

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

Dear Colleague,

The New England Scholastic Press Association invites you to a workshop July 2, 3, 5 and 6 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 10-4 with a break for lunch.

Participants should bring with them a set of news publications students have produced during the 2011-2012 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 July 2, 3, 5 and 6

Your name			
Name of your publication/pro	duction		
Type of medium: newspa	peronline ne	ws/magazine	
Years of teaching experience_	Years of advisin	g experience	
School name			
School phone	School emai	ii	
School address			
Home address			
Home e-mail	Home phone	Cell phone	
Emergency contactphone			
Please list topics on the other as priorities.			
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Please send application and tuition fee of \$300 in a check made out to NESPA by Friday, 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