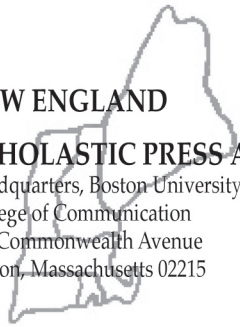


NEW ENGLAND

SCHOLASTIC PRESS ASSOCIATION

Headquarters, Boston University  
College of Communication  
640 Commonwealth Avenue  
Boston, Massachusetts 02215



NESPA

# News

Vol. 12, No. 2 Spring, 2007

## NESPA to host conference Friday, May 4 at Boston University Peter Gelzinis to give keynote on how to write for an audience

**H**ow to write for your audience will be the topic of the keynote speech at the New England Scholastic Press Association's 59<sup>th</sup> annual conference at Boston University Friday, May 4.

With the doors opening at 8, sessions will be from 9 until 2:30 at Boston University's College of Communication, 640 Commonwealth Ave., Boston.

Students, teachers, Boston University faculty and full-time journalists and media specialists will share information with the aim of supporting excellence in scholastic journalism.

### Keynote speech

Peter Gelzinis, a columnist for *The Boston Herald*, will give the keynote speech.

A Boston native and a graduate of Boston University's School of Public Communication, Gelzinis started at the *Herald* as a copy boy and then wrote his way onto the staff.

Having begun by reviewing rock concerts, Gelzinis covered arts, features and sports before becoming a columnist in 1982.

Also at the conference, delegates will find panels, exhibits, round-

tables, lectures and workshops where they can learn about the latest trends, and share concerns and ideas.

### For advisers

Exchange of curriculum materials

Round-table on areas of professional concern

Sign-ups for free, detailed publication critiques after the conference.

### For staffs

Advertising sales  
Broadcast writing  
Business management  
Computer tips  
Conducting effective interviews  
Design for newspapers  
Digital techniques  
Feature writing  
Fundamentals of news writing  
Legal and ethical considerations  
Magazine writing, editing and design

Opinion coverage and writing  
Photography  
Public relations  
Printing and publishing a daily newspaper

Reporting as a career  
Sports writing  
Staff motivation

Story ideas  
Typography  
Yearbook management  
Yearbook design and writing tips.

### Awards and recognition

Presentation of the All New England Awards will honor outstanding print and broadcast productions in their school population categories.

Publications and broadcasts will also receive Special Achievement Awards based on the excellence of individual submissions.

In addition, distinguished teachers will be honored with the Robert Baram Award, which is named for this organization's founder.

The Robert Baram Award is for outstanding advisers who have raised students' sights and standards in the practice of scholastic journalism.

### Benefits of pre-registration

Those whose forms arrive at Boston University by April 1 will receive more details about the conference including a preliminary program and speakers' list, and a list of places to have lunch.

Inside: Information about membership, registration and contests

# How to join NESPA

## Entry fees and related information

The New England Scholastic Press Association is dedicated to helping students and their advisers produce publications and broadcast programming of excellence.

### NESPA provides

- an annual conference
- evaluations and critiques of broadcast programs, magazines, newspapers and yearbooks
- contests
- awards for broadcast and print media evaluated

as a whole

- special awards for extraordinary work in a range of categories
- individual consultations and site visits
- professional development
- resources
- skill development
- special workshops
- special benefits for members including discounts on contest and convention fees.

## NESPA members and non-members

- Membership fee: \$50 for each publication or broadcast unit.
- Members pay NO registration fee for their advisers and up to six students at the annual NESPA conference.
- All other students from a MEMBER publication pay a registration fee of only \$3 each.
- Non-members' fee for registration at the conference is \$5 for each student and faculty adviser.

- Members pay NO publication entry fee for ONE of these contest entries: broadcast, magazine, newspaper or yearbook.
- Non-members' fees: \$15 per broadcast, magazine, newspaper or yearbook entry.
- Members' fee for each Special Achievement entry submission is \$1.50.
- Non-members' fee is \$2.50 for each Special Achievement entry submission.

## Registration and payment form

School name \_\_\_\_\_ phone ( ) \_\_\_\_\_

Address \_\_\_\_\_  
street city state zip e-mail

Adviser(s) name(s) \_\_\_\_\_

Editor(s) in chief name(s) \_\_\_\_\_

NESPA membership (\$50) \_\_\_\_\_

Conference registration fees \_\_\_\_\_

Bus parking (\$20) \_\_\_\_\_

Publication entry fees \_\_\_\_\_

Special Achievement entry fees \_\_\_\_\_

Check enclosed in the amount of \$ \_\_\_\_\_

#Attending \_\_\_\_\_

Make checks out to NESPA. Include special entry fees. NESPA non-members add publication fee. Dues are for periods January 1-December 31. **Mail entries, forms and checks to:**

NESPA, Helen F. Smith  
Boston University, College of Communication  
640 Commonwealth Ave.  
Boston, Mass. 02215

For information call (617) 353-3478 (office)  
(617) 969-5243 (evening)  
(617) 353-3405 (fax)  
or e-mail [phsmith@igc.org](mailto:phsmith@igc.org)

# Special Achievement Contest

The NESPA Special Achievement Awards are designed to reward excellence in individual and team work for New England's secondary school media.

This competition is open to students who have contributed to a student broadcast medium or publication at a public, independent or parochial senior high school. The contest seeks to provide increased public recognition for deserving scholastic media journalists.

Judges include members of the working press and faculty of the Boston University College of Communication. Those entries evaluated as "outstanding" in the categories noted here will receive NESPA Special Achievement Award certificates.

Entries must have been broadcast or published between **April 2, 2006** and **April 1, 2007**.

**DEADLINE** for receipt of entries at the College of Communication: **April 1, 2007**.

Preparation of entries: Send complete page, unmounted tearsheet on which entry appears.

## Entry categories

### • Broadcasting

Documentary  
Feature story  
Newscast series  
News story  
PSA

### • Magazine

Artwork  
Cover design  
Fiction  
Nonfiction  
Photography  
Poetry  
Typographical design

### • Newspaper

Advertisement  
Artwork/cartoon  
Bylined column  
Editorial

Feature photo

Feature story

News photo

News series

News story

Sports photo

Sports story

Review

Typographical design

### • Yearbook

Advertisement

Cover

Theme development and cover

Feature photo

Feature spread

Feature story

Sports photo

Sports spread

Sports story

Typographical design

Tape a filled out copy of entry form to the upper right corner of the back of each entry. Broadcast entry must be accompanied by appropriate script and essential program credit information. Enclose Special

Achievement fee and forms with your entries. Fill out forms in full.

Send entries to NESPA, Helen F. Smith, Boston University, College of Communication, 640 Commonwealth Ave., Boston, Mass. 02215.

## Special Achievement Contest entry form

Entry category \_\_\_\_\_ Date \_\_\_\_\_

Entry title (headline/program/page, etc.) \_\_\_\_\_

Publication or Broadcast program name \_\_\_\_\_

Student(s) name(s) to be recognized \_\_\_\_\_  
(in full and clearly, please)

School full name \_\_\_\_\_

School address and phone (in full) \_\_\_\_\_

\_\_\_\_\_ Adviser's e-mail \_\_\_\_\_

Adviser's signature \_\_\_\_\_

# Publications and Productions Contests

## All-New England Contest information

The NESPA Publications and Productions Contests are open to all school publications and broadcasts, both NESPA members and non-members. Awards will be given to broadcast (audio and video) productions, magazines, newspapers and yearbooks. All publications are evaluated and rated individually. Those receiving a Highest Achievement rating in Scholastic Editing and Publishing become eligible for first, second and third place All-New England certificates in the following size categories, using grades 9-12:

- Class I 1,000 or more students
- Class II 700-999 students
- Class III 400-699 students
- Class IV fewer than 400 students.

Entry information: Broadcasts, please submit audio

and video productions of the 2006-2007 school year, plus any one or two from **January, 2006 - June, 2006**. Magazines, submit all 2006-2007 school year issues. Newspapers, submit all 2006-2007 issues plus any two from **January, 2006-June, 2006**. Yearbooks, submit 2006 edition.

Please include \$3.50 for postage and handling for **each entry** you want returned. You **MUST** note which entry(ies) you wish returned.

Entry fee: **None** for NESPA members; \$15 per broadcast or publication entry for non-members.

Entry deadline: **April 1, 2007**.

Please make a copy of this form for each publication in a different category and send same with each contest entry. Fill out in full.

### Publication and Production entry form

Publication or Broadcast program name \_\_\_\_\_

Entry category (broadcast, magazine, newspaper, yearbook) \_\_\_\_\_

School name \_\_\_\_\_ School Population Class \_\_\_\_\_

School address \_\_\_\_\_

Phone # \_\_\_\_\_ Adviser's e-mail \_\_\_\_\_

Name(s) of Adviser(s) \_\_\_\_\_

*Attention publication adviser*

Helen F. Smith, executive director  
NESPA  
Boston University  
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