

NEW ENGLAND

SCHOLASTIC PRESS ASSOCIATION

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

NESPA

# News

Volume 24 No. 1 Fall, 2018

## Staff motivation and organization in an era of technological change

As scholastic journalism undergoes sweeping changes in technology, staff motivation and organization pose challenges.

This year's fall workshop Friday morning, Nov. 2, will explore the new and continuing challenges of supporting staffs in their efforts and helping them to achieve success, deadline by deadline.

All advisers and staffs have special experiences and concerns day by day and over the long term.

### Opportunities to share ideas

This workshop will provide opportunities to raise questions and share ideas, approaches and accomplishments while encouraging high standards so that staff members care about what they do.

After an introduction, staffs and advisers will have an opportunity to reflect and then to share concerns and pose questions to those assembled, including speakers and panelists.

### A variety of media

Panelists will include advisers and editors from award winning scholastic publications and broadcasts in New England.

They will represent a variety of scholastic media:

- broadcast
- magazines
- multimedia
- online
- print

### •yearbooks.

### A variety of school communities

These panelists will also represent a variety of school cultures.

Some will come from urban schools, some from the suburbs and some from rural schools.

They will discuss the structures of their staffs and the methods and schedules they are using, trying out and hoping to devise.

In addition, they will talk about specific challenges of covering their schools and communities and the basic principles and practices they

keep in mind.

Panelists will also explore what may change in the future as their technological systems continue to change.

They will also describe the basic principles they try to keep in mind as they seek excellence in journalism.

Staffs and advisers from all student media are welcome to attend the workshop, raise questions and participate in the discussions.

Tuition is \$25 per person.

The deadline for registration is Friday, Oct. 26.

## Dates and deadlines

### Friday, Oct. 26

Registration deadline for workshop on staff motivation and organization in an era of technological change.

### Friday, Nov. 2

Workshop on staff motivation and organization from 10-noon at Boston University.

### Friday, Jan. 11

Localizing Contest entries due. Nominations for the Robert Baram Award and other individual honors also due.

### Friday, April 12

Annual publication and production contest deadline. Details

in the next newsletter.

### Friday, May 3

New England Scholastic Press Association's 71st annual conference at Boston University.

### Friday, June 7

Registration deadline for workshop for faculty on How to Advise a Scholastic News Publication.

### June 24-June 25

Workshop on How to Advise a Scholastic News Publication.

### For updates

Please visit <http://blogs.bu.edu/nespa/>

Information about contests, awards pages 2-4



## Mission of NESPA

The New England Scholastic Press Association aims to foster excellence in scholastic journalism.

This Association encourages high standards in student journalism, supports the interests of students and teachers in the student press in the New England states, and fosters a closer relationship among students and advisers interested and engaged in student journalism.

# How to enter 2018 Localizing Contest

**W**hen you show how issues that affect people in your state, your country or around the world also affect people in your own school community, that's localizing.

**To enter the contest**, please send the broadcast or published work with the entry form and fee.

Each entry must have been broadcast or published between May 5 and December 31, 2018.

Submissions can be artwork, blogs, charts, columns, diagrams, documentaries, editorials, essays, fiction, news or feature stories, podcasts, single photos or photo illustrations, photo essays, poetry, PSAs, special pages, special sections, slide shows or spreads.

For print media please send complete page, unmounted tear sheet on

which entry appears.

Yearbooks please send either a PDF or photocopy of the page(s) from your 2018 book.

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

Broadcasts please send DVD.

Put the web link to each online entry on the entry form.

**Entry fee:** NONE for members of NESPA; \$3 per entry for non-members.

**Send entries** to New England Scholastic Press Association, Helen F. Smith, executive director, Boston University, College of Communication, 640 Commonwealth Ave., Boston, Mass. 02215. The deadline is Friday, Jan. 11, 2019.

**See page 3 for entry form and page 4** for an updated list of 200 suggested topics to localize.

## Site visits available to members

**F**ree site visits for members are among the services the New England Scholastic Press Association provides.

Topics of site visits have included

- advertising sales and managing the business side
- critiques of current publications

- design and redesign techniques
  - news and feature coverage and writing
  - ways to present student opinion
  - copyediting and proofreading
  - sports coverage and writing
  - starting a new publication.
- Focal points for site visits are up

to individual staffs and advisers.

The service is free to members in good standing as of May 4, 2018 and to those who join this fall.

To arrange for a site visit, call 617-353-3478 or email the NESPA's executive director, Helen F. Smith [helenfs@bu.edu](mailto:helenfs@bu.edu) or [phsmith@igc.org](mailto:phsmith@igc.org).

## Staffs, advisers can nominate professionals for awards

**S**taffs and advisers can nominate individuals who contribute significantly to New England's scholastic press for special awards.

**The Robert Baram Award** honors distinguished advisers from this region who have helped students raise their sights and standards in the practice of school journalism.

The award is named for the late Robert Baram, founder and for 46 years NESPA's executive director.

Consideration for the award is based on an adviser's

- contributions to the cause of ethical, thorough and articulate scholastic journalism in the adviser's school and community; and
- support for school journalists in all facets of their efforts to present credible and useful material to their audience.

**The Freedom to Write Award** honors school administrators who actively inspire students and faculty to use journalism as a way to par-

ticipate more fully in a democratic society.

**Awards of Special Recognition** honor professors and members of the professional press.

Please send nomination materials to Helen F. Smith, executive director, New England Scholastic Press Association, College of Communication, Boston University, 640 Commonwealth Ave., Boston, Mass. 02215 by Friday, Jan. 11, 2019.

Winners receive their awards at the annual conference in May, 2019.

# Workshop on staff motivation and organization in an era of technological change

for advisers, editors and staff at Boston University Friday, Nov. 2, 10-noon

☐ Yes, we will attend.

Please send me details.

Please send tuition fee of \$25 per person payable to NESPA to Helen F. Smith, NESPA executive director, Boston University, College of Communication, 640 Commonwealth Ave., Boston, Mass. 02215 by **Friday, Oct. 26.**

e-mail: phsmith@igc.org or helenfs@bu.edu

Name of your publication/program \_\_\_\_\_

Adviser's name \_\_\_\_\_ Adviser's email \_\_\_\_\_

Number of staff members who will attend \_\_\_\_\_

Adviser's signature \_\_\_\_\_

School name \_\_\_\_\_

School phone \_\_\_\_\_

School address \_\_\_\_\_

## Entry form for 2018 Localizing Contest

Title of entry \_\_\_\_\_

publication/broadcast name \_\_\_\_\_ web link (if applicable) \_\_\_\_\_

student(s) name(s) to be recognized \_\_\_\_\_

school's full name \_\_\_\_\_

school address \_\_\_\_\_

school phone \_\_\_\_\_ e-mail \_\_\_\_\_

adviser's signature \_\_\_\_\_

## Take this opportunity to join NESPA

*Membership includes reduced admission to spring conference and free site visits to your school.*

school name \_\_\_\_\_ phone ( ) \_\_\_\_\_

address \_\_\_\_\_ e-mail \_\_\_\_\_

publication or production name \_\_\_\_\_

adviser(s) name(s) \_\_\_\_\_

editor(s) in chief \_\_\_\_\_

Mail check for \$50 for each publication or broadcast unit to Helen F. Smith, executive director, NESPA, Boston University, College of Communication, 640 Commonwealth Ave., Boston, Mass. 02215

# Localizing Contest: updated list of 200

1. academic exchanges
2. addiction
3. ageism
4. AIDS awareness and prevention
5. air pollution
6. allergies
7. Alzheimer's
8. animal rights
9. animation
10. archeological discoveries
11. artificial turf
12. astronomy
13. attention deficit disorder
14. babysitting as an income source
15. beach safety
16. being bi- or tri-lingual
17. bicyclists and the law
18. boating safety
19. breathalysers
20. bullying
21. caffeine addiction
22. cancer
23. capital punishment
24. casinos' opening and their impact on local businesses
25. cell phones
26. children's rights in custody disputes
27. cigarette age requirements
28. climate change
29. college admission standards
30. college costs
31. community service opportunities
32. composting / waste disposal
33. conservation
34. construction of school buildings
35. cost of textbooks
36. credit cards
37. curfews
38. dating violence
39. Deaf cultures
40. depression
41. distance learning
42. dress codes
43. driving license age requirements
44. droughts
45. drug use
46. dual citizenship
47. earthquakes
48. e-books
49. e-cigarettes
50. economic recession
51. eligibility requirements for athletes
52. email hacking
53. endangered species
54. environmental considerations
55. epidemics
56. erosion
57. euro
58. Facebook
59. fake news
60. fast food
61. federal aid to education
62. First Amendment issues
63. fishing industry
64. fitness and its challenges
65. flooding
66. flu
67. food safety
68. food trucks
69. foreclosures
70. funding for the arts
71. gambling
72. gap years
73. gardening
74. gasoline prices
75. global warming
76. gluten-free trend
77. going green
78. grading systems
79. graphic novels
80. gun control and gun laws
81. hazing
82. head injuries
83. health insurance
84. Holocaust
85. homelessness
86. homophobia
87. honor codes
88. hospitals
89. human rights
90. hunger
91. hunting
92. hurricanes
93. immigration and emigration
94. Internet use and misuse
95. internships and summer jobs
96. job market
97. job shadowing
98. jury duty
99. laptops
100. laws affecting jobs for teen-agers
101. length of school day and year
102. local efforts at labor organizing
103. local green energy projects
104. micro-credit
105. military and scientific advances
106. military recruiting
107. minimum wage
108. motorcycles
109. museums
110. noise pollution
111. nonprofits
112. nutrition
113. obesity
114. OCD
115. Olympics
116. open meeting laws
117. opioid issues
118. parking problems
119. penmanship
120. pipelines
121. plastic bags
122. political parties
123. pollution
124. postal service
125. power outages
126. privacy
127. professional sports
128. protests
129. public art
130. public transportation
131. puppetry
132. race blind college admissions
133. recycling
134. refugees
135. regional stereotypes
136. renaming buildings and monuments
137. ROTC
138. safety helmets
139. SAT prep companies and tutors
140. SATs
141. scholarships' availability
142. school accreditation
143. school bus safety
144. school lunches
145. school safety standards
146. school start times / schedules
147. skateboards
148. slang
149. sleep deprivation
150. social networking sites
151. solar eclipse
152. solar panels
153. space exploration
154. special education
155. sports-related injuries
156. stage fright
157. standardized testing
158. steroids
159. stipends for club advisers
160. stocks and bonds
161. substance abuse
162. subways
163. tanning
164. tattoos
165. taxes
166. teacher evaluation systems
167. teachers' pay scales and benefits
168. teachers unions
169. teenage parents
170. teenagers' rights in the work place
171. teenagers' sleep patterns
172. texting and driving
173. tipping
174. tornadoes
175. tourism
176. traffic tie-ups
177. tuition levels
178. Twitter
179. unemployment
180. unions
181. United Nations
182. U.S. citizenship
183. user fees
184. vandalism and graffiti
185. vegan diets
186. veterans
187. video games
188. volunteer work
189. voting patterns
190. voter registration and turnout
191. walking tours
192. water pollution
193. weather
194. webinars
195. web sites
196. welfare
197. wheelchairs
198. wind turbines
199. women's issues