



## FRIDAY, FEBRUARY 12

**1 — 1:30 p.m.**

**Foundry Building Lobby**

Registration and Refreshments

**1:30 — 2:20 p.m.**

**Empire Room 1**

Students & Their Advisers

**Presenters:** Rebecca Burns and guest advisers

Student Journalists & Their Editorial Advisers: How do student media organizations strive to maintain independence and editorial autonomy while benefiting from a strong professional adviser? What is the right relationship? What should students expect from advisers? What role does the adviser play in the newsroom? When has the adviser overstepped? Plan for an interactive discussion where you can feel free to ask questions, express frustrations or share your suggestions for how the relationship should work.

*Rebecca Burns is editorial adviser for The Red & Black which serves the University of Georgia and Athens communities. A veteran journalist and author and past editor-in-chief of Atlanta magazine, she also teaches at UGA. Burns will be joined by guest advisers from other GCPA member newspapers.*

**Empire Room 2**

Rotating Roundtable

**Moderators:** Jim Zachary and Cailin O'Brien

Share your ideas, get ideas in the fast-paced interactive roundtable where you will network with your peers from college newspapers across Georgia.

**2:30 — 3:20 p.m.**

**Empire Room 1**

Ethics and Photojournalism

**Presenters:** Mark E. Johnson and Susan Catron

We'll take a look at the baseline of ethics and credibility for visual journalism, including a look at how to handle the pressures of production without the guidance of full-time visual editors. All questions and odd examples welcome to the discussion.

*Mark E. Johnson is the Senior Lecturer of Photojournalism at the University of Georgia's Henry W. Grady College of Journalism and Mass Communication, a visiting faculty member at the Poynter Institute and the education chair of the National Press Photographers Association.*

*Susan Catron is executive editor of the Savannah Morning News/savannahnow.com as well as several Georgia weeklies and the semi-weekly Bluffton Today in South Carolina. She is vice-president of the Georgia Press Foundation Board.*

**Empire Room 2**

Making the Transition to the Professional Newsroom

**Presenter:** Cailin O'Brien

What are the challenges of making the transition from your college newspaper to the professional newsroom? What does every graduate going to work at a newspaper need to know?

*Cailin O'Brien was named the 2015 Emerging Journalist of the Year by the Georgia Press Association. She is now a Digital Producer at the Atlanta Journal Constitution. Cailin is a former news editor at the Red & Black, and former government reporter for the Clayton News Daily and the Henry Daily Herald in metro Atlanta.*

**3:30 — 4:20 p.m.**

**Empire Room 1**

Video for Journalists

**Presenter:** Mark E. Johnson

*Mark Johnson, Senior Lecturer of Photojournalism at the University of Georgia's Henry W. Grady College of Journalism and Mass Communication, will take a look at video for newspapers and discuss tools, along with best practices.*

**Empire Room 2**

Watchdog Journalism

**Presenters:** Jim Zachary and Cailin O'Brien

Share your best examples of watchdog reporting and commentary from the previous year, whether it was holding university officials accountable, reporting on campus crime, uncovering wasteful spending or championing a cause that will benefit your readers. Your peers will vote and at the end of the session, Zachary will again award the Georgia Press Institute Watchdog Award.

*Jim Zachary is the editor of the Valdosta Daily Times, director of the Transparency Project of Georgia, vice-chairman of the Red & Black board of directors and a member of the Georgia First Amendment Foundation Board of Directors.*

**5:00 — 6:30 p.m.**

Open House and Social Mixer

The Red & Black

540 Baxter Street, Athens, GA

## SATURDAY, FEBRUARY 13

**8:30 — 9:30 a.m.**

**Oconee River Room 1 and 2**

Networking breakfast and Georgia College Press Association Elections

**9:30 a.m. — 12:20 p.m.**

**Foundry Building Lobby**

One-on-One critiques and visit with exhibitors

**9:30 — 10:20 a.m.**

**Empire Room 1**

Storytelling in Journalism

**Presenter:** Dean Poling

Storytelling in Journalism: As legendary news producer Don Hewitt of "60 Minutes" said and successfully practiced: "Tell them a story ..." Thoughts on implementing facts and reporting to write articles in creative yet accurate ways. Draw readers into features, event coverage and even hard news through compelling stories.

*Dean Poling is the managing editor of The Valdosta Daily Times, associate editor of Valdosta Scene magazine, author of two column collections and one novel, and regularly teaches a creative writing class.*

**Empire Room 2**

Design Doctor

**Presenter:** Sebastian Wee

A designer wears many hats, and one of them is problem-solving. Learn about what you can do when you don't have enough material (or the time) to fill a page. Bonus: Tips to whip editors into shape so they can provide you with the material you need to create a beautiful page.

*Sebastian Wee is a designer at The Gainesville Times and The Covington News, volunteer editorial adviser at The Signal of Georgia State University and a member of College Media Association.*

**10:30 — 11:20 a.m.**

**Empire Room 1**

Ethical Journalism in the Social Media Age

**Presenters:** Kristin Finney and Dean Poling

Ethical Journalism in the Social Media Age: Balancing the ever growing need to be the first source online and on social media while still maintaining the ethical standards of good journalism can seem impossible. Poling, a seasoned journalist, and Finney, a digital based newcomer, offer tips on finding the best balance for your publication.

*Kristin Finney is the Digital Editor for the Valdosta Daily Times and in 2015 received the Associated Press Media Editors Award for Best Newspaper Website.*

**Empire Room 2**

Sports Journalism

**Presenter:** Doug Roberson

The days of the deadline gamer and long-form feature, such as one on Demaryius Thomas or another on Krige Schabert, seem to be over because of segmented audiences wanting information in bite-sized chunks, rather than leisurely sit-down meals. So, how can you stand out if writing is a skill that may not be as valued as it once was?

*Doug Roberson is a reporter at the Atlanta Journal-Constitution. He holds a BA from UGA and an MBA from Georgia State. He is formerly an award-winning sports editor at the Daily Press in Newport News, Va.*

**11:30 a.m. — 12:20 p.m.**

**Empire Room 1**

Open Government Symposium

**Presenters:** Hollie Manheimer & Jim Zachary

Why government transparency matters? What does the law say?

Bring your questions about open records and open meetings.

*Hollie Manheimer began work as the first and only executive director of the Georgia First Amendment Foundation in January 1996. She graduated cum laude from Dartmouth College; received a Master's in English from New York University; earned her Juris Doctorate from Emory University Law School; and received a Master's in communication from Georgia State University. When not serving the foundation, Hollie practices law with Stuckey & Manheimer, Inc. and serves as a part-time judge of the DeKalb County Recorders Court.*

**12:30 p.m.**

**Oconee Rooms 1 and 2**

Georgia College Press Association Awards Luncheon

Enjoy the banquet and receive your GCPA awards.

*Photos courtesy of The Classic Center and Elements Studio-ADDA*

## GCPA Board Nomination Form

The Georgia College Press Association will hold elections for its student board at the annual meeting on Saturday, Feb. 13, 2016, during Georgia Press Institute.

The deadline for nominations is Jan. 27, 2016. Please make your nominations below and email this form to [mfielder@gapress.org](mailto:mfielder@gapress.org) or fax this form back to 770-454-6778.

School Name: \_\_\_\_\_

President: \_\_\_\_\_

Vice President: \_\_\_\_\_

Secretary: \_\_\_\_\_

Treasurer: \_\_\_\_\_

Board Members: \_\_\_\_\_

You may nominate more than one candidate for any position.  
Call 770-454-6776 with questions.

## Hotel Accommodations

Special rates for accommodations on Friday, Feb. 12, are available at the following hotels:

### Holiday Inn Athens

706-549-4433

**Room Rate:** \$99-\$109

Reservations must be made by Jan. 22, using group code: GCP

### Holiday Inn Express Athens

706-546-8122

**Room Rate:** \$99

Reservation must be made by Jan. 22, using group code: GCP

### Graduate Athens

866-928-4367

**Room Rate:** \$119

Reservations must be made by Jan. 26, using group code: CP0212  
If calling the code is: Georgia College Press Association

## Registration Day 1 - College Member - Registration Day 2

### Friday, February 12, 2016

\$25 registration fee per person includes sessions, activities and afternoon refreshments.

Total # for sessions: \_\_\_\_\_ X \$25 = \_\_\_\_\_

Total # for networking social: \_\_\_\_\_ If attending, specify with \*.

Friday Total: \_\_\_\_\_

Names of attendees: \_\_\_\_\_

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### Saturday, February 13, 2016

\$50 registration fee per person includes all sessions, activities, light continental breakfast and plated lunch. Please note any dietary restrictions next to the name. Requests may not be made on-site.

Total # for sessions: \_\_\_\_\_ X \$25 = \_\_\_\_\_

Total # for lunch: \_\_\_\_\_ X \$25 = \_\_\_\_\_

Saturday Total: \_\_\_\_\_

Names of attendees: \_\_\_\_\_

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Make checks payable to Georgia Press Educational Foundation and fax to 770-454-6778 or email to [mphodges@gapress.org](mailto:mphodges@gapress.org) by Feb. 8. For a refund, cancellations must be made by Feb. 8.

Georgia Press Association  
Georgia College Press Association  
3066 Mercer University Drive  
Atlanta, GA 30341-4137

JOIN THE CONVERSATION AT  
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# GEORGIA PRESS INSTITUTE

## Feb. 12 — 13, 2016

**The Foundry Building  
at The Classic Center,  
Athens, Georgia**