

# MSPA

2014 STATE CONVENTION



# We tell stories.

April 3, 2014 – The University of Mississippi

# W E L C O M E

## 10 a.m. CONCURRENT SESSIONS

### 7:45-9 a.m. Registration

#### The Ford Center for the Performing Arts

Buses should drop students near the Ford Center and park at the South Side Parking Lot at the end of Old Taylor Road. City buses come to take drivers onto campus. Usually there is a \$1 fee for transportation.

Advisers will register students at the entrance to the Ford Center. Nametags will be given to verify purchased meals. Students should, therefore, wear their nametags to lunch. STUDENTS MAY NOT GO OFF CAMPUS, TO THE UNION OR TO THE COMMONS TO EAT. Lunch is provided in The Grove.

## 9 a.m. OPENING SESSION

### The Ford Center

**WELCOME:** Dr. Will Norton, Dean of Meek School of Journalism and New Media, and R.J. Morgan, MSPA Director

**INTRODUCTIONS:** MSPA officers: Andrew Spragins, Maggie Mallette, and Marisa Morrisette.

**CANDIDATE SPEECHES:** Speeches should be no longer than three minutes.

#### KEYNOTE SPEAKER: DAVID RAE MORRIS

*David Rae Morris is an accomplished photographer/videographer who was born in Oxford, England and grew up in New York City. He is the son of noted author Willie Morris. His photographs have been published in National Geographic, Time Magazine, Newsweek, USA Today, and the New York Times.*

*His 2012 film, "Integrating Ole Miss: James Meredith and Beyond," was broadcast on Mississippi Public Broadcasting and received a Special Recognition Award from the Mississippi Humanities Council. He is currently working on a his third film, "Yazoo Revisited" which examines the integration of the public schools in his father's home town of Yazoo City, Mississippi.*

**VOTING -** Two students from each MSPA member publication staff should stay and cast their staff's ballot for officers.

**DISMISSAL -** Students will attend the following sessions in the Student Union, Yerby Hall, Farley Hall, Overby Center, Weir Hall and Bishop Hall. The closing ceremony will be at The Ford Center at 2 p.m.

#### KEYNOTE SPEAKER Q & A

##### Ford Center

Want to learn more about the themes discussed during the Keynote Address? Our speaker will step down to have a more intimate discussion of his documentary film, "Yazoo Revisited," and his reporting. For students participating in the on-site reporting competitions, this session will function as a press conference. But this session isn't just for competitors -- all students are welcome to attend.

*David Rae Morris, Yazoo Revisited*

#### LEARNING THE BASICS -- NEWS WRITING

##### Union 405 A-B

Before you can rock your school and community with a groundbreaking scoop, you need to learn the basics of the trade. This session is designed to teach students the basic structures and tools necessary to do outstanding written work.

*Kristie Swain, The University of Mississippi*

#### IMC MARKETING BOOTCAMP (TWO-HOUR SESSION)

##### Yerby Auditorium

Student journalists must have marketing skills to survive. Whether you're designing and selling ads or branding yourselves and your publications, marketing principles will help you work smarter, not harder. This class will begin as a large-class discussion, then break out into smaller groups from brainstorming and problem-solving for your individual needs.

*Integrated Marketing Communications faculty, University of Mississippi*

#### COLUMNS: USING WISE WORDS AND POINTS THAT WORK Farley 124

This is one of the most important, yet deadly, areas of your newspaper. Learn how to make your points wisely. An expert in column writing, this instructor will teach you how to make your columns work.

*Charlie Mitchell, The University of Mississippi*

#### SOCIAL MATTERS: ENHANCING YOUR PUBLICATION'S PRESENCE ON SOCIAL MEDIA

##### Farley 202

Tired of not getting any shares on your Facebook page? Check out this session to learn some cool techniques and proven plans to get you deep in to the social media elites.

*Ryan Whittington, The University of Mississippi*

#### JEWELS OF THE MS DELTA

##### Farley 10

A fantastic example of an in-depth photo project, this book delves into the lives and culture of African-American church mothers in the Mississippi Delta. The author will discuss her extensive interviews with these women and share some of her favorite photos and stories. A portion of this work will appear in *Southern Living* later this spring.

*Alysia Steele, The University of Mississippi*

## **INCOMING NEWSPAPER EDITORS**

### **Farley 121**

This is a session for any student who will be a leading a newspaper, news magazine or news website in the fall. You will discuss upcoming events, tips for success, and have a chance to network with others who will be in your same shoes.

Andrew Spragins, MSPA President

## **VIDEO REPORTING**

### **Farley 125**

You're one person with a camera -- What do you say? What shots do you need? How do you tell the story? This reporter is literally a one woman army of video production. She'll teach you how to survive... and thrive.

Courtney Cronin, *The Clarion Ledger*

## **LEADING BY EXAMPLE**

### **Farley 126**

Staffs need good leaders to be productive. And those leaders can't simply sit back and let others do the work. This session will focus on tips and strategies to help you become a great leader and an example to your staff.

Danny Blanton, *The University of Mississippi*

## **SPRING INTO ACTION!**

### **Overby Auditorium**

Expertly managing the final months of the school year can pay huge rewards on next year's yearbook. This session will cover everything you need to know to get going on your next great book!

Karen Loden, *Balfour Yearbooks*

## **PRE-ASSIGNED SESSIONS**

**Only students/advisers who have pre-registered may attend sessions.**

## **TELEVISION PRODUCTION (two-hour, block class)**

### **Bishop 201, upstairs in Student Media**

Students will produce a television show during their time in the studio. (Two students per school.)

Brad Schultz, *The University of Mississippi*

## **ADVANCED NEWS WRITING (two-hour block class)**

### **Weir Hall 107**

Learn from this master journalist how to be an award-winning writer. This is a hands-on session that will take your writing and storytelling to the next level.

Robbie Ward, *Northeast MS Daily Journal*

## **ADVANCED FEATURE WRITING (two-hour block class)**

### **Farley 138**

Feature writing is an art form. Telling these stories requires great reporting, imagery and attention to detail. In this two-hour class, students will work hands-on with one of Mississippi's best feature writers to develop their own storytelling skills.

Vanessa Gregory, *The University of Mississippi*

## **BEGINNING PHOTOSHOP (two-hour block class)**

### **Farley 232 Lab**

Learn the basics of photo editing in this hands-on lab. (One student per school.)

Stefanie Goodwiller, *The University of Mississippi*

## **BEGINNING INDESIGN (two-hour block class)**

### **Farley 233 Lab**

Learn the basics of using InDesign, the premier desktop publishing tool. The session will teach basics of design as well as the tools of the program itself.

TBD

## **BEGINNING VIDEO (two-hour block class)**

### **Farley 3**

This session will walk you through the process of editing down raw video into short, effective news packages using iMovie. An excellent course for broadcast students.

Sudu Upadhyay, *The University of Mississippi*

## **10 a.m. ADVISER SESSIONS**

### **MSPA BROADCAST ADVISERS MEETING**

#### **Overby Board Room**

All advisers of broadcast publications are asked to attend this meeting. We will discuss upcoming events, opportunities and points of emphasis for the upcoming school year.

Lou Callum, *Madison Central High School*

### **DIGITAL PUBLISHING: GOING ONLINE**

#### **Overby Conference Room**

Are you interested in moving your publication online or at least adding an online component to what you're already printing? This reporter will discuss options and strategies to make sure you optimize your resources.

Alex McDaniel, *The Clarion Ledger*

## **11 a.m. CONCURRENT SESSIONS**

### **INCOMING YEARBOOK EDITORS**

#### **Farley 121**

This is a session for any student who will be a leading a yearbook staff in the fall. You will discuss upcoming events, tips for success, and have a chance to network with others who will be in your same shoes.

Andrew Spragins, MSPA President

### **INTERVIEWING TIPS THAT MAKE A DIFFERENCE**

#### **Union 405 A-B**

Find out how to get the facts, great quotes and a solid base for your article. These interviewing tips might surprise you; use them and beat the other reporters to the punch.

Deidra Jackson, *The University of Mississippi*

## **LIVE-TWEETING: COVERING THE NEWS 140 CHARACTERS AT A TIME**

### **Farley 124**

Being able to articulate facts in short, tweetable bursts and cover events in real time are increasingly becoming mandatory parts of a reporter's repertoire. This session will teach students some best-practices for delivering the scoop quickly and accurately.

*Alex McDaniel, The Clarion Ledger*

## **COVERING HIGH SCHOOL SPORTS**

### **Farley 125**

Keeping up with schedules, interviewing players, finding accurate statistics, and more... Covering sports at the high school level is full of challenges! In this session, learn the tricks of the trade from reporters with extensive high school experience.

*Courtney Cronin, Clarion Ledger & TBD*

## **LEADING BY EXAMPLE**

### **Farley 126**

Staffs need good leaders to be productive. And those leaders can't simply sit back and let others do the work. This session will focus on tips and strategies to help you become a great leader and an example to your staff.

*Danny Blanton, The University of Mississippi*

## **THE NATURE OF COLOR**

### **Farley 202**

Learn the fundamentals of color and color-harmony and its application to outstanding photography and yearbook design. Each attendee will receive a color kit and PowerPoint presentation (one per school).

*Carey Kehler, Friesens Yearbooks*

## **"MY MISSISSIPPI" PHOTOGRAPHY**

### **Overby Auditorium**

Published just after Willie Morris's death, this book (a father/son collaboration) combines Willie's prose with David Rae's stunning visuals from around the state. In this session, Morris will share photos from the book and discuss the stories/methods behind the finished products.

*David Rae Morris, "Yazoo Revisited"*

## **PRE-ASSIGNED SESSIONS (2nd hour)**

**Only students/advisers who have pre-registered may attend sessions.**

### **TELEVISION PRODUCTION**

**Bishop 201, upstairs in Student Media**

### **ADVANCED NEWS WRITING**

**Weir Hall 107**

### **ADVANCED FEATURE WRITING**

**Farley 138**

### **BEGINNING PHOTOSHOP**

**Farley 232 Lab**

### **BEGINNING INDESIGN**

**Farley 233 Lab**

### **BEGINNING VIDEO**

**Farley 3 Lab**

## **11 a.m. ADVISER SESSIONS**

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#### **Overby Board Room**

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*Cynthia Ferguson, Oxford High School*

### **PBS NEWSHOUR MEDIA LABS**

#### **Overby Conference Room**

Turn your classroom into a PBS NewsHour Student Reporting Lab! PBS funds high school journalism programs that produce original, inspiring reports about how national and global issues affect local communities. The program connects high school students to local PBS stations and news professionals in their community to produce original, student-generated video reports. Hear from a fellow adviser about how this program is working in her school.

*Lynne Schneider, Murrah High School*

## **NOON -- LUNCH!**

### **STUDENTS' LUNCH**

#### **The Grove**

Students should wear their nametags to pick up lunches and may eat in The Grove or on the Farley/Overby steps.

### **ADVISERS/SPEAKERS LUNCHEON**

#### **Yerby Hall Auditorium**

Advisers and out-of-town speakers and judges are invited to this celebratory luncheon sponsored by Balfour and Jostens yearbooks. **This is a free luncheon, but pre-registration is required.**

### **EXHIBIT AREA, Overby Lobby**

Staff from various colleges and publishing companies will provide information to students and advisers.

## **1 p.m. CONCURRENT SESSIONS**

### **GIRLS CAN BE SPORTS REPORTERS, TOO**

#### **Overby Auditorium**

Although men still dominate the profession, female sports reporters are rapidly growing demographic. This panel of female MS sports reporters will talk about their careers, their goals and some of their challenges. MS Sports Hall of Fame director Rick Cleveland will moderate the discussion.

*Courtney Cronin, The Clarion Ledger*

*Donica Phifer, New Albany Gazette*

*Melissa Meador, Monroe Journal*

## **INCOMING BROADCAST EDITORS & DIRECTORS**

### **Farley 121**

This is a session for any student who will be a leading a broadcast staff in the fall. You will discuss upcoming events, tips for success, and have a chance to network with others who will be in your same shoes.

Andrew Spragins, MSPA President

## **YES OR NO? ETHICS AND JOURNALISM**

### **Farley 10**

There are new things with which we're just coming to terms that are related to what social media and the internet are doing today. Learn how to know the ropes and the rules.

Joe Atkins, *The University of Mississippi*

## **INTRODUCTION TO MAGAZINE**

### **Farley 124**

Want something new and different for this year's magazine? Maybe you have been thinking about beginning a literary magazine or a literary-feature magazine in your school. Knowing the basics of magazine publication will help you get organized and come up with some new ideas for your school.

Jennifer Gunn, *St. Andrews High School*

## **COPY EDITING: THE BASICS TO IMPROVE EVERYTHING YOU DO**

### **Union 403**

Good editing is the backbone of an excellent publication. If you want to be an award-winning writer or if you are in any position of leadership on your staff, you need this session.

Mike Tonos, *The University of Mississippi*

## **MISSISSIPPI HIGH SCHOOL JOURNALIST OF THE YEAR ... NEXT YEAR IT COULD BE YOU!**

### **Farley 126**

This award is the highest honor a high school journalist in our state can win. Talk with these two winners to find out what you need to be doing now to compete for this award next spring. A great session for upcoming juniors and seniors.

Leah Gibson (2013) & Marissa Morrisette (2014)

## **DIGGING DEEP: COVERING GOVERNMENT & POLITICS IN MISSISSIPPI**

### **Farley 138**

This award-winning data journalist will share his experiences in covering public figures in Mississippi and Pennsylvania. Students will learn how to pursue challenging stories and how to cover their local leaders, including their school board.

Robbie Ward, *Northeast Mississippi Daily Journal*

## **PRE-ASSIGNED SESSIONS**

Only students/advisers who have pre-registered may attend sessions.

## **ADVANCED PHOTOSHOP**

### **Farley 232 Lab**

Learn great new techniques of photo editing and graphics in this hands-on lab. (One student per school.)  
*Stefanie Goodwiller, The University of Mississippi*

## **ADVANCED INDESIGN**

### **Farley 233 Lab**

This session will teach techniques that will help students redesign their publications. Learn to use the tools that are beyond the basics.

Natalie Moore, *The University of Mississippi*

## **ADVANCED VIDEO EDITING**

### **Farley 3 Lab**

This session will teach techniques that will help students redesign their publications. Learn to use the tools that are beyond the basics.

Win Graham, *The University of Mississippi*

## **1 p.m. ADVISER SESSIONS**

### **MSPA YEARBOOK ADVISERS MEETING**

#### **Overby Board Room**

All yearbook advisers are asked to attend this meeting. We will discuss upcoming events, opportunities and points of emphasis for the upcoming school year.

Cynthia Ferguson, *Oxford High School*

### **SOCIAL MEDIA IN YOUR SCHOOL**

#### **Overby Conference Room**

We are fast becoming a Social Media society. This adviser has used that to his advantage in promoting and branding his school and publication. The result has been a culture shift in his community and some great learning experiences for his students. He'll discuss the types of social media out there and how they might be used at your school.

Braden Bishop, *Tupelo High School*

## **2 p.m. CLOSING SESSION**

### **The Ford Center**

#### **New Officer Introductions**

#### **Upcoming Workshop Info**

#### **Mississippi High School Journalist of the Year**

#### **Orley Hood Sports Writer of the Year**

#### **Administrator of the Year**

#### **Editors, Staff Members & Advisers of the Year**

#### **Carry-in Awards**

#### **Best in Mississippi Awards**

#### **CLOSING COMMENTS**

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## GET PREPARED TO TELL **YOUR STORY**

At the Meek School of Journalism and New Media at Ole Miss, we're offering exciting new courses in journalism and integrated marketing communications that incorporate print, broadcast, interactive and social media.

Want to know how to blog? How to use Twitter to get ideas out there? How to brand a business? We can teach you how to master this dynamic field to get the job you need and the career you want.

It's a whole new newsroom.

Check us out at [meek.olemiss.edu](http://meek.olemiss.edu).



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