#### **NEW ENGLAND**

#### SCHOLASTIC PRESS ASSOCIATION

Headquarters, Boston University College of Communication 640 Commonwealth Avenue Boston, Massachusetts 02215

# NESPA T - - - -

News

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# NESPA to host conference Friday, May 6 at Boston University

Kelley Tuthill to give keynote on Telling Stories with Impact

Telling Stories with Impact will be the topic of the keynote speech at the New England Scholastic Press Association's 63rd annual conference at Boston University Friday, May 6.

With the doors opening at 8, sessions will be from 9 until 2:30 at Boston University's College of Communication, 640 Commonwealth Ave., Boston.

Students, teachers, Boston University faculty and full-time journalists and media specialists will share information with the aim of supporting excellence in scholastic journalism.

# TV journalist to give keynote

Kelley Tuthill, an investigative reporter with WCVB-TV's investigative unit, has covered stories including the Columbia space shuttle explosion, the 2000 presidential recount in Florida and the death of John F. Kennedy, Jr.

Her reporting of the protests outside the 2004 Democratic National Convention helped WCVB win the Best Breaking News Coverage Award from the Associated Press.

Tuthill also covered the 2004 Red Sox World Series championship run and the Patriots' victory in Super Bowl XXXVI in New Orleans.

Abreast cancer survivor, Tuthill shared her experiences from diagnosis to recovery with Channel 5 viewers and online users.

She is the co-author of "You Can Do This! Surviving Breast Cancer without Losing Your Sanity or Your Style."

Having grown up in Hingham, Tuthill earned her B.A. from Notre Dame and holds a master's in journalism from Columbia. Before Channel 5, she worked at WPBF-TV in West Palm Beach, Fla., and at WTAJ-TV in Altoona, Penn.

Also at the conference, delegates will find panels, exhibits, round-tables, lectures and workshops where they can learn about the latest trends, and share concerns and ideas.

Here are some of the sessions and programs delegates can expect:

#### For advisers

Exchange of materials for instruction

Round-table on professional concerns

Sign-ups for detailed publication critiques and on site visits.

#### For staffs

Easy ways to get your paper online

Ethical considerations for journalists

Feature writing

How journalism education is changing at the college level

Investigative reporting

Interviewing

Law and the scholastic press

Multimedia how-tos

News writing

Opinion coverage and writing

Photojournalism and digital technology

Public relations

Social networking and journalism

Staff motivation

Starting a literary magazine

Typography

Yearbook coverage, design and writing tips.

### Awards and recognition

Presentation of the All New England Awards will honor outstanding print and broadcast productions in their school population categories.

Print and online publications and broadcasts will also receive Special Achievement Awards based on the excellence of individual submissions.

#### **Benefits**

#### of pre-registration

Those whose forms arrive at Boston University by April 1 will receive more details about the conference including a preliminary program and speakers' list, and a list of places to have lunch.

Inside: See information about membership, registration, contests

# How to join NESPA

## Entry fees and related information

The New England Scholastic Press Association is dedicated to helping students and their advisers produce publications and broadcast programming of excellence.

#### **NESPA** provides

- •an annual conference
- •evaluations and critiques of broadcast programs, magazines, newspapers, online publications and yearbooks
  - contests with awards for broadcast, online and

print media evaluated as a whole

- special awards for extraordinary work in a range of categories
  - •individual consultations and site visits to schools
  - professional development
  - resources
  - •skill development
  - special workshops
- special benefits for members including discounts on contest and convention fees.

### **NESPA** members and non-members

- Membership fee: \$50 for each publication or broadcast unit.
- •Members pay NO registration fee for their advisers and up to six students at the annual NESPA conference
- •All other students from a MEMBER publication pay a registration fee of only \$3 each.
- •Non-members' fee for registration at the conference is \$5 for each student and faculty adviser.
- •Members pay NO publication entry fee for ONE of these contest entries: broadcast, magazine, newspaper, online publication or yearbook.
- •Non-members' fees: \$15 per broadcast, magazine, newspaper, online publication or yearbook entry.
- •Members' fee for each Special Achievement entry submission is \$1.50.
- •Non-members' fee is \$2.50 for each Special Achievement entry submission.

School name		phone ( )	
Address			
street	city	state zip e-mail	
Adviser(s) name(s)			
Editor(s) in chief name(s)			
NESPA membership (\$50)		Make checks out to NESPA. Include Special Achieveme	
Conference registration fees		contest entry fees. NESPA non-members add publication fee. Dues are for periods January 1-December 31.  Mail entries, forms and checks to:	
Bus parking (\$20)			
Publication entry fees		NESPA, Helen F. Smith Boston University, College of Communication	
Special Achievement entry fees		640 Commonwealth Ave. Boston, Mass. 02215	
Check enclosed/ amount of \$_			
Number attending		For information call (617) 969-5243 or e-mail phsmith@igc.org	

# **Special Achievement Contests**

The NESPA Special Achievement Awards are designed to reward excellence in individual work and teamwork for New England's secondary school media.

This competition is open to students who have contributed to a student broadcast medium or online or print publication at a public, independent or parochial senior high school. The contest seeks to provide increased public recognition for deserving scholastic media journalists.

Judges include faculty of the Boston University College of Communication. Those entries evaluated as "outstanding" in the categories noted here will receive NESPA Special Achievement Award certificates.

Entries must have been broadcast or published online or in print between April 2, 2010 and April 1, 2011. DEADLINE for receipt of entries at the College of Communication: April 1, 2011.

Preparation of entries: Send URL address, or complete page, unmounted tear sheet on which each entry appears.

Tape a filled out copy of the entry

### **Entry categories**

### Broadcasting

Documentary Feature story Newscast series News story PSA

### Magazine

Artwork Cover design Fiction Nonfiction Photography Poetry

Typographical design

### Newspaper

Advertisement Artwork/cartoon Bylined column Editorial

Feature page design Feature photo Feature story

Informational graphic News page design Opinion page design Photo illustration Sports page design News photo News series News story Sports photo Sports story Review

Typographical design

#### Online/multimedia

Interactive graphic Podcast Slide show with audio

Slide show with audio Slide show with photos

#### • Yearbook Advertisement

Caption writing (three spreads)

Cover

Theme development and cover

Feature photo Feature spread Feature story

Headline writing (three spreads)

Sports photo Sports spread Sports story

Typographical design

form to the upper right corner of the back of each print entry. Each broadcast entry must be accompanied by appropriate script and essential program credit information. Enclose Special Achievement

fee and forms with your entries. Fill out forms in full.

Send entries to NESPA, Helen F. Smith, Boston University, College of Communication, 640 Commonwealth Ave., Boston, Mass. 02215.

Special Achievement Contests entry form				
Entry category	Date			
Entry title (headline/program/page, etc.)_				
Print or online publication or Broadcast	program name			
URL/WWW address for online				
Student(s) name(s) to be recognized (in full and clearly, please)				
School full name				
School address and phone (in full)				
Adviser's e-mailAdv	viser's signature			

# **Publications and Productions Contests**

NESPA Publications and Productions Contests are open to all school publications and broadcasts, both NESPA members and non-members.

Awards will be given to broadcast (audio and video) productions, magazines, newspapers, online news/magazines and yearbooks.

All publications are evaluated and rated individually. Those receiving a Highest Achievement rating in Scholastic Editing and Publishing become eligible for first, second and third place All-New England certificates in the following size categories, using grades 9-12:

Class I 1,000 or more students

Class II 700-999 students Class III 400-699 students

Class IV fewer than 400 students.

Entry information:

**Broadcasts**, please submit audio and video productions of the **2010-2011** school year, plus any one or two from **January**, **2010** - **June**, **2010**.

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**Magazines**, submit all **2010-2011** school year issues.

**Newspapers**, submit all **2010-2011** issues plus any two from **January**, **2010-June**, **2010**.

Online news/magazines submit URL. Please make sure that your September, 2010 to April 1, 2011 material remains live on your site through May 6, 2011. Your entry will not be complete until NESPA judges have verified that your URL is valid.

Yearbooks, submit 2010 edition.

Please include \$5.00 for postage and handling for each entry you want returned. You <u>MUST</u> note which entry(ies) you wish returned.

Entry fee: **None** for NESPA members' single entry (\$15 each for more); \$15 per broadcast or publication entry for non-members.

Entry deadline: April 1, 2011.

Please make a copy of this form for each publication in a different category and send same with each contest entry. Fill out in full.

	Production entry form
Publication or Broadcast name	
URL/WWW address for online	
Entry category (broadcast, magazine, newspaper, or	lline, yearbook)
School name	School population class
School address	
Phone #	Adviser's e-mail
Name(s) of Adviser(s)	

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Helen F. Smith, executive director NESPA Boston University College of Communication 640 Commonwealth Ave. Boston, Mass. 02215



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Dear Colleague,

The New England Scholastic Press Association invites you to a workshop the week of June 27-July 1 at Boston University in the College of Communication.

### How to Advise a Scholastic News Publication

Based on participants' priorities, sessions will include how to

- •keep a journalistic balance
- •deal with legal and ethical considerations
- •teach the staff to cover the school and its community
- •teach the staff to write and edit news, features and sports along with maintaining a lively forum for student opinion
- motivate the staff
- •teach fundamentals of photojournalism and design
- maintain a good relationship with the principal, faculty and parents
- •use special pages, special sections and spreads as training vehicles
- •plan, set goals and schedule copy flow for print and online
- •manage the business side
- critique the publication
- make the most of professional resources.

In addition to a variety of lab assignments, participants will present critiques and complete curriculum projects. There will be lectures, discussions and lab work. Sessions will be 9:30-noon and 1-3 p.m. We will provide a list of local restaurants for lunches.

Participants should bring with them a set of news publications students have produced during the 2010-2011 academic year.

The fee is \$300. Parking will be available.

NESPA provides PDPs to Massachusetts teachers.

Helen Smith, executive director of the New England Scholastic Press Association, will be the lead teacher.

For more information, please contact Helen Smith at phsmith@igc.org.



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# Application for NESPA advisers' workshop at Boston University June 27-July 1

Your name				
Name of your publication/pro	duction			
Type of medium: newspap	peronline news/	magazine		
Years of teaching experience_	Years of advising e	xperience		
School name				
School phone	School email			
School address				
Home address				
Home e-mail	_Home phone	Cell phone		
Emergency contact	phone			
Please list topics on the other side of this page and any others that you see as priorities.				

Please send application and tuition fee of \$300 in a check made out to NESPA by Wednesday, June 1

to Helen F. Smith, NESPA executive director, Boston University, College of Communication, 640 Commonwealth Ave., Boston, Mass. 02215 phone: 617-353-3478 e-mail: phsmith@igc.org