# #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 Sevcenko, 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

 $Best\ Business\ Practices\ Panel\ moderated\ by\ Elliott\ Brack,\ Publisher,\ Georgia Clips.com$ 

- 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 Southern 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 the 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

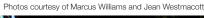
College Peer Critiques: Bring your paper and you get to be the critic and the critiqued.

• 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















# **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:

#### 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

Friday, February 6, 2015	Saturday, February 7, 2015
\$30 registration fee per person includes sessions, activities, afternoon refreshments. Evening networking social is an extra \$15 per person.	\$30 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 \$30 = Specify which attendees w/ *.  Friday Total: Specify which attendees w/ *.  Names of attendees:	Total # for sessions : X \$30 = Specify any dietary restrictions w/*.  Saturday Total: Names of attendees:

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

**JOIN THE CONVERSATION AT** #gapressinstitute



PRESS INSTITUTE jeb. 6 - 7, 2015

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