

# #gapressinstitute

The Southeast's premier training event for collegiate print journalists.



On the campus of Mercer University, Macon, Ga.

## Friday, February 10th

**Noon — 1 p.m.**

**Mercer University - University Center**

Registration

**1 p.m. — 1:55 p.m. Sessions**

**Digital Platforms**

Keith Herndon, UGA

Connell Student Center Conference Room 3

Getting information to readers every way you can.

**Special Projects #1**

The Spectator staff, VSU

Connell Student Center Conference Room 1

Using Digital Reporting to Build Beats: This session will cover how to use digital reporting skills, including internet searching and data analysis using Excel and Access, to generate excellent beat reporting.

**2 p.m. — 2:55 p.m. Sessions**

**Building Bridges with Community, Advertisers and Readers**

Don Bailey - Telegraph - Macon

Connell Student Center Conference Room 1

The importance of connections that go beyond selling ads and interviewing sources.

**Editorial Writing**

JK Murphy, Marietta Daily Journal

Connell Student Center Conference Room 3

Learning to write editorials that make a difference.

**3 p.m. — 3:55 p.m. Sessions**

**Photo Journalism**

Woody Marshall, Mark Johnson, The Telegraph, UGA

Connell Student Center Conference Room 1

Get the perfect picture that tells a story.

**Making your campus paper a must read**

Ed Morales, The Athens Banner Herald

Connell Student Center Conference Room 3

Giving readers what they want and need to know.

**4 p.m. — 4:55 p.m. Sessions**

**Special Projects #2**

The Red & Black staff, UGA

Connell Student Center Conference Room 1

Politics 2016 Survey: An ambitious project that provided a comprehensive look at political views on campus. Learn how it all came together and how you can do something similar at your newspaper.

**Enterprise Reporting**

Sherrie Marshall and Oby Brown

Connell Student Center Conference Room 3

The importance of in-depth reporting.

**5:30 p.m. — 6:30 p.m.**

**Hilton Garden Inn, main floor.**

Social hour

## Saturday, February 11th

**8 a.m. — 8:55 a.m.**

**Networking Breakfast and GCPA Board Elections**

University Center President's Dining Room

**9 a.m. — 9:55 a.m.**

**Watchdog Journalism**

Jim Zachary

Connell Student Center Conference Room 1

Share the great work you have done at your campus paper and compete for the coveted Ga. Press Institute Watchdog of the Year Award to be given away at the end of the session.

**Dynamic Design #1**

Sebastian Wee, Gainesville Times

Connell Student Center Conference Room 3

Make your pages pop. Compelling, dynamic page design to give your paper a fresh look.

**10 a.m. — 11:55 a.m. Rotation**

**Covering the 2016 Election**

Greg Bluestein, Atlanta Journal-Constitution

Connell Student Center Conference Room 3

Q & A session with Political Insider Greg Bluestein, Atlanta Journal-Constitution political reporter.

**Open Government Symposium**

Georgia First Amendment Foundation

Transparency Project of Georgia

Connell Student Center Conference Room 1

Discussions about open meetings and public records, how to gain access and how to leverage sunshine laws in your reporting.

*Attendees will be able to take part in both sessions.*

*Speakers will rotate rooms at 10:55 a.m.*

**Noon**

**GCPA Annual Banquet & Awards Luncheon**

University Center President's Dining Room

Emcee Jim Zachary

## GCPA Board Nomination Form

The Georgia College Press Association will hold elections for its student board at the annual meeting on Saturday, Feb. 10, 2017, during Georgia Press Institute.

The deadline for nominations is Jan. 27, 2017. Please make your nominations below and email this form to [mphodges@gapress.org](mailto:mphodges@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

**Hilton Garden Inn Macon / Mercer University**  
Room Rate: \$119

[http://hiltongardeninn.hilton.com/en/gi/groups/personalized/M/MCNGAGI-GCI-20170210/index.jhtml?WT.mc\\_id=POG](http://hiltongardeninn.hilton.com/en/gi/groups/personalized/M/MCNGAGI-GCI-20170210/index.jhtml?WT.mc_id=POG)

**Group Name:** Georgia Prep Association-College Press Institute  
**Group Code:** GCI

**Check-in:** 10-FEB-2017  
**Check-out:** 11 -FEB-2017

**Hotel Address:** 1220 Stadium Drive,  
Macon, Georgia 31204  
**Phone Number:** 478-741-5527

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

### Friday, February 10, 2017

\$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 11, 2017

\$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**  
**#gapressinstitute**



# GEORGIA PRESS INSTITUTE

## Feb. 10 – 11, 2017

**The University Center**  
**at Mercer University,**  
**Macon, Georgia**