

IMPORTANT SCHEDULE NOTES:

Award Presentations:

All Awards will be presented during the first session in the Multipurpose Room. If you entered any of the summer contests in Newspaper, Yearbook, Broadcast, or Online News, be sure to attend this session.

Patrick Tuohey Write-Off:

Students entering the write-off will write a news article about the keynote presentation in Multipurpose Room A during session 2. Please take a seat near the front. After the session is over, report to room 174 to write your story during session 3.

Winners will be notified through their school.

The Patrick Tuohey Write-Off Contest is sponsored by The Record/NorthJersey.com.

Meals:

Coffee and pastry will be served in Multipurpose Room B from 8:30 to 10:00 a.m. for all advisers, speakers, and guests.

A buffet lunch for advisers, speakers, and guests will be served in Multipurpose Room B from 11:00 a.m. to 1:00 p.m.

Students should plan to purchase and eat lunch in the food court area.

Student Chapter:

The GSSPA Student Chapter is a group for, and run by, high school journalists in New Jersey.

The group's purpose is to create a network for student journalists who meet online to discuss their school publications experiences and concerns, as well as First Amendment rights and responsibilities.

Join the group through the GSSPA website <www.gsspa.org> or sign up during session 4 (12:00 - 12:40 p.m. in The Cove).

GSSPA Fall Conference | 2024

Welcome to GSSPA's Annual Fall Press Day!

We are pleased to welcome you to the Busch Campus Center for an exciting day featuring a variety of workshop sessions and expert speakers.

Please read this conference program carefully, and review the schedule notes to the left for **details about the keynote session and the Write-Off Contest, as well as all session information on the following pages.**

Students are encouraged to attend as many workshop sessions as possible. We suggest that advisers divide students evenly among the various sessions to avoid overcrowding and to gather the greatest variety of information.

If you have any questions during the day, you may ask any GSSPA board member or visit the registration desk for assistance.

We hope you enjoy the program and take full advantage of the resources presented today.



Speakers | 2024



MIKE SIMONS KEYNOTE SPEAKER

Mike Simons, MJE, is the adviser of Tesseræ Yearbook in Corning, N.Y. and the 2021 H.L. Hall National Yearbook Adviser of the Year. Simons' students have earned numerous NSPA Pacemaker and CSPA Gold Crown honors and are leaders in New York's efforts to pass New Voices legislation, which would clarify and protect First Amendment rights of student journalists in the state.

Multipurpose Room A at 9:55 a.m.



MARIA LaROSA FEATURED SPEAKER

Maria was born in the Hudson Valley and raised in Bergen County, New Jersey. She has been with WNBC New York since 2019 where she is the meteorologist for *Today in New York*. Yes, her alarm goes off early — 1:45 a.m. — and she is on-air at 4:30 a.m. Before returning home to the Tri-State, she spent nearly nine years at The Weather Channel in Atlanta. She reported from the field before, during, and after storms like tornadoes, hurricanes, and blizzards, along with co-anchoring broadcasts like *America's Morning Headquarters*, *Wake Up with Al* and *Weekend Recharge*. Prior to joining The Weather Channel, she previously worked as a weekday morning and noon meteorologist for CBS 3/WYW-TV in Philadelphia, for the Fox affiliate WXIX-TV in Cincinnati, and ABC affiliate WTVM-TV in Columbus Georgia. She holds a Bachelor of Science degree in Meteorology from Penn State University, and the oldest of her three boys is now a freshman at Rutgers-Newark studying business and economics. Big Ten Family!

Center Hall at 11:05 a.m.



HEATHER O'ROURKE FEATURED SPEAKER

Heather O'Rourke joined the ABC Eyewitness News team in 2002. She has been the morning traffic anchor for the program since 2013. Previously she was an airborne traffic anchor, a full-time radio traffic anchor, and for six years she was a fill-in news anchor for WPLJ-FM. O'Rourke has won three Emmys for her work at WABC-TV.

Center Hall at 11:50 a.m.

ROOM 9:10 a.m. - 9:50 a.m. - DESCRIPTION

<p>Multipurpose (capacity 300)</p>	<p>Showcase of Excellence <i>GSSPA Board</i> Newspaper, Yearbook, Broadcast, and Online News Awards will be presented during the Showcase of Excellence. If you entered one of GSSPA's annual contests, this session is for you.</p>
<p>Center Hall (capacity 112)</p>	
<p>The Cove (capacity 48)</p>	
<p>Room 174 (capacity 90)</p>	
<p>Room 122 (capacity 90)</p>	<p>Journalism Ethics in a less than ethical world: <i>Jane Primerano, Independent Journalis, Society of Professional Journalists, GSSPA Board Member</i> Explaining and discussing the SPJ Code of Ethics for high school journalists</p>
<p>Room 120 (capacity 15)</p>	<p>Amplifying the Community Voice: <i>Ishani Bakshi & Josie Gonsalves, Public Square Amplified</i> Civics and community focused Journalism - will focus on strategies key to community and civic focused journalism: building trust, interviewing, local research, and identifying stakeholders.</p>
<p>Room 118 (capacity 15)</p>	
<p>Room 117 (capacity 40)</p>	
<p>Room 116 (capacity 90)</p>	<p>Write to Know <i>Donna S. Beck, EdD, Journalist</i> This session will review the central aspects of newswriting and reporting for both print and digital platforms. Discussions will focus on the unique structure of a news story, to organizing complex information into truthful, objective, and accurate journalism.</p>

ROOM 9:55 a.m. - 11:00 a.m. - DESCRIPTION

<p>Multipurpose Room A (capacity 300)</p>	<p>Keynote: Big Stories, Big Opportunities, Big Responsibilities <i>Mike Simons, Adviser, Tesseract Yearbook</i> With newsrooms shrinking or closing nationwide, student publications' role in their communities matter now more than ever. With their First Amendment rights in hand and as the original 'embedded' reporters, student journalists need to be courageous in their pursuit of honest, authentic reporting in their schools and communities.</p>
<p>Center Hall (capacity 112)</p>	<p>From Ordinary to Extraordinary <i>Bonnie Blackman, Jostens Publishing Representative</i> If your yearbook is good, and you goal is to make it better than good, tips in this session may help you to achieve that goal.</p>
<p>The Cove (capacity 48)</p>	
<p>Room 174 (capacity 48)</p>	<p>Opinion Writing: Editorials, Columns, Essays: <i>Alfred Doblin, Director, Strategic Communications, Port Authority NY&NJ</i> Discuss the differences among editorials, columns, and essays (oped). Explore how they are written and interact with students regarding issues they may face writing editorials and opinion pieces at a student newspaper.</p>
<p>Room 122 (capacity 90)</p>	<p>Helping your peers with Media Literacy: <i>Jane Primerano, Independent Journalis, Society of Professional Journalists, GSSPA Board Member</i> Discussing how student journalists can help their peers understand information and disinformation.</p>
<p>Room 120 (capacity 90)</p>	<p>Lets Get Social: <i>Staci Toporek, Governor Livingston H.S., Maddy Santore, TCNJ; Annabelle Taskila, TCNJ; Lexi Tenenbaum, Fairfield</i> We've all participated in the same ice breakers time and time again. Learn some new activities to help develop leadership, encourage team work and build a stronger staff.</p>
<p>Room 118 (capacity 15)</p>	
<p>Room 117 (capacity 40)</p>	<p>Building a Podcast From the Ground Up: <i>Brian Smith, Adviser, The Delphu; Abigail Eckert, The Delphi; Giana Roberts, The Delphi.</i> If you are looking to start a podcast, this session is for you! Come learn how to take your idea and turn it into a reality as we discuss the writing, recording, publishing and branding processes needed to build a successful podcast.</p>
<p>Room 116 (capacity 90)</p>	<p>Media and Journalists Safety concerns covering elections and rallies: <i>William P. Allen, Photojournalist- Historian</i> This session is designed to discuss significant challenges photojournalists will face in this election year. Those attending will also receive some quick reference materials.</p>

ROOM

11:05 a.m. - 11:45 a.m. - DESCRIPTION

Multipurpose Room A
(capacity 300)

Inside the life of a sports reporter; from high school to professional

Mike Morreale, Sports Journalist for the National Hockey League

Building a sound foundation in sports reporting at any level can prepare you for a career in sports journalism. Discussion will include key concepts in interviewing and writing styles to lure readers into your world and subject matter, understanding there is more to story-telling than the statistics.

Center Hall
(capacity 112)

Forecasting Your Future:

Maria LaRosa, WNBC Meteorologist

I want to share the ups and downs of my career and show how each decision (and indecision) can create a promising, fulfilling, fun and challenging career path. Even if you still aren't sure of that first step.

The Cove
(capacity 48)

Student Roundtables

Room 174
(capacity 48)

Patrick Tuohey Write-off Contest:

Students entering the write-off contest should report to room 174 directly after the keynote session. You will have 40 minutes to write your story.

One entrant per staff.

Room 122
(capacity 90)

Headless Body in Topless Bar:

Claire Regan, Journalism Professor, Wagner College

It takes most journalists a whole career to become good headline writers – but you can do it in just 45 minutes during this session. Three simple steps will help you master this critical skill.

Room 120
(capacity 90)

Dress To Impress

Christine Mooney, Yearbook Adviser, Donovan Catholic H.S.; Karen Bruno, Varsity Yearbook Representative

Presenting a unified theme throughout your book will make for an impressive yearbook. See all the "accessories" that will help you to create an award-winning book.

Room 118
(capacity 15)

Room 117
(capacity 40)

Will Fake News Break News?:

Stephen Chiger, Director of Literacy@Uncommon Schools, GSSPA Past President

AI isn't just about chatbots and image generators. It's a wake-up call for schools that have been slacking on preparing you for the digital world you already live in. Last year, NJ became the first state in the country to require K-12 media literacy instruction, but will it actually work? We'll dive into why this initiative might flop and how you can report on it. Schools can't afford to mess this up—are we about to? Join this session to get the tools you need to cover this key issue.

Room 116
(capacity 90)

Why Photojournalism Matters:

Wayne Woolley, Communications High School, Quinnipiac University

A quick overview of how photojournalism changed how America sees itself (Civil War to Civil Rights) to quick how-to on basic camera work for the student journalist, from the importance of shooting in RAW when possible to using the exposure triangle to make editorial decisions.

ROOM**11:50 a.m. - 12:30 p.m. - DESCRIPTION**

Multipurpose Room A (capacity 300)	How to Tackle Sportswriting: <i>Greg Tartaglia, Sports Reporter, The Record/NorthJersey.com</i> The basics of reporting on games, athletes and teams, as well as developing sports feature stories.
Center Hall (capacity 112)	Being an On-air Journalist <i>Heather O'Rourke, Traffic Anchor at ABC 7 Morning News</i> Discussion the steps to become and on-air journalist and the ins and outs of the career.
The Cove (capacity 48)	Student Chapter Meeting <i>Jason Langer, The Flame Student Newspaper</i> A chance to meet student journalists from other schools, come together to discuss hot topics and interesting issues, share ideas (and frustrations!). Stop in and step up as state-wide student journalism leaders and members of our GSSPA Student Chapter!
Room 174 (capacity 48)	Cornflakes, Confessions, and Controversies (Student/Adviser Rights) : <i>John Tagliareni, GSSPA Board</i> In this entertaining and informative session, the speaker will cover First Amendment rights, the NJ New Voices Law and provide legal advice and strategies for students and advisers. He will give suggestions for covering controversial and sensitive issues and give assistance regarding censorship concerns with school administrators.
Room 122 (capacity 90)	AP Style Smackdown <i>Claire Regan, Journalism Professor, Wagner College</i> Does your staff follow Associated Press Style? Do they even know what it is? Learn why the AP Stylebook is the definitive reference for journalists and how you can start using it to strengthen your writing and editing skills.
Room 120 (capacity 90)	Write Way to Yearbook <i>Kara Sterner, CJE, Varsity Yearbooks</i> Join me to learn the ins and outs of headlines, caption and body copy writing specifically for yearbook journalism. Rules of tenses and content structure will all be covered to help staffs build successful copy in their yearbooks.
Room 118 (capacity 15)	Crisis Control & Coffee: Troubleshooting common problems as a newspaper adviser and journalism teacher <i>Alana VanDerSluys, MJE, Kinnelon H.S., GSSPA Board</i> In this session for all attendees, we will discuss common problems we all face as new (or veteran!) advisers or j-teachers. Then we'll talk about how to troubleshoot those problems easily and with confidence!
Room 117 (capacity 40)	Designing with Impact: Using Art and Photography in Newspaper Layouts: <i>Tanya Pastor, Lyndhurst H.S.</i> We've all heard the phrase, "A picture is worth a thousand words." In this session, Tanya Pastor, adviser of Lyndhurst High School's award-winning student newspaper, The Lighthouse, will explore how professional and scholastic publications effectively integrate art and photography into their layouts. Discover how to select and legally reprint images and logos for your own publication, and learn how to adapt inspiring design ideas to create standout page layouts.
Room 116 (capacity 90)	More Stories, and More Ways to Find Them <i>Mike Simons, Adviser, Tesseræ Yearbook</i> Tired of the same old homecoming coverage about the football game, spirit week, queen, and dance? Come for practical tips & tricks and inspiration from some of the nation's best 2024 yearbooks as you freshen up your storytelling and coverage for 2025 and beyond!

ROOM 12:35 p.m. - 1:15 p.m. - DESCRIPTION

<p>Multipurpose Room A (capacity 300)</p>	<p>No Cheering in the Press Box.: <i>Greg Tartaglia, Sports Reporter, The Record/NorthJersey.com</i></p> <p>The ins and outs of walking the fine line between sports fan and reporter, whether for print, digital or broadcast media.</p>
<p>Center Hall (capacity 112)</p>	<p>NJ New Voices Law: What does it mean for you? <i>Tom McHale, CJE, President GSSPA</i></p> <p>New Jersey is one of 18 states that ensures student journalists have editorial control over their publications. Learn how to use these protections to cover the stories that matter to your audience.</p>
<p>The Cove (capacity 48)</p>	
<p>Room 174 (capacity 48)</p>	<p>Pick Me! Pick Me! <i>Bonnie Blackman, CJE</i></p> <p>Journalism students possess a skill set that is highly valued. Motivation, organization, project management, finances and communication make a publication leader a prized addition to any college or business. Share ideas and skills that make you a top draft pick and discuss the challenges of being a leader. No advisers please.</p>
<p>Room 122 (capacity 90)</p>	<p>NJSBF Mock Trial Student Courtroom News Reporter Competition <i>Ashley Emerson, Sheila Boro, Kate Coscarelli, Tom Nobile, - NJ State Bar Foundation</i></p> <p>Join us for an informational session about the Student Courtroom News Reporter Competition. Hear from experts in the field about what the competition is and some tips on how to write a great courtroom news article. NJSBF Courtroom News Reporter Competition is free and open to high school students in public, private, charter and home schools in New Jersey.</p>
<p>Room 120 (capacity 90)</p>	<p>Human rights, social justice and democracy in the media <i>David Love, Assistant Teaching Professor of Journalism and Media Studies, rutgers University</i></p> <p>This session will examine media coverage of human rights, social justice, inequality and threats to democracy. We will consider how to produce media that is fair rather than objective; centers marginalized people; promotes empathy and empowers and engages the public as citizens in a democratic society.</p>
<p>Room 118 (capacity 15)</p>	<p>Newsletters 101 <i>Megan McGaha, Baltimore magazine/ Baltimore magazine/</i></p> <p>An introductory guide to the value of newsletters and how to run one for your organization or hobby.</p>
<p>Room 117 (capacity 40)</p>	<p>What's Your Inspo? <i>Staci Toporek, CJE, Governor Livingston H.S., Yearbook and News Adviser</i></p> <p>Discover new sources of inspiration and unlock your creativity by looking to the pros in advertising and marketing to inspire your theme and/or design for yearbook. Examine successful advertising and marketing campaigns to understand how industry professionals capture attention and engage audiences. See how these strategies can be adapted to create a memorable and impactful yearbook.</p>
<p>Room 116 (capacity 90)</p>	<p>Different Lenses Tell Different Stories <i>Mike Simons, Adviser, Tesseræe Yearbook</i></p> <p>As student photographers develop into strong photojournalists, it's important to know how the gear they're using impacts the stories they can tell. We'll take a look at how lens choice impacts photojournalists' coverage and storytelling with examples from some of the best student photographers in the nation.</p>



GSSPA Executive Board:

Thomas McHale, **CJE, President**
 Alana Van Der Sluys, **MJE, Vice President**
 Wayne Woolley, **Vice President**
 Diana Day, **Secretary**
 Brian Smith, **Secretary**
 Susan V. Everett, **MJE, Treasurer**

GSSPA Fall Conference Committee

Susan V. Everett, MJE, Conference Committee Chair

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Carlo Iacono	Wayne Woolley
Jason Langer	Yoni Yares
Thomas McHale, CJE	

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 The Record / North Jersey.com - sponsors of the Patrick Tuohey Write-off
 The New Jersey Press Foundation - sponsors of the Bernard Kilgore scholarship

Final Notes:

Scholarships Available to GSSPA Members

Visit the New Jersey Press Association website njpa.org/foundation to learn about the scholarships available to GSSPA members.

Bernard Kilgore Memorial Scholarship

\$5,000 college scholarship awarded to a high school student who is planning to pursue a career in journalism. This student also is named the Garden State Scholastic Press Association's New Jersey High School Journalist of the Year, and entered into the JEA National High School Journalist of the Year competition.

Bob Stevens Memorial Scholarship

Bob Stevens Memorial Scholarship - \$2,000 college scholarship awarded through the Garden State Scholastic Press Association to a high school senior who has demonstrated dedication to their school newspaper or yearbook.

GSSPA Membership:

Advisers who attend the GSSPA Fall Conference also enjoy full membership benefits for this school year, including:

- Eligibility for students to compete for the **Bernard Kilgore / NJ Journalist of the Year Scholarship** and the **Bob Stevens Memorial Scholarship**.
- Eligibility to enter the **Summer Newspaper, Online News, Broadcast and Yearbook Contests**.
- Email updates on important student journalism news and events

GSSPA
Fall
Conference | **2024**



45 years
DEFENDING
words*

*Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

