Brian McGrory had just steered the Boston Globe through two intense weeks when he gave his keynote speech to about 600 scholastic journalists and their teachers.

Praising Globe staff members for their coverage of the Marathon bombings, he noted that they walked toward the explosions and the victims.

“We are the local paper,” he said. “We had victims who are community members.”

McGrory, who had become the Globe’s editor in chief five months before his talk in Morse Auditorium Friday, May 3, began by telling about himself as a child.

“All I wanted to do was write for a newspaper,” he said.

When his fifth-grade classmates organized an election and ran for office, McGrory started his own newspaper and criticized the election.

Now, working at the Globe is the “fulfillment of a dream,” he said.

Before he joined the Globe in 1989, he worked for Quincy’s Patriot-Ledger and the New Haven Register.

After covering the South Shore and the Boston mayorality campaign, he became the Globe’s roving national reporter, writing about topics ranging from sea lions in Seattle to train bandits in New Mexico to tax renegades in Montana.

“I’ve been in every state in the country on the Globe’s dime,” he said.

Recalling his efforts to interview George Bush, then governor of Texas, he said Bush didn’t return phone calls so he went to Texas and followed him around.

Bush finally gave him a ride to the airport, and they flew to Austin chatting all the way. Bush showed McGrory pictures of his father and gave him a tour of the governor’s mansion.

“I went back and wrote about Bush as a very regular person,” McGrory said.

Subsequently assigned to cover President Bill Clinton, McGrory said he especially saw what it meant to be “given licence to hold powerful people accountable.”

In 1998, McGrory moved back to Boston and became a metro columnist.

“When I first began, it was cable TV that seemed to mean the end of newspapers,” he said. “Then the Internet would mean that newspapers were irrelevant.

“We’re not irrelevant. Information is coming at you every waking hour.

“News is in your pocket on your iPad. But so much of it is peoples’ rants for money. “A good newspaper knows the community it covers.

“What newspapers do is form a connection with their readers.”

McGrory said it is particularly rewarding “when you have a story that gives voice to someone who gets what they deserve.”
Robert Baram Award goes to two Wayland High advisers

Two outstanding journalism advisers from Wayland High School in Wayland, Mass., received Robert Baram Awards at this year’s conference.

Because of Mary Barber and Janet Karman’s steady, patient, collegial and courageous support for their students on the Wayland Student Press Network, the scholastic press in this region and elsewhere has raised its sights and its standards.

Both advisers came to Wayland High with impressive qualifications.

Mary Barber, Wayland High’s technology specialist, has advanced degrees from Syracuse, B.C., and Bridgewater, where she majored in instructional technology.

Janet Karman, in the English department, majored in English at Cornell, then received a JD at Boston University’s School of Law and has a master’s from Simmons.

Eight years ago, a Wayland freshman, Robin Kim, approached his English teacher, Janet Karman, with an idea he thought would bring the high school and the greater Wayland community together: a student-run website that would inform and entertain the high school students.

With no funding and no journalism class, and with few models at the high school level, the three launched the Wayland Student Press Network.

Within one year, WSPN was the source for student information at the school.

Late nights and an arduous learning curve brought a Pencilmaker award from National Scholastic Press Association in the site’s first year, and a Webby Award in the second. (They’ve gone on to win Gold Crowns from the Columbia Scholastic Press Association and All-New England Awards as well.)

The administration agreed to fund a journalism class, and class members fully embraced the freedom granted by the Massachusetts student free-expression statute.

So in supporting Wayland Student Press Network, both faculty members found that they had to educate themselves and their administrators about the rights and responsibilities of their student journalists.

They also wrote grants to raise funds for cameras and video equipment, helped with fundraising and advertising ideas, and supported new approaches including student-journalist created videos, sound slides and blogs.

Especially important to the New England Scholastic Press Association, both advisers have helped support Wayland’s editors in the teaching of other editors and staff members.

WSPN editors have given sessions at NESPA and national conventions, and have served as a resource for many other high schools in New England.

—Helen F. Smith

All-New England Awards for 2013

Broadcast

Class I


Class II

First place: The Register, Boston Latin School, Boston, Mass.

Second place: Visir, Thayer Academy, Braintree, Mass.

Class III

First place: The Halyard, Norwell High School, Norwell, Mass.

Second place: Voice, Thayer Academy, Braintree, Mass.

Online

Class I


Print/online

Class I

First place: the Rebellion and thererebellion.com Walpole High School, Walpole, Mass.

Second place: The Sagamore and thesagamoreonline Brookline High School, Brookline, Mass.

Class III


Newspapers

Class I

First Place tie: Masuk Free Press, Masuk High School, Monroe, Conn. and Winnacuticle, Winnacunnet High School, Hampton, N.H.

Second place: The Harbinger, Algonquin Regional High School, Northborough, Mass.

Third place: Insight, Barnstable High School, Hyannis, Mass.

Class II

First place: Veritas, Nantucket High School, Nantucket, Mass.

Yearbooks

Class I

First place: Tripod, Thornton Academy, Saco, Maine

Class II

First place: great alone, better together, New Fairfield High School, New Fairfield, Conn.

Class III


Looking ahead to the coming year

• Fall workshop Saturday afternoon, Oct. 26, 2013
• Deadline for special fall contest Friday, Jan. 10, 2014
• 66th annual conference Friday, May 2, 2014

To arrange for a site visit to your publication program, call 617-353-3478

Special thanks to Tom Fiedler, dean of Boston University’s College of Communication, for his support of this organization and its activities.

NESPA

Board of Directors

Lindsay Coppers, Algonquin Regional High School, Northborough, Mass.

Daniel Levinson, Thayer Academy, Braintree, Mass.

Harry Proudfoot, Westport, Mass.

Scott Turley, Pembroke High School, Pembroke, Mass.

Helen F. Smith, NESPA executive director
65 suggestions from NESPA judges

Writers of this year’s Special Achievement Contests met high standards. From this year’s 1,037 entries judges chose winners they would be exceedingly proud—not just sort of glad—to see in broadcasts and online or publications they advised.

While the judges worked, they wrote suggestions for improvement. As this year is the Association’s 65th, here are 65 of their tips—some of which will no doubt sound familiar.

Judges noted too that they hope advisers will
- review contest entry forms for clarity, thoroughness and accuracy before sending them in
- enter online submissions at the online addresses the NESPA provides, as well as on the paper form
- use multimedia/online categories for multimedia submissions only. Otherwise, use print categories.
- send yearbook special achievement entries separately from the book itself if advisers enter it in the Publications and Productions Contest.

Advertising
1. Localize the sales message so it aims directly at your readers and viewers.
2. Make sure the resolution is tight. Do not run blurry ads.
3. Go beyond type to include illustrations and video where applicable.

Broadcasting and videos
4. Use sight and sound to attract attention in leads.
5. Do provide transitions between speakers so you are telling a story.
6. Identify a source just before or just as soon as the source appears.
7. Have the person being interviewed look into the camera, not at the interviewer.
8. Avoid talking heads. Avoid long quotes with sources just sitting.
9. Be sure the sound quality is clear.
10. Do not editorialize unless the piece is clearly identified as opinion. In sports, for example, do not cheer lead. Just report what’s going on.

Content
11. Localize regional, national and international issues so as to connect to your audience and to provide them with the “why.”
12. Interview and cite students who are directly involved in a story, individuals who represent several points of view, administrators, parents and a variety of members in the school community.
14. Always use more than one authoritative source in a full-length story.
15. Emphasize timeliness.
16. Look ahead to what might happen next.
17. For news publications in print, run the full date in the nameplate. Run the teasers in the order the related items appear inside.
18. Include links in online/multimedia coverage.
19. In personality profiles, capture the uniqueness of your subjects by describing them in their natural environments. Look at the décor of a room, and use sensory details.
20. For sports captions, include names of all whose faces and/or numbers are visible on home and opposite pages.
21. In reviews, avoid overly-detailed plot summaries.
22. Avoid “pro” and “con” columns, which tend to oversimplify complicated issues.
23. For editorials, write about topics that matter to your readers, especially emphasizing opinion about topics covered in the same edition or in current posts.

Writing and editing
Magazines
24. In fiction, if you use first-person point of view, have a reason. Consider whether another voice or character could tell the story better.
25. If you’re writing nonfiction about a regular day or routine event, don’t overdo sequential listing of facts: “First I did this, then I went here, next I did this…”
26. In poetry, avoid the obvious. Instead of saying, “I’ll describe my thoughts and feelings,” actually describe your thoughts and feelings.

News publications and yearbooks
27. Online and in print, make sure headlines fit the story in terms of width and wording, using subject/verb combinations. Avoid titles that merely label. Instead, summarize what the story says.
28. Help readers who tend to scan online and in print. Use short paragraphs and copy breakers (bullets, subheads, boldfaced lead-ins, drop caps).
29. Be concise.
31. Do not use a five-paragraph essay format for a story or column.
32. Write leads that engage the attention of your reader quickly. Generally, leads that begin with a date, a place, a quote or a second-person greeting do not work. Neither do one-word challenges.
33. Do not use a question lead because the answer is almost always “No.”
34. Keep leads short. Do not exceed 25 words.
35. In the stories, vary the sentence structure. Try not to start every sentence, for instance, with a source’s name.
36. Avoid writing features in the second person. Talking directly to the reader is often off-putting.
37. Keep away from clichés.
38. Keep columns in their writers’ own voices. Each column should sound unique, not as if just anyone could have written them.
39. In editorials, do not exceed 350 words.
40. Never use “I” in an editorial. Use the editorial we to stand for the staff, not all students in the school.
41. Finish most editorials with a “call to action.” What do you want your audience to do?

Photos, slide shows and graphics
42. Online and in print, provide a caption and credit for every picture.
43. Avoid using wire photos or images from websites. Take your own instead.
44. Aim for high angles, low angles and different perspectives rather than just straight-on shots.
45. Show people’s eyes, not their backs.
46. Crop to eliminate dead space, distractions and irrelevant backgrounds.
47. In sports, use action shots, and keep the ball in the picture if the person is reaching toward it or kicking it. Avoid posed pictures.
48. Avoid tiny photos, especially of large sports teams. As Professor Robert Baram, the NESPA’s founder put it, “If you can cover a head with a dime, it’s not worth a cent.”
49. Slide shows’ pace should be two seconds per slide. Longer gets dull, and shorter is hard to understand.
50. Avoid excessive dark tones.
51. With charts, diagrams and graphs, provide the base for percents.
52. Do not repeat text from a story in a graphic.

Design and typography
Magazines
53. Send a clear message on covers and in artwork.
54. Be careful that design and typography do not distract from a story or poem.

News publications and yearbooks
55. Aim to attract and hold hasty readers.
56. Incorporate levels of emphasis that reach out to your audience. Front pages, for example, need to show students and/or use a photo that tells a local story in itself above the fold.
57. Bring the eye all the way around the page in a sequence, lining up all four corners.
58. Decrease headline sizes down the page and avoid “butting” heads.
59. Balance the text and the graphics.
60. Avoid squint-sized type and hard-to-read reverse plate.
61. Don’t set type over distracting and dark tones.
62. Avoid overly wide columns and oddly shaped columns of type that call attention to how they look but distract from what the writer says.
63. Indent one em—the width of an upper case M—but not five spaces to set off paragraphs.
64. Do not center captions. Let them fit justified or else run them flush left.
65. Make sure the color enhances message in the text. —Helen F. Smith

Thank you to judges
Chairing the 2012-1013 judging panel was Prof. Norman Moyes, Journalism Department, College of Communication, Boston University, Boston, Mass. The panelists are all experienced advisers: Melissa Cecchi, Medway High School, Medway, Mass.
Albert Cybart-Persenaire, Kennedy High School, Waterbury, Conn.
Carol Downer, Winnacunnet High School, Hampton, N.H.
Colleen Gacic, Scituate High School, Scituate, Mass.
Alicia Krosnzer and Doreen Picouzi, Lincoln High School, Lincoln, R.I.
Dan Levinson, Thayer Academy, Braintree, Mass.
Harry Proudfoot, retired from Westport High School, Westport, Mass.
Dan Sharokvititz, Martha’s Vineyard Regional High School, Oak Bluffs, Mass.
George Abbott White, retired from Newton South High School, Newton Centre, Mass.
Amy Vessels, Hudson High School, Hudson, Mass.
Lindsay Wise, Brookline High School, Brookline, Mass.
Bretton Zinger, Robert H. Adams Middle School, Holliston, Mass.

—HFS
Special Achievement Awards 2013

Broadcast Documentary
“Tattoo trend,” Cori Enos and Savannah Spadinger, Norwood High School, Norwood.

Feature story

Magazine

Plymouth North News

Newspaper

Feature story
“Students recognize rape as legitimate threat in Massachusetts,” Ashleigh Jugan, The Graphic, Amherst Regional High School, Amherst, Mass.
“Student adapts to allergy by founding gluten-free baking business,” Kate Finnerty, The Signore, Brookline High School, Brookline, Mass.

Schools across the country have recognized their outstanding achievements with the 2013 Special Achievement Awards. These awards honor the outstanding work of high school students and staff in a variety of areas, including writing, art, photography, and more. This year, the awards recognize a wide range of achievements, from student-led newspapers and magazines to broadcast documentaries and feature stories. The winners of these prestigious awards are celebrated for their hard work and dedication to their craft. Congratulations to all of the 2013 Special Achievement Award winners!
Special Achievement Awards 2013


Sports page design

“Fall Sports Recap,” Alex Howard, Winnachronicle, Winnacunnet High School, Hampton, N.H.

Sports photo


Sports story


Typographical design

Online/multimedia Feature


Yearbook
Theme development and cover

“Connections,” staff, Tripod, Thornton Academy, Saco, Maine.

“All as one,” Mariana DiTommaso, Sachem, Winnacunnet High School, Hampton, N.H.

Feature photo
“Art photo,” Christel Welch, Sachem, Winnacunnet High School, Hampton, N.H.

Sports photo

“Football dominant,” Mariana DiTommaso, Sachem, Winnacunnet High School, Hampton, N.H.

Sports spread

Typographical design

2012 winners of fall contest on localizing

“Recent drama over head trauma,” Sam Houston-Read, NSHS Demoela.com, Newton South High School, Newton Centre, Mass.


“School lunch changes,” Sydney Stelter, Panther TV, Plymouth South High School, Plymouth, Mass.

“WA to introduce new security measures,” Alex Guonaris and Ethan Walshe, WA Ghostwriter, Westford Academy, Westford, Mass.