

#gapressinstitute

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

FRIDAY, FEBRUARY 6

1 - 1:30 p.m.

Foundry Building Lobby

Registration and refreshments

1:30 - 2:20 p.m.

Empire Room 1

Reporting on Ebola and Other Infectious Diseases Address from Dave Daigle, Associate Director for Communications, Office of Public Health Preparedness and Response, Centers for Disease Control and Presentation of the Public Notice Journalism Prize

2:30 - 5:20 p.m.

Foundry Building Lobby

One-on-one critiques and visit with exhibitors

2:30 - 3:20 p.m.

Empire Room 1

Question and answer with Georgia Sheriffs' Association leadership

- Terry Norris, Executive Director, Georgia Sheriffs' Association
- Wiley Griffin, Decatur County Sheriff and GSA President
- Howard Sills, Putnam County Sheriff and GSA Active Past President

Oconee River Room 1

Arts & Living College Section Editors Round Table

- Bryce McNeil, Assistant Director for Student Media, Georgia State University

2:30 - 4:20 p.m.

Empire Room 2

The Importance of a Free Student Press

- Catherine Sevckenko, Associate Director of Litigation, F.I.R.E. - The Foundation for Individual Rights in Education, Philadelphia, Pa.

Willow Room

How to Build a News and Video Package for Your Newspaper's Website

- Mark Johnson, Senior Lecturer, Grady College, University of Georgia

3:30 - 4:20 p.m.

Empire Room 1

Ethics in Digital Media

- Susan Catron, Executive Editor, Savannah Morning News

Oconee River Room 1

Investigative Reporting: What Story Did You Break and How Did You Break It, featuring the TPOG Watchdog Award

- Kelsey Cochran, Enterprise and Government Reporter, Athens Banner-Herald
- Jim Zachary, Director, Transparency Project of Georgia

4:30 - 5:20 p.m.

Empire Room 1

Ethics in Print Journalism

- Susan Catron, Executive Editor, Savannah Morning News

Empire Room 2

Sports Reporting: Beyond the Scores and Stats

- Vicki Michaelis, Director, Grady College Sports Media Certificate Program

Willow Room

Best Business Practices Panel moderated by Elliott Brack, Publisher, GeorgiaClips.com

- William Bronson, Publisher, The Daily Citizen, Dalton
- Jennifer Leavy, Special Projects Coordinator, The Brunswick News
- Natalie McClure, General Manager, The Red & Black, Athens

Oconee River Room 1

College Mobile Journalism Round Table

- Dr. Patricia Miller, Professor and Journalism Adviser, Valdosta State University
- Chase Chalker - Digital Editor-in-Chief, The George-Anne, Georgia State University

5:30 - 6:30 p.m.

Oconee River Room 2

Networking social for colleges and professionals

Hors d'oeuvres and beverages provided. Cash bar will be available for 21+.

SATURDAY, FEBRUARY 7

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 2

Self-Editing with AP Style

- Joe Danborn, South Enterprise Editor, The Associated Press, Atlanta

Willow Room

Hey Ma Look at This: Being Sure Your Story Grabs the Reader's Attention

- Dan Pool, Editor, Pickens County Progress, Jasper

Cypress Room 1

Round table for designers and photographers: Working with the Editorial Department from a Production Aspect

- Ed Morales, News Editor, Athens Banner-Herald

9:30 - 11:20 a.m.

Empire Room 1

The Georgia Open Meetings and Open Records Act and Its Application

- Hollie Manheimer, Executive Director, Georgia First Amendment Foundation
- Jim Zachary, Director, Transparency Project of Georgia

10:30 - 11:20 a.m.

Cypress Room 1

Idea exchange for professionals

- Don Bailey, Publisher, The Telegraph, Macon

Cypress Room 2

Recruiting, Training and Retaining Staff at Your College Newspaper

- Will Price, Editor-in-Chief, The George-Anne, Georgia Southern University
- Lauren Gorla, Digital Managing Editor, The George-Anne, Georgia Southern University

10:30 a.m. - 12:20 p.m.

Empire Room 2

Social Media for Newspapers

- Ashley Rotan, Social Media Specialist, Athens Banner-Herald

Willow Room

Layout & Design: Rebooting Your Pages

- Sabastian Wee, Design Editor, The Covington News

11:30 a.m. - 12:20 p.m.

Empire Room 1

Analyzing Political Rhetoric: The Real Story Behind Politics

- Dr. Ed Panetta, Professor of Communication Studies, University of Georgia

Cypress Room 1

Driving Your Digital Ad Sales

- Travis Knight, Digital Director, The Telegraph, Macon

Cypress Room 2

College Peer Critiques: Bring your paper and you get to be the critic and the critiqued.

- Sammi Reid, Business Coordinator, The George-Anne, Georgia Southern University

12:30 p.m.

Oconee River Rooms 1 and 2

Georgia College Press Association Awards Luncheon with special guest Don Bailey, Publisher, The Telegraph, Macon

Photos courtesy of Marcus Williams and Jean Westmacott



Join us in "The Classic City."



Hotel Accommodations

Special rates for accommodations on Friday, Feb. 6, are available at the following hotels:

The Classic City Hilton Garden Inn - (706) 353-6800

Room Rate: \$129 - Reservations must be made by Jan. 16 using group code: OOCPA

Graduate Athens - (866) 928-4367

Room Rate: \$119 - Reservations must be made by Jan. 13 using code: GA College Press Association

Holiday Inn Athens - (706) 549-4433

Room Rate: \$109 - Reservations must be made by Jan. 16 using group code: GCP

Holiday Inn Express Athens - (706) 546-8122

Room Rate: \$93 - Reservations must be made by Jan. 16 using group code: GCP

Registration Day 1

- GPA Member -

Registration Day 2

Friday, February 6, 2015

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

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

Total # for networking social: _____ (included) Specify with * by the name if attending.
Friday Total: _____

Names of attendees:

Saturday, February 7, 2015

\$25 registration fee per person includes all sessions, activities and light continental breakfast. There is an additional fee for college press awards luncheon.

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

Total # for luncheon : _____ X \$25 = _____ Please note any dietary restrictions.
Saturday Total: _____

Names of attendees:

Make checks payable to Georgia Press Association and fax to 770-454-6778 or email to mfielder@gapress.org by Mon., Feb. 2. For a refund, cancellations must be made by Feb. 2.

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

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GEORGIA PRESS INSTITUTE Feb. 6 - 7, 2015

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