

# SCHEDULE



Students must attend a workshop during each session.

SESSION I 9:15 – 9:55AM

**Sports Feature Writing: Going Beyond the Daily Box Score** S104B

**A New Era of Journalism** G138

**Leader tour** MAIN LOBBY  
*Meet in lobby near registration.*

**The Hook: A good lead accomplishes many goals** S104A

**Overcoming Writer's Block** S121

SESSION II 10:00 – 10:55AM

**Overcoming Writer's Block** S121

**How Journalists Stay Credible With the 'Net** S104A

**From Classroom to Newsroom** 104B

**Beginning Photography** MAIN LOBBY

**Features: Getting the Real Story** G138

**Twitter, Facebook & Social Medias Issues for the High School Athlete** S104C

SPECIAL THANKS TO THE JUDGES:

**Anne Bowers**, retired Brocton Central School Art Teacher; **John D'Agostino**, OBSERVER Publisher; **Mark Mulville**, Buffalo News Photographer; **Susan Spangler**, SUNY Fredonia English Professor; **April Diodato**, OBSERVER Lifestyles editor; **Bill Hammond**, OBSERVER News editor; **Craig Harvey**, OBSERVER Sports editor; **Greg Bacon**, OBSERVER Assistant Editor

SESSION III 11:00 – 11:55AM

**Advisers meeting** PUCCI ROOM  
*Mandatory for all advisers*

**Photography and The Web** MAIN LOBBY

**Faith, Magic and Reason: The Writer's Life** S104A

**The Importance of Journalism in a Social Media Society** S104B

**Q & A with keynote speaker Brian Connolly** G138

**Entering the Blogosphere** S104C

LUNCH 11:55AM – 12:30PM

KEYNOTE 12:30 – 1:00PM

**Brian Connolly**

**"Changing with the times"**

*How The Buffalo News and its journalists are adapting to meet digital demands—and what skills young journalists need no matter what the future holds.*

AWARDS CEREMONY 1:00 – 1:30PM

# WORKSHOPS

**Sports Feature Writing: Going Beyond the Daily Box Score** I S104B  
John Keating

If LeBron James or Tiger Woods are today's hot topics, how can you make your feature story stand out on the sports pages? In this workshop, sports writers will be exercising their creative muscles, demonstrating imaginative ways of looking at a sporting event or athlete and deciding what to write about in a unique and entertaining way.

**A New Era of Journalism** I G138  
John D'Agostino

In the age of the Internet, news never stops. How the job of a reporter and editor has changed to meet newer demands and standards.

**Leader tour** I MAIN LOBBY  
Jim Christopher, Leader staff

Meet in lobby after welcome near registration table – Students will sign up in advance with advisers for this workshop. Wonder what it is like to be a college newspaper reporter or editor? Take a tour of SUNY Fredonia's student newspaper, *The Leader*, to see how it is done.

**Overcoming Writer's Block** I II S121  
Rose Carr

This workshop introduces a wide variety of methods writers can use to overcome the frustrations of writer's block. Appropriate for writers of all genres.

**The Hook: A Good Lead Accomplishes Many Goals** I S104A  
Jeff Schober

The lead informs readers about the article by providing several of the 6 Ws, it creates excitement, intrigue, and makes the reader want to continue to the next paragraph. In this workshop we will address ways to create leads that sparkle.

**How Journalists Stay Credible With the 'Net** II S104A  
Ron Plants

**From Classroom to Newsroom** II S104B  
David Vogan

As a recent college graduate, hoping to pursue a career in journalism, Media Day alum David Vogan will discuss his journey through high school and college journalism and the necessary training he received along the way. Particular attention will be given to the tools and tips needed to open doors and create opportunities for the individual who wishes to seek a career as a professional journalist.

**Beginning Photography** II MAIN LOBBY  
Mark Mulville and Derek Gee

Explore the fundamentals of photojournalism for feature and sports writing. Learn how to make proper exposures using available or artificial (flash) light.

**Features: Getting the Real Story** II G138  
Elmer Ploetz

**Twitter, Facebook & Social Medias Issues for the High School Athlete** II S104C  
Ryan Collins

The role of social media will be discussed in the life of modern high school athletes. When and how does a 'Tweet' benefit an athlete? When can the wrong post on Facebook bring their season to an end? What is the responsibility of a coach or an athletic director in all of this? The control of "news" and information is evolving - placing parents, athletes and coaches in the unfamiliar, and perhaps dangerous, position of media gatekeeper.

**Photography and the Web** III MAIN LOBBY  
Derek Gee and Mark Mulville

Discuss how the web has changed our favorite photographer's life.

**Faith, Magic and Reason: The Writer's Life** III S104A  
Patrick Vecchio

Mr. Vecchio will discuss the writer's relationship with words and how to improve this relationship.

**The Importance of Journalism in a Social Media Society** III S104B  
Lee Coppola

**Mandatory: Advisers Meeting** III PUCCI ROOM  
Frank Vail, WNYSAPA President

All WNYSAPA advisers need to attend this meeting to discuss issues related to association and next year's conference.

**Q & A with keynote speaker** III G138  
Brian Connolly

**Entering the Blogosphere** III S104C  
Ann R. Carden, APR, Fellows PRSA

This workshop will introduce participants to the strategy behind blogging. Students will learn the basics of blogging, the anatomy of a blog, and the ethics and etiquette of the blogosphere.

*Meeting rooms beginning with G are on the main level of the Williams Center. Rooms beginning with S are on the upper level.*



# BIOGRAPHIES

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**Ann R. Carden** has 26 years experience in public relations and broadcast journalism. She is the co-author of *Public Relations Writing Worktext: A Practical Guide for the Profession* (3rd ed.) and has written chapters for several other books. Ms. Carden's research interest focuses on the use of public relations in heritage tourism and the cultural phenomena that sometimes results. Her work has appeared in several scholarly journals, as well as professional publications. She is the recipient of 16 Excalibur Awards for excellence in public relations programming presented by the Buffalo/Niagara chapter of the Public Relations Society of America. She was named the chapter's Public Relations Practitioner of the Year in 2001 and is one of 27 public relations practitioners in Western New York Accredited in Public Relations by PRSA. She has been inducted into PRSA's College of Fellows, the highest distinction granted by PRSA, given to less than 500 public relations practitioners in the country. Ms. Carden received a master's degree in public relations management from Buffalo State College and a bachelor's degree in broadcast journalism from West Virginia University.

**Ryan Collins** is currently in his 14th year teaching English at Frontier Central School. He is a basketball coach and adviser of the school paper Inflight.

**John D'Agostino** has been working in the newspaper business since age 11. He has worked at newspapers in Geneva, Corning, Buffalo, and Jamestown and currently serves as publisher of the Dunkirk OBSERVER.

**Mrs. Rose Carr** has been in the teaching profession for eleven years. She has taught literature classes grades 7-12, Creative Writing and Poetry, and Speech and Drama. She is also the adviser for the Crucible, Fredonia High School's literary magazine.

**Brian Connolly** is The Buffalo News assistant managing editor and online editor. Connolly has been an editor at The Buffalo News since June 2003 and he has worked on the Web desk since July 2009. Prior to that, he was The News' assistant features editor and was responsible for Gusto, the paper's weekly entertainment section. Connolly began at The News as a copy desk intern as part of a program run by the Dow Jones Newspaper Fund.

**Dr. Lee Coppola** is a veteran newspaperman, television investigative reporter, and federal prosecutor. Dr. Lee Coppola was named the first dean of the Russell J. Jandoli School of Journalism and Mass Communication in 1996. As a professional journalist he won more than 30 local, state, and national awards, including the George Polk Award, the National Press Club Award and the Investigative Reporters and Editors Award. He specialized in covering the Mafia during his years as a journalist and wrote a series of articles about the Witness Protection Program that was the basis for the book and movie. Dean Coppola attended law school at the age of 36 while working full-time. Before coming to St. Bonaventure he spent five years prosecuting drug dealers.

# BIOGRAPHIES

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**Derek Gee** is an award-winning staff member and lead photographer for The Buffalo News. Derek Gee has had images appear in The New York Times, People Magazine, Jane, Entertainment Weekly, Newsday, The Baltimore Sun, and The Toronto Star. Derek has also shot photographs for both The Associated Press and Reuters. Derek, a graduate of Brocton High School, studied photojournalism at Boston University.

**John Keating** became the youngest sports editor at The Chautauquan Daily. During the Watergate era, he then completed a journalism degree at Point Park University in Pittsburgh, Pa. and worked for three of the largest newspaper chains in the country, Thomson, Gannett and Knight-Ridder. His writing continued next in the world of theatre. Keating's first play, "Reservations for Three," had a professional reading at Playwrights Horizons in New York City. "Spelunking for Happiness," "Bored of Education," and a musical, "Kitty," are presently under consideration. Returning to western New York brought Keating back to the sports world as a reporter for The Post-Journal. During a five-year stint, he covered most area schools and had the privilege of following several state championship teams in basketball, baseball and softball, and football. In his 16th year, Keating is currently an English and history teacher at Sherman Central School.

**Patrick Vecchio** has been teaching journalism courses and composition courses at St. Bonaventure University since 2001. Before that, he was a newspaper reporter and editor, working at daily newspapers for 23 years. He has done professional writing consulting for newspapers and corporations; has edited two manuscripts for published books; and has been posting creative writing and social commentary on his blog since 2005.

**Mark Mulville** has been a photographer for The Buffalo News for the last twelve years. For the last four years, he has covered primarily professional, amateur, and high school sports. Originally from Fredonia, he now lives in Orchard Park with his wife and three children.

**Elmer Ploetz**, assistant professor, journalism, in the Communication Department, SUNY Fredonia. Professor Ploetz is helping start the Communication Department's journalism major after a journalism career that included 23 years at the Buffalo News. He has been a news reporter, sports copy editor, arts and music freelancer, and also created the first online videos for the Buffalo News website. He has created web pages, radio shows and video documentaries. Among his favorite interview subjects are Aaron Copland, Pete Seeger and Ben Bradlee, but he believes everyday people in unusual situations are usually more interesting!

**Jeff Schober** is a writer and teacher from Orchard Park. Formerly a journalist, he teaches at Frontier High School in Hamburg. Bike Path Rapist, a true crime book, was released in March 2009. In addition, he is the author of Undercurrent, a novel set in Western New York in which three young people decide to hike across frozen Lake Erie on a warm winter day. He is currently seeking a publisher for another novel.

**David Vogan** is a recent graduate of Buffalo State College with a degree in Broadcasting and concentration in Meteorology. He pursued his interests in media by writing and working for both his high school's newspaper and closed circuit television station. While at Buffalo State, Dave discovered a passion for radio. Dave now freelances and still travels around Western New York with Channel 2's Andy Parker and the Weather Machine.

