

COLLEGIATE DAY



FRIDAY, MAY 6th, 2011

Calapooia Center, 2nd floor • Linn Benton Community College • Albany, Oregon

AGENDA OVERVIEW

8:00-10:10 am	Registration
Calapooia Center (lunchroom)	Continental breakfast included
10:10-11:10 am	Concurrent Sessions (choose one of the sessions below)
11:10-11:20 am	Break
11:20 am-12:20 pm	Concurrent Sessions (choose a different session below) Program speakers will repeat their morning presentations.
12:30-1:15 pm	Buffet lunch
1:15-3:00 pm	Collegiate Newspaper Contest Awards
Calapooia Center (lunchroom)	Martha Wells , Immediate ONPA Past President

CONCURRENT SESSIONS

COLLEGE PUBLISHER VS WORD PRESS FOR YOUR NEWSPAPER WEB SITE

Some school papers can't afford the new fees for College Publisher, so a no-cost alternative might be WordPress. See how WordPress works.

Justin Bolger, Editor-in-chief at The Commuter (LBCC)

Marci Sishco, Webmaster at The Commuter (LBCC)

USING SOCIAL NETWORKING/MEDIA IN RESPONSIBLE JOURNALISM

Ways to use social media tools, including discussion of Facebook ethics.

Nancy Raskauskas, Corvallis Gazette-Times Online journalist

Kelly Williams Brown, "Not So Lame" online columnist for Statesman Journal (Salem)

PHOTOGRAPHY (Bring your camera)

Go out in the field with your camera and freelance photographers for 40 minutes and then spend 20 minutes on responsibilities of photo editing and the ethics involved.

Mark Ylen, Albany Democrat-Herald photo editor

Paul Schlegelmann, Corvallis freelancer

Scobel Wiggins, Corvallis Gazette-Times photographer

Craig Mitchell, Portland freelancer

Jesse Skoubo, Corvallis Gazette-Times/Albany Democrat-Herald photographer

DESIGN (Bring a layout for a critique)

Hear about the nuts and bolts of how one of our professionals' layouts are done, have a layout of your own critiqued, and learn how to mix up pages week to week.

Jody Stott, Oregonian

Pamela Sirianni, Corvallis Gazette-Times

FEATURE WRITING

Learn key elements of writing a good feature story, how to write a news-feature story, and how those differ greatly from blog writing.

Jennifer Moody, Albany Democrat-Herald

Tracy Loew, Statesman Journal (Salem)

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College: _____

Name of Newspaper: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

- **Registration Fee: \$30** for collegiates and advisers. Includes all program sessions and luncheon.
- **All attendees must pay full registration price.** No partial registrations will be accepted.
- **Deadline to register: Thursday, April 28th, 2011.**

REGISTRATION

Names of attendees (please print clearly)	Session preference	Graduating year
1.) _____	_____	_____
2.) _____	_____	_____
3.) _____	_____	_____
4.) _____	_____	_____
5.) _____	_____	_____
6.) _____	_____	_____
7.) _____	_____	_____
8.) _____	_____	_____

***PLEASE BRING COPIES OF YOUR PAPER
and promotional material to share with others!***

TOTAL ATTENDEES X \$30.00 = TOTAL ENCLOSED: \$ _____

Please make checks payable to Oregon Newspapers Foundation

**Mail or fax registration to-
Oregon Newspaper Publishers Association
7150 S.W. Hampton St., Suite 111, Portland Oregon 97223
FAX 503-624-9811**

If you have any questions or need assistance, please contact
Laurie Hieb at (503) 624-6397, ext. 25 or laurie@orenews.com.

Cancellation policy: In accordance with ONPA policy, refunds can only be made if
cancellation is received by April 28th, 2011.