the GSPA Advisory Board and the SIPA Executive Board, she is a former two-time GHSA Adviser of the Year, a past Dow Jones Distinguished Adviser, a past Dow Jones Special Recognition Adviser, a former LCHS and Lee County Teacher of the Year and a top ten finalist for Georgia's Teacher of the Year. She and her husband are the parents of three daughters and three sons-in-law and are grandparents to seven of the world's cutest grandkids. In her spare time, she ---- (Wait! Who am I kidding? She's a journalism adviser; there IS no spare time! 'Nuff said.) Grebel also teaches adult Sunday school at Albany First United Methodist and is happiest with a book in her hands and sand under her toes.

Tara Hays is a former Gwinnett County High School Language Arts teacher and yearbook adviser and 18 year Balfour Yearbook Representative. She is a two-time Balfour National Office of the Year Recipient. Tara loves her job because "once a teacher, always a teacher." She now gets to teach "yearbook" to schools all throughout north Georgia.

Keith Herndon was appointed Professor of Practice in Journalism in Fall 2016 and named Director of the Cox Institute for Journalism Innovation, Management and Leadership, after serving as visiting professor and lecturer at the Grady College of Journalism and Mass Communication at the University of Georgia. Prior to joining the

Presenter Biographies

faculty, Dr. Herndon was a media research consultant with Internet Decisions, LLC, a strategic planning firm he began in 2005. A founding executive of Cox Enterprises' Internet division, serving as Vice President of Operations and Vice President for Planning and Product Development, he was also Director of Operations at Cox Radio Interactive, a pioneer in streaming media. Dr. Herndon began his career while a student at the University of Georgia, working as a reporter for his hometown paper in Elberton, Ga., and then as a sportswriter for the Anderson (S.C.) Independent and the Athens Banner-Herald. After graduation, he was a Pulliam Journalism Fellow, covering business news at The Indianapolis News. He was a business reporter at The Atlanta Journal-Constitution before becoming assistant business editor, deputy business editor and administrative editor.

Ann Hollifield is the Thomas C. Dowden Professor of Media Research at the University of Georgia's Grady College of Journalism and Mass Communication. Prior to joining the faculty in 1997, Hollifield worked as a reporter, anchor, news producer and documentary producer in television, and as a reporter and editor in the newspaper industry. Her professional media career included positions as managing editor of Business First Newspaper in Columbus, Ohio; documentary producer, public affairs programming producer, and news magazine producer, reporter and anchor with Public Television in the Pacific Northwest; and reporter, news producer and anchor with the ABC television affiliate in Spokane, WA.

Bronlyn Holland is a junior at Ola High School and a three-year member of the Hoofprint staff. This year she is the sports editor; she is also on the student advisory board for GSPA. She attended the media camp hosted at the University of Alabama over the summer.

Kris Killough, MBA, CJE, Publishing Representative, Walsworth Yearbooks. After his high school principal volunteered him for yearbook staff his senior year, Kris never imagined he would be starting his 11th year as a publishing representative. As a teacher's kid and former high school and collegiate cheerleader, Kris looks forward to helping capture and preserve school spirit and student achievement in every school he walks into.

Ben Lanier is an alumnus of The University of Georgia. He holds a Bachelor of Arts in Political Science from the School of Public and International Affairs. Ben is currently employed with The University of Georgia's Office of Undergraduate Admissions. He serves the office by managing a recruitment territory in Central/Southeast Georgia, Alabama, and Mississippi by traveling to high schools and two-year colleges to meet with counselors, parents and prospective UGA students, coordinating alumni-admission functions, attending college fairs and maintaining regular contact with prospects, applicants and counselors.

Lauren Logsdon works with schools in the Atlanta and Athens area as a representative for Jostens Yearbook. YERD ALERT! Her passion for yearbook journalism began in ninth grade and continued throughout high school and college. She was editor of the Pacemaker-winning Pope High School yearbook and was features editor for the Pandora yearbook at the University of Georgia. After teaching graphic design at Yale University, she joined the Jostens family in 2007. She is a JEA Certified Journalism Educator and an Adobe Certified Associate in InDesign and Photoshop. Helping bring her schools five consecutive Printing Industries of America Wins, Lauren works with yearbook programs across the country to help take their program to the next level.

Sean McCarthy is a representative for Jostens Yearbooks. He is an Adobe InDesign evangelist and loves the college and career ready skills provided with application proficiency.

Balfour Great Shot Photo Contest, Carressa Cook, Dixie Hollins High School, St. Petersburg, FL



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BAL4.tv

Extend yearbook coverage and transform the way students remember school with links to multimedia



ImageShare

Easy-to-use photo upload app that allows the school community to share snapshots of the yearbook

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Presenter Biographies

Ed Morales is the editor for the alumni magazine at the University of Georgia's Terry College of Business. Before joining the University of Georgia, he served as the Editor-in-Chief for the Athens Banner-Herald/Online Athens. He was the editorial adviser to the Red & Black for eight years. He is graduate of the University of Maryland.

Eric NeSmith is Vice President of Development Community Newspapers Inc., which owns and operates a small chain of 26 weekly and daily community newspapers in Georgia, Western North Carolina and northeast Florida, and publisher of The Bitter Southerner. Majoring in journalism at the University of Georgia, Eric plunged into reporting in Cashiers and Highlands, N.C., where he was a college intern for several months. The seasonal reporting job for the Community Newspapers Inc.-owned papers turned into a 10-year career in the mountains. During that time, Eric also served as a sales representative and later became publisher of CNI's first real-estate magazine. He was then promoted to publisher and editor of the Highlands paper, The Highlander, in 2007. At 26, he was the youngest publisher in CNI. Eric now serves as vice president for CNI,. In his current role, Eric develops and implements strategies to guide the growth of CNI's publications in the digital age – never wavering in his belief that strong newspapers build strong communities. In 2016, Eric formed a new division of CNI — Community New Media — and invested in The Bitter Southerner, an award-winning digital publication that covers the American South.

Jonathan Peters is a media law professor at the University of Georgia, with appointments in the Grady College of Journalism and Mass Communication and the School of Law. He is also the press freedom correspondent for the Columbia Journalism Review, and occasionally he writes about legal issues for other newspapers and magazines, such as Esquire, The Atlantic, Slate, Wired and The Nation. He is a volunteer First Amendment lawyer for the Student Press Law Center.

Courtney Pomeroy is a digital marketing specialist in the University of Georgia's Office of Online Learning, where she is focused on enhancing the digital brand for UGA Online through online advertising and search, including SEO and SEM. Certified in Google Analytics and AdWords, she is adept at conversion funnel analysis and digital strategy. Courtney's background in journalism has laid a foundation for a career spanning newspapers, marketing and digital development. Her work has been recognized in many areas, including national awards in interactive media, issues management, integrated marketing and social media.

David A. Ragsdale, CJE, has advised student publications since 2001 at Clarke Central H.S. in Athens, Ga., where his duties include advising the Odyssey newsmagazine, Odyssey Online, ODTV and Iliad Literary-Art magazine. His staffs have received top honors in critiques and competitions across the country. He was the Georgia Scholastic Press Association Adviser of the Year in 2007 and was named an ASNE Reynolds High School Journalism Fellow in 2014.

Adam Ragusea is Journalist in Residence and Visiting Assistant Professor of Journalism at Mercer University's Center for Collaborative Journalism, which unites a commercial newspaper, a public broadcaster, and an undergraduate journalism program in a "teaching hospital" model of journalism education and practice. He hosts and produces the weekly podcast The Pub for the public broadcasting trade publication Current, which features his commentaries and interviews on issues affecting public and non-profit media.

Presenter Biographies

Beth Rector has served as the director of undergraduate services at the University of Georgia's Grady College of Journalism and Mass Communication since 2015. She is responsible for overseeing Grady's advising office, directing the Grady College admissions process, coordinating the student appeals process and managing the Grady College scholarship program. She represents Grady College on a variety of campus-wide committees to support student services at UGA.

Olivia Ripps is a senior at Clarke Central High School. Ripps has been a member of the ODYSSEY staff since her freshman year and currently serves as the ODYSSEY Media Group Director of Audience Engagement. Ripps has attended national, state and regional journalism conferences.

Savannah Simpson is a senior at Ola High School and a four year member of the Hoofprint. As a freshman, she helped build a new newspaper program. She is currently managing editor.

Suzanne Ross has always loved being part of something as special as creating a yearbook. Her passion for yearbook began in high school where she was on the yearbook staff. Suzanne attended Skidmore College in upstate New York and went on to get her MBA at Babson College in Massachusetts. After moving to Georgia in 2006, Suzanne was the yearbook adviser for 5 years at the school where her children attended. She began her career at Jostens in 2011 and works with schools in the Atlanta area and Cobb County. Suzanne strives to make the yearbook creation process fun, educational, and rewarding. Suzanne enjoys helping schools preserve their unique school memories for a lifetime and she is so grateful to be a part of their yearbook programs!

Taja Slydell, publishing representative, Walsworth Yearbooks. As a former editor-in-chief of her high school yearbook, Taja knows firsthand what it takes to design a great book. She has been cross-trained in multiple areas of publishing and spent time as a writer for the second-largest newspaper corporation in South Florida. With a passion for journalism and a knack for designing, she has spent the past five years helping schools to take their book to the next level.

Sue Myers Smith is a Clemson Tiger turned Georgia Bulldog — with degrees in mass communication and photography from UGA, she also has worked in various departments at UGA since 2005. She's currently the public relations and marketing coordinator for the University of Georgia's Office of International Education, which oversees study abroad, immigration services and international partnerships. Previously, she worked for the UGA College of Veterinary Medicine for 10 years, as part of a team combining public relations, fundraising, and alumni relations. Over the last 12 years, she's photographed weddings, portraits, events and more for both UGA and private clients, and has written articles on everything from awards to wineries. Fun fact: one of her photos was recently turned into a popular "Eye of the Tiger" meme.

Welch Suggs is an associate professor at the Grady College of Journalism and Mass Communication at the University of Georgia. Suggs reported for Street & Smith's SportsBusiness Journal and the Chronicle of Higher Education among other publications before coming to UGA, where he earned his Ph.D. in higher education policy from the Institute of Higher Education. Suggs served as associate director for the Knight Commission on Intercollegiate Athletics and assistant to UGA president Michael F. Adams. Suggs moved to the Grady faculty in 2011, and has worked with Vicki Michaelis, the John H. Carmical Chair of Sports Journalism and Society, to develop the Grady Sports Media undergraduate certificate program.

Presenter Biographies

Taylor Watkins is a senior at Old High School and a four-year member of the Hoofprint. As a freshman she helped build a new newspaper program and serves as editor-in-chief this year. Taylor attended the Georgia Journalism Academy once and the Center for Collaborative Journalism camp twice.

Julie Weeks, CJE, Publishing Representative, Walsworth Yearbooks. Julie spent ten years advising school newspapers, yearbooks, literary magazines and news broadcasts. Her staffs earned top GSPA awards in three of the four areas for their divisions as well as national recognition from a variety of student journalism organizations. For the past 18 years, she has served as a publishing representative assisting schools in the creation of their yearbooks. She earned Certified Journalism Educator status as a classroom teacher and still enjoys teaching and coaching staffs in design, feature writing, photography, and marketing. A graduate of UGA who loves reasons to visit the campus, Julie has been involved as an adviser or presenter at GSPA for 26 years.

Natalie White is a self-professed nerdy adventurer. For the last ten years she has been blending in with her students as English teacher, yearbook adviser, and Gifted Program director at Chestatee High School in Hall County. However, since college, she has been a Yerd and now she does what she does best full-time, supporting advisers, staffs, and schools with creating amazing yearbooks and building school spirit! When not jetting around Northeast Georgia in her yellow Mini Cooper (named Penny Lane), you can find her at her farmhouse with her high school sweetheart hubby and two fur babies, Australian shepherds, Aussie and Quigley.

GSPA Save-the-dates

Spring Competitions

- First Amendment: Jan. 26
- The Georgia Champion Journalist and Jr. Champion Journalist Award: Feb. 2
- General Excellence, Individual Entries & Achievement Awards: Feb. 23

Spring Banquet

April 11, 2018

2018 Media & Leadership Academy

June 3 - June 9, 2018

Early and Scholarship application due April 30. General application due May 18.

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Yearbook

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Special Thanks:

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