



GSPA WORKSHOP & AWARDS

April 11, 2022

**Georgia Center for Continuing Education
University of Georgia**

Sessions

ROUND 1— 9-9:45 A.M.

Redefining Objectivity (Room T/U)

Presenters: Chloe Sears and Audrey St.Onge, ODYSSEY Media Group, Clarke Central High School

Do you have to tell both sides of a story in order to be objective? When is it okay to avoid "both sides" storytelling? The definition of objectivity has changed with the modernization of news media and coverage, but the determining factors of it are more complicated than quoting both sides of a story unbiasedly.

Impact of Social Media (V/W)

Presenter: Marcella Genut, Prospective Student Advisor, UGA Grady College

What are the components of a compelling social media post? What makes something go viral? How can social media impact you and the world? Learn answers to these questions and more from a professional who has worked in social media for the Georgia Aquarium, Centers for Disease Control and Prevention, nonprofits, and the Chick-fil-A Leadership Academy.

Golden Rules of News Videography (Room YIZ)

Presenter: Dr. Karin Assmann, Assistant Professor of Journalism, UGA Grady College

In this session, we will explore some easy-to-follow principles of news videography. You'll learn how to create compelling video, whether as a stand-alone segment, as a supplement to your digital story or as a social media clip. Bring your smartphone and, if you have one, a selfie stick.

Advisers Roundtable (Room FIG)

Facilitator: Andrea Lyons, Adviser, Pitchfork, Marietta High School

Advisers are invited to share about programs, events, classes and other resources that they have used and would recommend to fellow advisers.

ROUND 2— 10-10:45 A.M.

How to Create an Engaging, Effective Podcast (Room T/U)

Presenters: Kalli Samaltanos and Molly Harwell, ODYSSEY Media Group, Clarke Central High School

Listening to stories and audiobooks is becoming increasingly more popular. In this session, we will discuss how podcasts and other unique forms of storytelling methods are the future of journalism.

The Nuts and Bolts of a Newsroom (Room V/W)

Presenters: Naisha Roy and Shree Delwadia, The Bird Feed, South Forsyth High School

A newsroom is supposed to be a well-oiled machine, but 2020 threw a monkey wrench into several publications. This session focuses on rebuilding newsroom communication, responsibility, and relationships as the staff comes back together. Learn more about efficient editing techniques, communication software, and the leadership skills needed to run a successful newsroom. Follow the trial-and-error process of two student editors as they navigated four years worth of newsroom logistics and started from scratch after the pandemic.

(Round 2 sessions continued on next page)

Sessions

ROUND 2 (CONT'D)— 10-10:45 A.M.

Developing Your Leadership Philosophy (Room YIZ)

Presenter: Brittney Minor, Director of Undergraduate Services, UGA Grady College

What does leadership mean to you? How does it impact how you work with your team? In this session, you'll have the opportunity to brainstorm with others as you write a draft of your own leadership philosophy.

#FYP: (Social Media) For Your Publication (Room FIG)

Presenter: Shanon Woolf, Adviser, McIntosh Trail, McIntosh High School

Are you happy with how your staff is using your social media? Are you going where your audience is? Insta, Snapchat, and TikTok are where your readers are, so how are you using social media to market your publication? If you're looking for fresh ideas to bring visibility to your spreads and stories, to help sell your yearbook and to market your class to potential new staffers, then this session will be just what you're looking for!

ROUND 3 — 11-11:45 A.M.

Team Bridging, Building and Bonding (Room T/U)

Presenters: Maya Clement and Lucas Donnelly, ODYSSEY Media Group, Clarke Central High School

In this session, you will learn a different way to create team bonds and build good relationships between everyone in your production. You also will learn how to make sure that each individual is supported and celebrated.

How to Stand Out: Best practices for Resumes and Portfolios (Room VW)

Presenter: Whitney Denney: Assistant Director of Operations & Strategy, Career Consultant, UGA Career Center

In this presentation, we'll tackle how to set up a resume and portfolio to share your strengths and demonstrate your skills to help you stand out from others in professional settings and applications.

Resisting Retaliation: Legal Challenges to Student Press Censorship (Room YIZ)

Presenters: Lindsey Floyd and Ruthie Owen, First Amendment Clinic, UGA School of Law

In this presentation, we will focus on the ways that the United States Supreme Court's decision in *Hazelwood v. Kuhlmeier* (1988) left student journalists in high school and college media programs susceptible to censorship and retaliation. We will then examine the laws and litigation strategies used to ensure student press freedoms.

Words and Pictures: Building the Bridge Between Journalism and Graphic Design (Room FIG)

Presenters: Cam Lupiani and Adam Throne, Teachers, North Springs High School

This session explores how to successfully incorporate cross-curriculum education between students in both journalism and graphic design programs (or art students if your school doesn't have graphic design). This session will cover topics such as client communication and partnership, theme conceptualization, layout specifications, project rubrics and holding your staff accountable, promotions and competitions, and how pop culture can play a role in inspiring your staff. A question-and-answer session will follow.

LUNCHEON & CEREMONY — 12-2 P.M.

Magnolia Ballroom



Awards

WELCOME

STEPHANIE MORENO AND JULI BERNSTEIN

OPENING REMARKS

DR. JANICE HUME

MEAL SERVED

KEYNOTE ADDRESS

KEYSHA LEE, AWARD-WINNING SHOW HOST AND FILMMAKER

GEORGIA CHAMPION AND JUNIOR CHAMPION JOURNALISTS

GSPA STUDENT AMBASSADORS

YEARBOOK & LITERARY MAGAZINE AWARDS

VIDEO PRESENTATION

FIRST AMENDMENT ESSAY WINNERS

GSPA STUDENT AMBASSADORS

BROADCAST, NEWSPAPER, NEWSMAGAZINE & NEWS WEBSITE AWARDS

VIDEO PRESENTATION

ACHIEVEMENT AWARD WINNERS

GSPA STUDENT AMBASSADORS

SPECIAL RECOGNITIONS

STEPHANIE MORENO AND JULI BERNSTEIN

CLOSING REMARKS



Keynote Speaker



Keysha Lee is an author, business owner, executive producer and filmmaker. She ranks as a Top 100 bestselling author on Amazon with her first book “Keysha Lee Presents Filmmaking 101.” Clayton County Library System offers her book in its collection to patrons at all seven of its branches. Her book also serves as the official text for Kansas City Public School’s Paseo Academy of Fine and Performing Arts.

As a business owner, Lee leads her own media company, Leeway Productions. She stands out in the industry as the youngest black-owned business to gain a partnership with Fulton Films in Georgia.

Lee’s roots run deep in Georgia as a native born and raised in the capital city of the Peach State, Atlanta. She earned her bachelor’s degree in Telecommunication Arts from the University of Georgia’s Grady College of Journalism and Mass Communication. She currently serves on the college’s prestigious Alumni Board.

Lee takes pride in the numerous awards and recognitions for her self-titled TV show “Lessons with Mrs. Lee.” The one nearest and dearest to her heart is the UGA Alumni Association’s 40 under 40 award honoring the best and brightest young alumni. She executive produces and hosts LWML which airs on the DeKalb County education television station. The show’s audience is students in grades 6-12, parents, teachers, and community stakeholders. It gives students an opportunity to gain production skills, practice interviewing techniques, and experience a professional work environment.

Lee stars in her interview-style television show and has secured several notable guests who share life lessons and their personal formula for success. Her first guest was Connie Seacrest, mother of media mogul and American Idol host Ryan Seacrest. Other guests have included Judge Glenda Hatchett of the Emmy-nominated show “Judge Hatchett;” IronE Singleton as T-Dog from AMC’s hit show “The Walking Dead;” Olympic Gold Medalist Angel McCoughtry of the WNBA Atlanta Dream; and Mary Frances Early, UGA’s first African-American graduate.

Lee’s inspiring interview with Mary Frances Early led her to develop the show segment into a documentary film. Her directorial debut of “Lessons from a Living Legend” screened at the Georgia Documentary Film Festival and earned a Best Georgia Film nomination.

Before her entrepreneurial endeavors, Lee always loved the camera and that’s how she knew she was destined to be in front of one and in the television news business. After becoming a first-generation college graduate, she landed her first television news reporter job in Augusta. Her career has led her to three television news markets and places she never imagined. From covering the story of a dying man whose last wish was to take his wife to the Masters Tournament, reporting live from the Greensboro Airport following the September 11th attacks to interviewing living legends at the reenactment of the Selma to Montgomery March. After seven years of covering the news from Augusta, Winston-Salem to Montgomery, Alabama, she was in pursuit of another dream—becoming an educator and advocate for women and girls by teaching and training them to acquire STEM skills in the TV and film industry. Lee earned a Master’s in Education from Alabama State University to assist with this part of her journey. Currently, she reaches her target audience as a speaker, presenter, teacher, and writer sharing her knowledge and expertise with many clients.

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Special Thanks to GSPA Sponsors:

GOLD: Balfour; Cady Studios; Herff Jones; Jostens;
Mercer University’s Center for Collaborative Journalism;
University of Georgia’s Grady College of Journalism and Mass Communication

SILVER: Walsworth

BRONZE: Piedmont University; SIPA

Presenters

Dr. Karin Assmann is an assistant professor in the Journalism Department at the Grady College of Journalism and Mass Communication. She is the former U.S. correspondent for Spiegel television and has written, reported and produced for radio, broadcast and online publications before turning to academia. She teaches Introduction to Video Journalism and Information Gathering.

Julianne Bernstein is the GSPA Graduate Assistant. She graduated from the University of Georgia in 2021 with degrees in Public Relations and International Affairs. Following graduation, she began to pursue her Masters in Mass communication with an emphasis in Emerging Media. She one day hopes to pursue a career as a User Experience and User Interface designer.

Ella Chesney is a senior at Marietta High School where she is a section editor for Pitchfork newspaper. She also serves as a Student Ambassador for the Georgia Scholastic Press Association.

Maya Clement is a sophomore at Clarke Central High School and the Beat Editor for the ODYSSEY Media Group. Clement has attended Southern Interscholastic Press Association and Georgia Scholastic Press Association and hopes to attend more conventions in the future in order to connect to other journalists.

Shree Delwadia is a senior at South Forsyth High School. This year is her fourth year on staff at The Bird Feed and she is the Editor-In-Chief. By working on the staff as a writer and an editor, she has learned a variety of communication, teamwork, and accountability skills that she will take on to other roles in her life. At school, she is a part of MDJunior, Beta Club, and UNICEF. She has a strong interest in medicine and hopes to pursue a career in healthcare one day. You can contact her via twitter @ShreeDBirdFeed.

Whitney Denney guides students through all stages of their career development as they pursue opportunities in the journalism, communication, and entertainment industries. She co-supervises the UGA Career Development Intern team, and collaborates with UGA Career Center leadership to manage Career Development operations. Prior to joining the UGA Career Center team in 2018, she filled the position of Employer Relations Coordinator at Washington State University. She has worked as a digital marketer where she specialized in online writing and social media management, giving her experience in both the communication industry and higher education.

Lucas Donnelly is a junior at Clarke Central High School and serves as a photographer for the ODYSSEY Media Group. He has been practicing photography for two years and hopes to continue exploring photojournalism by capturing moments and telling engaging stories.

Lindsey Floyd is a lawyer and legal fellow with the University of Georgia's First Amendment Clinic. She is passionate about First Amendment issues and hopes to strengthen protections for marginalized communities. She graduated from the University of Colorado School of Law in May 2021.

Marcella Genut joined the academic advising team in January 2022. Prior to serving Grady College as the prospective student academic advisor, she worked for the CDC and nonprofit Extra Special People in a variety of communications roles. Genut is a University of Georgia alumna, having earned a B.A. in Public Relations.

Erica Gibson is a senior at Roswell High School where she serves as editor-in-chief for Vox literary magazine. She also serves as a Student Ambassador for the Georgia Scholastic Press Association.

Molly Harwell is a sophomore at Clarke Central High School and the Viewpoints Editor for the ODYSSEY Media Group. Harwell hopes to create change through her writing and connect with the Athens community.

Dr. Janice Hume is the Journalism Department Head at the Grady College of Journalism and Mass Communication and the Carolyn McKenzie and Don E. Carter Chair for Excellence in Journalism. She teaches media history, ethics & diversity, and media credibility. Her research concerns American journalism history, public memory and media coverage of death.

Cam Lupiani is in his 20th year of teaching graphic design at North Springs High School. Prior to coming to North Springs, Lupiani was Senior Graphic Designer at Georgia Tech and Senior Graphic Designer at Swiss Army Brands in Shelton CT before moving south to Atlanta. Lupiani has been a graphic designer for over 30 years and has worked with such clients as Coca-Cola, Major League Baseball, National Football League, Collegiate Licensing, and Arnold Bakeries.

Andrea Lyons earned her B.A. in English from the University of West Georgia and pursued her M.Ed. in Secondary English at Kennesaw State University. She taught at Carrollton High from 2000-2009. She moved to Marietta more than a decade ago and began teaching introduction to journalism and advising the school newspaper, Pitchfork, in addition to teaching English at Marietta High School.

Brittney Minor joined the academic advising team in February 2017 and assumed the position of director of undergraduate services in August 2021. Prior to serving Grady College as an advisor, she worked in residence life at SCAD and the University of Mississippi. Minor is a proud University of Georgia alumna, having earned a B.S.F.C.S. in Consumer Journalism. She also holds a M.A. in Higher Education/Student Personnel from the University of Mississippi.

Stephanie Moreno is the director of the Georgia Scholastic Press Association. In her other role as scholastic outreach coordinator for UGA's Grady College, she develops unique programming for secondary school visitors, with a focus on serving underrepresented groups. She also manages the Summer Media Academy for high school students and partners with campus units and colleges on university-level outreach initiatives.

Ruthie Owen is a second year law student at the University of Georgia and a member of the Law School's First Amendment Clinic. Owen graduated from UGA with a degree in Consumer Journalism. She is excited to use her legal knowledge to achieve more freedoms for student journalists.

Anna Rachwalski is a senior at Midtown High School in Atlanta, Georgia, where she serves as a Co-Editor-in-Chief for her school newspaper, The Southerner. Rachwalski has been on the staff of The Southerner for three years, previously serving as a commentary editor and a graphics staffer. She also serves as a Student Ambassador for the Georgia Scholastic Press Association.

David A. Ragsdale, CJE, has advised student publications since 2001 at Clarke Central High School where his duties include advising the Odyssey Newsmagazine, Odyssey Online, ODTV and Iliad Literary-Art magazine. He was the Georgia Scholastic Press Association Adviser of the Year in 2007 and 2020, was named an ASNE Reynolds High School Journalism Fellow in 2014 and was named a Distinguished Adviser by the Columbia Scholastic Press Association in 2019. Ragsdale is the Journalism Education Association State Director for Georgia.

Naisha Roy is elated to continue her fourth year on The Bird Feed at South Forsyth High School as a senior. As the Copy Editor, she hopes to help every member on staff find their unique voice and transform into journalists. She also interns for the NRI Pulse, an online newspaper where she hopes to gain experience for her dream job as a journalist for the New York Times. She hopes to make her last year at The Bird Feed an absolute blast. You can contact Naisha at naisharoybirdfeed@gmail.com.

Kalliope Samaltanos is a junior and the Menu Editor for the ODYSSEY Media Group at Clarke Central High School. She is also the Southern Interscholastic Press Association's President. Samaltanos aims to inspire her community through in-depth coverage of hard-hitting issues.

Chloe Sears, a senior, is a GSPA Student Ambassador, as well as the Print Managing Editor and a Journalism I Facilitator for the ODYSSEY Media Group at Clarke Central High School. During her time on staff, she has attended the virtual Fall and Spring 2021 JEA/NSPA National High School Journalism Conventions, as well as the GSPA 2022 Winter Conference.

Audrey St. Onge is a sophomore and a Variety staffer for the ODYSSEY Media Group at Clarke Central High School. Though this is her second year on staff, St. Onge has virtually attended the Spring 2021 JEA/NSPA National High School Journalism Convention, as well as the GSPA 2022 Winter Conference.

Adam Throne is in his 16th year of teaching English Language Arts at North Springs High School, including 15 years as adviser of the school's Echo Literary Magazine and five years as the North Springs Oracle online web newspaper sponsor. Prior to teaching at North Springs, Throne taught in New York, where he also worked as a journalist, promotional writer, and software content project manager. His work includes material for Kaplan Education Centers, Shootonline, Transform Magazine, The Force.Net, and fantasy-matters.com. More recently he has helped create promotional content for various Atlanta organizations, including Scouting BSA and for North Springs.

Shanon Woolf, CJE, has advised student publications since 2018 at McIntosh High School. She advises both the McIntosh Trail Online News Site and the Legend yearbook, which was named a Jostens National Program of Excellence in 2020 and 2021. Woolf was the Georgia Scholastic Press Association's First-Year Adviser of the Year in 2019 and was named a JEA Rising Star in 2020.

