

## **GPA's J-School at the University of Georgia's Grady College: Sept. 28-29**

*Hosted by the James M. Cox Jr. Institute for Journalism Innovation, Management and Leadership  
in partnership with the Georgia First Amendment Foundation*

*Location: Main Auditorium, Russell Special Collections Library*

### **Thursday, September 28**

#### **1:30 - 1:45: Welcome and brief opening remarks**

**Robin Rhodes**, Georgia Press Association

**Keith Herndon**, Director, Cox Institute at Grady

#### **1:45 - 2:45: Session 1**

“Covering Politics in a Divided Community” – learn about best practices for sourcing and writing about the political divide in many Georgia communities.

**Greg Bluestein**, political reporter

The Atlanta Journal-Constitution

2:45 - 3:00: Brief break

#### **3:00 - 4:15: Session 2**

“Understanding Open Meetings” - learn how Georgia law guarantees you access to public officials and their business – and when to push back when they try to close the doors.

**Jim Zachary**, editor

The Valdosta Daily Times and Community Newspaper Holdings

Board member, Georgia First Amendment Foundation

#### **4:15 - 5:30: Session 3**

“Understanding Open Records” - Learn what records you can and can't get under Georgia's open records law, how to increase the chances of getting the records you want and what to do when your requests are denied.

**Ken Foskett**, senior editor, investigations

The Atlanta Journal-Constitution

Board member, Georgia First Amendment Foundation

5:30 - 6:30: Reception (followed by dinner on your own)

## Friday, September 29

### 8:30 - 9:45: **Session 4**

“Visual Best Practices” – Learn tips for getting the most impact out of your photos, videos and graphics across multiple platforms.

**Mark Johnson**, senior lecturer

Grady College

**Kendall Trammell**, associate producer

CNN Digital

9:45 - 10:15: Networking Break

### 10:15 - 11:30: **Session 5**

“Best Practices for Writing Across Platforms” – Learn how to get the most from your copy as you post across print, websites, social media and mobile products.

**Lori Johnston**, co-founder

Fast Copy News Service

Instructor, Grady College

11:30 - 11:45: **Concluding Remarks/Wrap-up**

## GPA’s J-School Faculty (alphabetical)



**Greg Bluestein** is a political reporter who covers the governor's office and state politics for The Atlanta Journal-Constitution. He joined the newspaper in June 2012 after spending seven years with the Atlanta bureau of The Associated Press, where he covered a range of beats that included politics and legal affairs. He also contributes to the AJC's Political Insider blog. He's a graduate of the University of Georgia with degrees in journalism and political science.



**Ken Foscett** is senior editor for investigations at The Atlanta Journal-Constitution and a board member of the Georgia First Amendment Foundation. He won the 2015 IRE award for innovation in investigative reporting. He is the author of a critically acclaimed book: Judging Thomas: the Life and Times of Clarence Thomas. Foscett has a master's in journalism from Columbia University and a bachelor's in history from Yale.



**Dr. Keith Herndon** is a Professor of Practice in Journalism, and serves as director of the James M. Cox Jr. Institute for Journalism Innovation, Management and Leadership. He has more than 30 years experience in media as a reporter, editor, technologist and consultant. He earned his Ph.D. in media and information from Australia's Curtin University in 2011. He holds a master's degree from the University of Oklahoma and a bachelor's degree in journalism from the University of Georgia.



**Mark E. Johnson** is the Senior Lecturer of Photojournalism and Chief Technology Officer at the Grady College. After a dozen years as a photojournalist and director of photography, Johnson joined Grady in 2005, building the visual journalism program through student workshops and bringing the National Press Photographers Association's headquarters to Athens. He is on the board of the Red & Black and is a visiting faculty member at the Poynter Institute.



**Lori Johnston** is a former Associated Press writer and magazine editor whose work has appeared in publications and websites including the Atlanta Journal-Constitution, Wall Street Journal and People magazine. She and her husband, Andy, own Fast Copy News Service, an Athens-based freelance agency with a team of writers producing for regional and national media. She holds a journalism degree from the University of Georgia.



**Kendall Trammell** is an associate producer on CNN Digital's mobile news team where she executes CNN's mobile and off-platform efforts across emerging platforms and products, such as Apple News and Google Newsstand, and CNN Digital properties, including CNN.com and the CNN mobile app. She was at Cox Media Group, where she developed and implemented a video distribution strategy for Rare.us and other sites under the Fans 1st Media division. She holds a journalism degree from the University of Georgia.



**Jim Zachary** is editor of the Valdosta Daily Times and a regional editor for Community Newspaper Holdings, Inc. He is the founder of the Transparency Project of Georgia and a board member of the Georgia First Amendment Foundation. He won the 2016 Freedom of Information award from the Associated Press. Zachary is active in journalism education serving as board chair for the Red & Black student newspaper at UGA and as a member of the Grady College's Board of Trust.