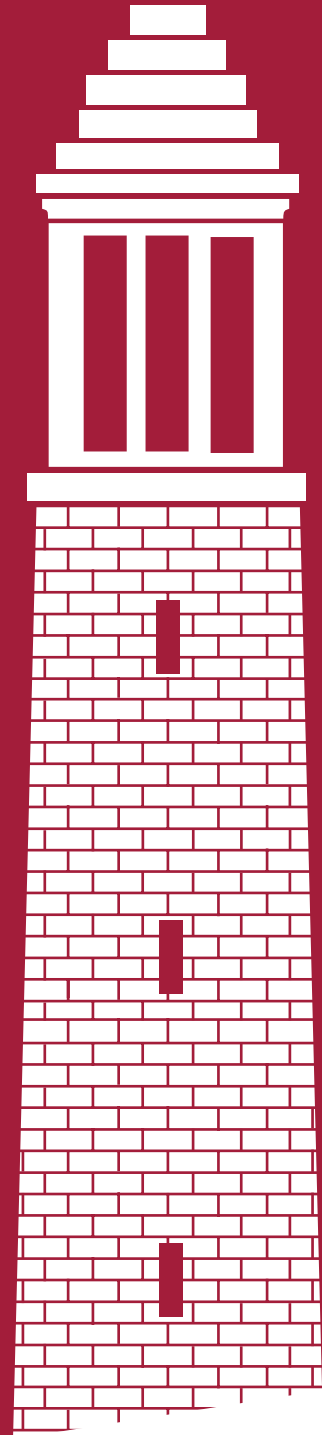


# ASPA FALL REGIONAL WORKSHOPS



TUSCALOOSA | SEPTEMBER 26, 2018  
BRYANT CONFERENCE CENTER | UNIVERSITY OF ALABAMA

# KICKOFF

9 A.M.  
BRYANT CONFERENCE CENTER, RAST B

Welcome | Meredith Cummings, MJE  
Director, Alabama Scholastic Press Association

Early College Presentation | Dr. Victoria Whitfield  
Director, UA Early College

Keynote | Dr. Darrin Griffin  
Director, the College of Communication & Information Sciences  
Human Communication Research Lab

## SESSION 1

10 A.M.

### **Sports writing | Terrin Waack | Nichols Room**

Learn to raise anticipation for upcoming games and sustain interest in the sport after the action is over. It's all about finding the questions that help players and coaches tell their stories. A sports reporter for The Tuscaloosa News and Tide Sports will show you how to get great interviews. Be prepared to quiz her about the inside story and ask for career tips.

### **All things yearbook | John Cutsinger | Central Bank Room**

In this case study, staffers will analyze a crowd-pleasing and award-winning yearbook from start to finish. Explore theme concept, coverage, writing, photography, design and marketing/selling.

### **Cover dos and don'ts | Emmett Christolear | Birmingham Room**

This session will explore best design elements for creating engaging and eye-catching literary magazine covers.

### **Multimedia storytelling | Bobby Mathews and Misty Mathews | Rast A**

This session will delve into multimedia feature storytelling and how to make feature stories come to life for the reader/viewer.

### **Learn from our mistakes | Andrea Matei | Rast B**

What went right and what went wrong? In this session a WVUA 23 producer will look at newscast footage to look at the good, the bad and the ugly so that students can learn from them and apply those lessons to school broadcasts.

# SESSION 2

11 A.M.

## **Image is everything | John Cutsinger | Central Bank Room**

For all publication genres, photography can make or break the immediate impression of your coverage. Careful planning, exhaustive shooting and effective designing requires attention to detail. It's a team effort between editors, photographers, writers and designers.

## **Editorial writing | Don Brown | Nichols Room**

The editorial is an opinion piece. It must be thoughtful in stating your opinion about an issue. Give all sides and justify your position. Spelling, grammar, clarity, proper sentence structure are absolutes.

## **Theme issues | Emmett Christolear | Birmingham Room**

How to prepare for soliciting literary magazine submissions, designing, and selecting content for theme issues.

## **Resources to improve your sports broadcasting | Brandon Kamerman | Rast B**

Take your broadcast sports reporting to the next level with tips from a pro. Get past bland play-by-play and stale color commentary and do what works for your school.

## **The art of the interview | Bobby Mathews and Misty Mathews | Rast A**

Think of interviewing as a conversation rather than a (sometimes nerve-inducing!) chore. In this session students will discover how to approach interviews with joy (and a lot of preparation!).

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Alabama Scholastic Press Association



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# #FRW18

# SESSION 3

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NOON

## **Yearbook design trends | John Cutsinger | Central Bank Room**

Track the evolution of design from traditional to modular, and now, the latest free form modular style. This hands-on session will assist designers in creating the most effective and efficient ways to present coverage and content.

## **Introduction to interviewing and reporting | Ed Enoch | Nichols Room**

Good reporting is critical to good writing. In this workshop, we will discuss preparation, strategies, and the challenges journalists face as they work to gather information for a story. The class will include lectures as well as small group activities.

## **Show don't tell | Bobby Mathews and Misty Mathews | Rast A**

Are you tired of the same old story? So are your readers. "Show don't tell" is an adage in the media industry. This session will teach students how to transport the newspaper or online reader into the story and make them feel like they are really there, as well as find new angles for tired stories.

## **Contests how to | Emmett Christolear | Birmingham Room**

Smart practices for hosting, judging, and rewarding literary magazine contests.

## **Put down that remote | Mike Royer | Rast B**

Make your viewer put down their remote with a broadcast so inviting they will have to watch. In this session, a veteran TV anchor will provide tips and tricks for engaging the viewer.

# BIOGRAPHIES

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**KEYNOTE SPEAKER: DR. DARRIN GRIFFIN** is an assistant professor in the Department of Communication Studies at The University of Alabama and the director of the College of Communication & Information Sciences (C&IS) Human Communication Research Lab. Griffin's research focuses on interpersonal communication contexts – specifically deception. Recently, he has led an effort to increase accessibility for the deaf at The University of Alabama and has conducted trainings on effective law enforcement interactions with the deaf community.



**DONALD BROWN** is a career journalist with significant recognition for his skills in Alabama. He was the original reporter covering the investigation of the "Torso Murders" in 1959 for The Birmingham News, and is now writing a book about the case. Brown went on to become editor of the Tuscaloosa News, Florence TimesDaily and Birmingham Magazine.



**SAVANNAH BULLARD** is a junior at the University of Alabama majoring in journalism with a double minor in art and computing tech and applications. She is a scholastic journalism veteran who won awards in all forms of media throughout her career, including ASPA's 2016 Rick Bragg Award for Feature Writing. Savannah lives in Tuscaloosa with her boyfriend and their cat where she works as the Lead Page Designer for the Crimson White, interns at WVUA 23 and serves as a Justice on the Academic Honor Council for the College of Communication and Information Sciences.



**EMMETT CHRISTOLEAR** graduated from UAB with a BA in English and Theatre. As a student, he was an editor with Kaleidoscope and Aura Literary Arts Review. Emmett is on faculty with the Ada Long Creative Writing Workshop, a 3-week day-camp for high school students held at UAB every June. His poetry has appeared in Aura and Black Napkin Press.



**JOHN CUTSINGER** semi-retired last year after 16 years in the classroom as a yearbook, newspaper and magazine adviser and 27 years as a Jostens educational and creative manager. He now acts as a Jostens Ambassador. A JEA Certified Journalism Educator, John takes great pride in his CSPAA Gold Key, his NSPA Pioneer, his JEA Medal of Merit and Friend of Scholastic Journalism, his SIPA Distinguished Adviser Award, and Dow Jones Newspaper Fund Journalism Teacher of the Year.





**ED ENOCH** is the higher education reporter for the Tuscaloosa News. During his 14-year career in daily newspapers in Alabama and Mississippi, he has also worked as a features writer and covered local and state governments and courts.



**BRANDON KAMERMAN** is the assistant sports director at WVUA 23 in Tuscaloosa. During his three years in Title Town, Brandon has covered three national championships, the Sugar Bowl, the Peach Bowl, the Cotton Bowl, the Women's College World Series, the NCAA basketball tournament and heavyweight boxing title fights. Prior to his time at WVUA 23, Brandon was the weekend sports anchor/reporter at KDRV-TV in Medford, Ore. He has also worked as a play-by-play announcer and studio host for Fox Sports Arizona. Brandon has a wife, three children and a dog named Honey.



**ANDREA MATEI** produces the 6 p.m. newscast for WVUA 23, located inside Bryant-Denny Stadium. She graduated from The University of Alabama with a BA in journalism. Matei has a long history with ASPA: she participated in workshops throughout high school, attended in the Multicultural Journalism Workshop in 2010, and volunteered while she was in college. Matei is German and has lived in the United States since 2002. She enjoys traveling, cooking, listening to music and watching football (both European and Alabama).



**BOBBY MATHEWS** is a freelance writer whose byline has appeared in the Birmingham News, the Atlanta Journal-Constitution, the Richmond Times-Dispatch, the Denver Post, and other newspapers across the United States. He spent fifteen years as a reporter and editor for daily newspapers in Alabama, Georgia, and Wyoming, and has won multiple awards for his sports reportage and humorous columns. His fiction writing has appeared in magazines like Southern Discoveries, Buzzwords, and the Alabama Literary Review. He lives in Birmingham, Alabama, with his wife and children.



**MISTY MATHEWS** is a lead communications specialist at BBVA Compass, where she mostly handles employee communications. She's previously been a communications and media relations specialist for the University of Alabama, managing editor of Truckers News magazine, and a reporter for the Troy Messenger. She also really likes cats.



**MIKE ROYER** is the Managing Editor at WVUA 23. He graduated in 1975 from Tennessee Temple University in Chattanooga, then served eight years in the Indiana and Tennessee Air National Guard. Mike was named Alabama's Best Television Meteorologist five times by the Associated Press. Mike anchored Emmy award-winning newscasts and received the Edward R. Murrow award for broadcast excellence. Mike is married to his wife Amy. They have two sons: Jack is an anchor and reporter for WIAT CBS 42 and Will is a junior at Birmingham-Southern College.



**LANE STAFFORD** received her BA from the University of Alabama where she studied journalism and is now pursuing her MA. She is currently the program assistant for the Alabama Scholastic Press Association and National Elementary School Press Association. This summer, Lane was a communications intern for the National Aeronautics and Space Administration at Marshall Space Flight Center. She was the visual media editor for Vida Magazine and a photographer for Alpine Living, both are award-winning, student-produced, travel magazines.



**TERRIN WAACK** graduated from the University of Alabama in May 2018, so she is only a couple months removed from college. She interned at The Tuscaloosa News, The Associated Press, The Chicago Tribune and Sporting News. Now, Terrin has a full-time job at The Tuscaloosa News, where she covers the University of Alabama football and gymnastics, along with heavyweight champion Deontay Wilder and NASCAR. Terrin also runs the TideSports website, which is powered by The Tuscaloosa News staff.

# THANK YOU!

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## **The Alabama Scholastic Press Association would like to say thank you to:**

Dean Craig Edelbrock and the the College of Continuing Studies  
Dean Mark Nelson and the C&IS Dean's Office  
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Department of Advertising and Public Relations  
Department of Communication Studies  
Steve Diorio and the staff of WVUA 23  
All of our wonderful session leaders!

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