

NEW ENGLAND

SCHOLASTIC PRESS ASSOCIATION

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



NESPA

News

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NESPA to host conference Friday, May 4 at Boston University

Having put The New York Times on line, keynote speaker to discuss
'Facebook, fake news and the future'

Martin Nisenholtz will give the keynote speech, "Facebook, fake news and the future," at the New England Scholastic Press Association's 70th annual conference Friday, May 4.

He was the founding CEO at New York Times Digital and nytimes.com.

"Changing patterns of news consumption, why 'free' news is not always good and how we can help preserve a healthy news ecosystem in the future" are among the topics he will discuss, he said.

With a master's from the Annenberg School at the University of Pennsylvania, he became a founding faculty member of New York University's Interactive Telecommunications Program in 1979.

In 1983 he joined Ogilvy & Mather Worldwide where he founded the Interactive Marketing Group, the first full-service interactive unit at a major US ad agency.

Then, in 1995, he joined The New York Times, where he managed digital operations and became CEO of New York Times Digital. Named a senior vice president in 2005, he was responsible for the company's digi-

tal properties including its flagship, NYTimes.com, until he left to teach at Columbia and now at Boston University.

With refreshments available from 7:30-8:30, conference 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 media specialists will share information with the aim of supporting excellence in scholastic journalism.

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

Advisers can sign up for detailed publication critiques and on-site visits.

Session topics

- Advertising and business side
- Best practices online
- Basic mobile reporting skills
- Careers in broadcast journalism
- Developing literary magazines
- Editorial policies
- Feature writing
- Interview techniques

- Investigative reporting
- Law and the scholastic press
- News writing
- Opinion coverage and writing
- Photojournalism
- Sports writing and editing
- Systems for covering local news
- Yearbook coverage, writing and design.

Awards and recognition

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

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

Individual professionals will be recognized for their contributions to the scholastic press in New England.

Benefits

of pre-registration

Those whose forms arrive at Boston University by April 6 will receive a preliminary conference 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
- contests with awards for broadcast, print, print/online and online only media evaluated as a whole
- evaluations and critiques of broadcast programs, magazines, newspapers, print/online publications,

online only publications and yearbooks

- fall workshops
- professional development for news publication advisers in spring and summer workshops
- special awards in a range of categories
- individual consultations
- resources for skill development
- site visits to schools
- 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 conference.

•All other students from a MEMBER broadcast or 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 entry fee for ONE of these Publications and Productions Contest entries: broadcast,

magazine, newspaper, yearbook, print/online, or online publication.

•Non-members' contest fees: \$15 per broadcast, magazine, newspaper, yearbook, newspaper/online, or online/multimedia Publications and Productions Contest entry.

•Members' fee for each Special Achievement entry submission is \$1.50.

•Non-members' fee is \$2.50 for each Special Achievement entry submission.

Registration and payment form

School name _____ phone () _____

Address _____
street city state zip e-mail

Adviser(s) name(s) _____

Editor(s) in chief name(s) _____

NESPA membership (\$50) _____

Conference registration fees _____

Bus parking (\$30) _____

Publication/broadcast contest entry fee (s) _____

Special Achievement entry fees _____

Check/money order enclosed \$ _____

Number attending _____

Make checks out to NESPA. Include Special Achievement contest entry fees. NESPA non-members add publication contest fee. Dues are for periods January 1-December 31. NESPA does not accept credit cards. If you are unable to send complete payment by April 6, bring it to the registration desk when you arrive at the conference.

Mail entries, forms and checks to:
NESPA, Helen F. Smith
Boston University, College of Communication
640 Commonwealth Ave.
Boston, Mass. 02215

For information call (617) 353-3478 or (617) 969-5243 or e-mail phsmith@igc.org

Special Achievement Contests

The NESPA Special Achievement Awards reward excellent individual work and teamwork in New England's secondary school media.

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 in print and /or online between **April 7, 2017** and **April 6, 2018**. **DEADLINE** for receipt of all but yearbook entries at the College of Communication is **April 6, 2018**. Yearbook entries are due June 1.

Online entries: Go to blogs.bu.edu/nespa and follow the prompts using the submit to contests tab. Make sure your submissions remain live on your site through May 4, 2018.

Print entries: Send complete page, unmounted tear sheet on which each entry appears.

Tape a filled out copy of the entry form to the upper right corner of

Entry categories

- **Broadcast**
 - Advertisement
 - Documentary
 - Feature story
 - News series
 - News story
 - PSA
 - Sports series
 - Sports story
- **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
 - News photo
 - News series
 - News story

- Opinion page design
- Personality profile
- Photo illustration
- Review
- Special section
- Sports page design
- Sports photo
- Sports series
- Sports story
- Typographical design
- **Online/multimedia**
 - Blog
 - Home page design
 - Interactive graphic
 - Podcast
 - Slide show with audio
 - Slide show with photos
 - Video
 - Coverage, writing and design
- **Yearbook**
 - Advertisement
 - Caption writing (three spreads)
 - Theme development and cover
 - Feature photo
 - Feature spread
 - Feature story
 - Headline writing (three spreads)
 - Sports photo
 - Sports spread
 - Sports story
 - Typographical design

categories for online/multimedia are the same as for broadcast and print.

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 for print

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• Entry category _____ Date _____

• Entry title (headline/program/page, etc.) _____

• Broadcast, print, print/online, or online only publication name _____

• Web 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-mail _____ Adviser'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, and to magazines, newspapers, yearbooks, online/print and online publications.

All broadcasts and 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 2017-2018 school year, plus any one or two from **January, 2017 - June, 2017**.

Magazines, submit all 2017-2018 school year issues.

Newspapers, submit all 2017-2018 issues plus any two from **January, 2017-June, 2017**.

Online/print and online submit Web address. Please make sure that your September, 2017 to April 6, 2018 material remains live on your site through May 4, 2018. To qualify as online/print hybrid, your site must include multi media, not pdfs only. Judges will consider only entries with working URLs.

Entry deadline for all media but yearbooks: April 6, 2017. Awards will be announced at the conference May 4.

Yearbook entry deadline: June 1, 2018. Awards will be announced in the fall newsletter.

Please include **\$5.00** for postage and handling for **each entry** you want returned. You **MUST** 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.

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.

Publication and Production entry form

Publication or Broadcast name _____

Web address for print/online and online only _____

Entry category (broadcast, magazine, newspaper, print/online, online only, yearbook) _____

School name _____ School population class _____

School address _____

Phone # _____ Adviser's e-mail _____

Name(s) of Adviser(s) _____

Send entries to

Helen F. Smith, executive director
New England Scholastic Press Association
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640 Commonwealth Ave.
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or go to blogs.bu.edu/nспа
and follow the prompts