The Alabama Scholastic Press Association and the Multicultural Journalism Workshop would like to say thank you

*to the financial supporters:*

Alabama Press Association • Dow Jones News Fund
UA Center for Community Based Partnerships • Mercedes-Benz Endowment
UA College of Communication and Information Sciences • UA Department of Journalism
National Education Association Foundation • The Tuscaloosa News

*and ASPA board members:*

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The Estate of John Brooken Gaines
and Marci and Louis Henna Jr.

And a special thanks to all those who made *The Long Weekend* possible:

al.com • The Birmingham News
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Paul Wright and the Office of Student Media • The Montgomery Advertiser
Marie Parsons, ASPA Director Emeritus • Crechale Stevens
Tina Benson • Cecilia Hammond
Phyllus Dunivant • Brooke Carbo
Jennifer Guffin • Jody Evans
Brett Hudson • Greg Evans
Matt Conde • Pamela Banks
Slate Goodwin • Breion Palmer
Breanna Thackerson • Laura Parker
and all TLW session leaders
The Alabama Scholastic Press Association Presents

The LONG WEEKEND
2012

All sessions held in Reese Phifer Hall on the University of Alabama campus

Friday, June 15

Check-In...........................................................................................................11 a.m.-12:30 p.m.
Check in to the Lakeside East dorm/Lunch on your own
150 McCorvey Drive, UA campus

Welcome to The Long Weekend.......................................................................................2-3 p.m.
Dr. Loy Singleton, Dean, College of Communication and Information Sciences
Dr. Heather Pleasants, Director of Community Education, Center for Community Based Partnerships
Meredith Cummings, Director, Alabama Scholastic Press Association
Room 216

Kickoff Session—Will Tucker and Mark Mayfield
“We worked and worked and worked...Then the tornado tore through, and we worked twice as hard.”
The editor-in-chief of UA’s campus newspaper will talk about the daily routine at The Crimson White, including what it takes to publish an award-winning student newspaper. Then hear about the day that changed everything. The CW was preparing to publish its last edition of the Spring semester on April 27, 2011, when a tornado tore through, devastating Tuscaloosa and changing everything in its wake. Tucker will discuss the CW’s response and its award-winning coverage of the disaster.

Tweeting sessions?
Use hashtag #TLW12

Friday, June 15
**Session One • 3-4p.m.**

Choose from the following:

<table>
<thead>
<tr>
<th>Room</th>
<th>Session Title</th>
<th>Description</th>
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<tbody>
<tr>
<td>327</td>
<td>How to (Think about) Doing the Right Thing—Dr. Chris Roberts</td>
<td>A key lesson of adulthood is that the world is not simply black or white. As a mass communicator, you’ll have to make many not-so-easy choices. Roberts, UA journalism professor and co-author of Doing Ethics in Media: Theories and Practical Applications, will lead your discussion of what’s close to black and white in media, and how to work through the grays to make decisions you can defend.</td>
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<tr>
<td>316</td>
<td>The Good, the Bad and the Ugly—Jody Evans</td>
<td>This broadcast/multimedia session will take a look at some of the best, and worst, in broadcast and multimedia clips. Evans, adviser of PATS-TV and JEA Rising Star recipient, will analyze natural sound, B Roll and stand-ups to help you decipher why some clips work and others fall flat.</td>
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<td>322</td>
<td>The Art of Storytelling—Laura Hunter</td>
<td>The first idea that pops into your head is not always the best idea for a story. Hunter, an educational consultant and nationally published freelance writer, will look at award-winning writers and how they manipulate action, dialogue and narrative to weave unforgettable stories.</td>
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<td>341</td>
<td>Never the Same ol’ Theme—Lori Oglesbee</td>
<td>Choose a great yearbook theme and the rest is easy. In this session, the first in TLW’s series for yearbook staffers, you will look at what a theme is, where it goes and why you need one. Oglesbee, a nationally recognized yearbook adviser and workshop instructor, was named Yearbook Advisor of the Year from the Journalism Education Association in 2009.</td>
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<tr>
<td>344</td>
<td>Copy Editing Boot Camp—Brooke Carbo</td>
<td>Get a crash course in the invisible art of copy editing. In this session, Carbo, a freelance designer and UA journalism instructor, will show you how to streamline copy, prioritize editing issues on a deadline and spot potential retractions before they’re printed. You’ll also get a run-down of the most common (and embarrassing) errors of spelling, grammar and punctuation.</td>
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<td>345</td>
<td>Born. Babble. Blog.—Misty Mathews</td>
<td>As the title suggests, blogging should be second nature to journalists! A personalized blog not only lets you express yourself and establish your voice as a journalist, it allows employers to become familiar with your writing before you ever sit down to interview. Mathews, the CCIS communications specialist, is author of the blog, thefamilymath.com.</td>
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<td>338</td>
<td>Take Pictures Like a Pro...or at least Edit Them that Way—Chip Cooper</td>
<td>Learn to produce quality images worthy of publication in any outlet. No experience? No worries! This session will cover the basics of taking good pictures and editing them in Adobe PhotoShop so you can stop fretting and start shooting. UA’s Director of Photography for 33 years, Cooper has shown his work nationally and internationally. His photos can be seen in museums collections around the world. THIS SESSION IS TWO HOURS; IT WILL WRAP UP IN TIME FOR THE JOINT SESSION AT 5 P.M.</td>
</tr>
</tbody>
</table>
### Joint Session—Getting to Know You
5 p.m.
Meredith Cummings, Breanna Thackerson, Laura Parker, Matt Conde, Tina Benson and Pam Banks
Room 216

It’s time for some fun! Get to know your fellow campers through fun games and activities.
You might make a new lifelong friend! At the very least, you will have some good, clean fun.

### Dinner
6 p.m.
Reese Phifer Rotunda

### Free Time
7-10 p.m.
Walk back to dorm with appointed counselor for organized free time with games. All campers must be in their rooms and checked-in with their assigned counselor by 10 p.m.

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### Session Two • 4-5 p.m.
Choose from the following:

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<thead>
<tr>
<th>Room</th>
<th>Session Title</th>
<th>Description</th>
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<tbody>
<tr>
<td>327</td>
<td>Headlines: Hed goes Here and Here—Dr. Chris Roberts</td>
<td>Writing headlines may be the trickiest task in a newsroom. Roberts offers students tips and tricks for writing killer heds for print and online publications.</td>
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<tr>
<td>338</td>
<td>Pictures Are Worth a Thousand Words: B Roll Basics—Jody Evans</td>
<td>In broadcasting, one key to a good story is finding good B roll. Evans will give you hands-on experience in developing B roll for story packages. Create visually strong stories by what works and what doesn't work in B roll basics.</td>
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<tr>
<td>222</td>
<td>Ageless Writing Tips—Laura Hunter</td>
<td>Since the days of ancient Greece, writers have used the same key elements to entice and entertain their readers. Learn what these elements are and how to make them work for your writing.</td>
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<tr>
<td>341</td>
<td>Yearbook Theme Brainstorming and Lab—Lori Oglesbee</td>
<td>Session two in TLW’s yearbook series. Alright yearbook staffers. Your turn. What will be your theme, and how will you develop it?</td>
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<td>344</td>
<td>Good Design/Bad Design—Brooke Carbo</td>
<td>Before readers scan even one headline, your paper has already made its first impression. What is the layout and design of your publication say to readers? In this session you’ll discuss the basic elements of design and look at real world examples of layout—both the good and the bad.</td>
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**Session Three • 10-11 a.m.**  
*Choose from the following:*

| Thinking Visually—Bob Davis  
So you’re writing a story on cafeteria food. What visual elements are you going to use to depict the mystery meat, the long lunch lines? How could you chart the nutritional value? Davis, the editor of the Anniston Star, will explain how to think visually for the Web, magazines and newspapers and pump up your pages with color, illustration and more. |
| ROOM 327 |

| The Right Angle—Laurie Christolear  
Sometimes shooting a story can lack a certain pizzazz and prevent it from standing out among other stories. Christolear, UAB multimedia editor and PATS-TV anchor, will lead you through ways to set up camera angles that will give your story extra styling to make your stories have the right angle and the powerful set up to make the viewer say “wow.” |
| ROOM 216 |

| Shape Up!—Laura Hunter  
Many stories, although they have a near-perfect beginning, are rejected because they collapse in the middle or fail to end. Learn how to pump up each section of your story and how to weave necessary backstory into the plot effectively. |
| ROOM 222 |

| Get Everything in There—Lori Oglesbee  
The third session in TLW’s series for yearbook staffers. What goes in your book, where it should go and how to get everyone in there. |
| ROOM 341 |

| What Readers Want—Brooke Carbo  
Find out what’s turning your readers off, what’s drawing them in and what keeps them reading. A panel of high school and college students will react to real headlines and explain what they like and don’t like to see in their school newspapers. Questions from the audience are welcome. |
| ROOM 344 |

| Beginning Photoshop for Photojournalists—Scott Bowman  
Quick and easy ways to make your photos stand out. Bowman, a freelance photographer, will show you the basics of working in Photoshop, including using layers and various blending methods. |
| ROOM 338 |
## Session Four • 11 a.m.-12 p.m.

**Choose from the following:**

<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>11 a.m.</td>
<td>A Comprehensive Guide to Leading and Succeeding—Bob Davis</td>
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<td>“When it all goes wrong, I can’t be held responsible…Oh wait. I’m the editor.”</td>
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<td>Learn how to motivate students looking for an easy credit, how to resolve conflict between staffers, how to decide what goes on the front page, how to relate with school administration and more. In this Leadership 101 seminar, Davis will discuss how to be an effective leader, publish an award-winning paper and help YOUR staff stop fighting and start excelling.</td>
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<td>11 a.m.</td>
<td>From Beginning to End—Stephanie Barnhardt</td>
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<td>Setting. People. Plot. These basic elements are part of any story; the only difference is that in journalism each one happens to be true. Barnhardt, HAWKS-TV producer and former PATS-TV editor, will lead you through the development of a story, building an angle and editing your film to emphasize the aspects you want the viewer to see.</td>
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<td>11 a.m.</td>
<td>Welcome to the Block Party!—Laura Hunter</td>
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<td>Do you spend hours staring at an empty page (or a blank screen)? Don’t worry. Every writer has been there! In this session Hunter will show you how to develop simple techniques to overcome the dreaded writer’s block and get the words flowing.</td>
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<tr>
<td>11 a.m.</td>
<td>Yearbook Writing and the Five Steps of Revision—Lori Oglesbee</td>
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<td>The fourth session in TLW’s yearbook series: It’s not that hard, and it’s not that long, so why do you act like it’s such a big deal? It’s been promised this session will change your life!</td>
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<td>11 a.m.</td>
<td>Hands-On Photography—Dan Meissner—Meet in ASPA lobby</td>
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<td>In this two-hour session, Meissner, instructor and internship coordinator for UA’s journalism department will discuss tricks of the photography trade and then accompany students as they try their hand at it. Session will wrap with one-on-one feedback on your work. THIS SESSION IS TWO HOURS LONG. IT WILL END AFTER LUNCH.</td>
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**Lunch**

Reese Phifer Rotunda

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**Joint Session—Bang for Your Buck: Wringing Quality Video Out of Your Budget**

Bianca Morris and Jeff Medows

**Room 216**

The days of needing thousands of dollars to effectively produce videos are in the past. This workshop is geared to those who are interested in video production on a tight budget. Free and inexpensive programs for everything from video editing to sound mixing will be reviewed and suggested. By the end of the program, even a student with only a cell phone camera would have the resources necessary to edit and produce quality videos.
### Session Five • 2-3 p.m.

**Choose from the following:**

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<th>Room 216</th>
<th>Room 222</th>
<th>Room 227</th>
<th>Room 310</th>
<th>Room 327</th>
<th>Room 338</th>
<th>Room 341</th>
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<td><strong>Lights! Camera! You're on!—Lauren Woods and Jessica Howell</strong>&lt;br&gt;Whether you're a reporter in front of the camera or the anchor of a broadcast TV show, you must speak clearly, be decisive in your information and make the viewer feel like you're talking directly to them. Woods and Howell, former PATS-TV anchors and editors, will help you write a script, develop interview questions and learn simple techniques to avoid being tongue tied on camera.</td>
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<td><strong>Sports Reporting 101—Brett Hudson</strong>&lt;br&gt;Ever wondered about the the online world of sports reporting? Learn how this Tuscaloosa News sports stringer handles blogging, Twitter and message boards.</td>
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<td><strong>The Language of Emotion—Laura Hunter</strong>&lt;br&gt;What the dickens is this supposed to mean? Word choice, especially as related to connotation, is key to communicating with your readers. This session will work with strengthening your word choice through implied meanings.</td>
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<td><strong>What Not to Wear (in Your Yearbook)—Lori Oglesbee</strong>&lt;br&gt;The fifth session in TLW’s yearbook series: Design, typography, photos and copy must all work together or the outfit is just gross.</td>
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<td><strong>Leadership Academy—Alex Hauser</strong>&lt;br&gt;In this session, Hauser, editor of the Northridge Reporter, will discuss leadership in a high school newsroom. It’s your chance to pick the brain of someone who’s been in your shoes, as well as gain contacts with different editors around the state to connect with throughout your year of reign as editor-in-chief.</td>
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**Tweeting sessions?**

**Use hashtag #TLW12**
Ice Cream Social.................................................................3-3:45 p.m.
Reese Phifer Rotunda

Campus Tours.................................................................................................4-5 p.m.
Multicultural Journalism Workshop students MUST meet in Room 338 at this time.
All other campers, choose one of the following tours:

Tour the University Campus
This tour will take students on a guided walk across UA's beautiful campus with a representative from the Capstone Men and Women.
Meet on the steps outside Reese Phifer Hall

Tour WVUA Television Studio
Students will tour the television station located in the basement of Reese Phifer, UA's own WVUA, which signed on the air as News Channel 49 in January 1998.
Question and answer session will follow.
Meet in Reese Phifer Rotunda

Tour the Office of Student Media
Take a tour of the offices that house The Crimson White, UA's yearbook The Corolla and Marr's Field Journal literary magazine. You will also hear about how to get involved in college media on any campus. Question and answer session to follow.
Meet outside the Office of Student Media building

Joint Session—Finding Good Topics in Your School.........................................................5 p.m.
Erin Coggins
Room 216
This session is for anyone interested in any type of media to help you find good stories and tell them well. Coggins, a national award-winning newspaper and yearbook teacher (as well as past-president of ASPA), is here to help! You will leave with ideas, ideas and even more ideas.

Dinner..................................................................................................................6 p.m.
Reese Phifer Rotunda

Free Time.........................................................................................................7-10 p.m.
Walk back to dorm with appointed counselor for organized free time with games. All campers must be in their rooms and checked-in with their assigned counselor by 10 p.m.

Saturday, June 16
Devotional—Jody & Greg Evans .............................................................................8:30 a.m.
Lakeside East (optional)

Breakfast .......................................................................................................................9 a.m.
Lakeside East Common Area

Session Six • 10-11 a.m.

Premiere—Andrew Richardson
Learn the most essential tools in Adobe's Premiere software to edit your video vignette, record audio track and add transitions. Richardson, communications specialist for the College of Community Health Sciences, will leave you with a good understanding of how to complete any video project.

On-Camera Tools & Techniques—Catenya McHenry Ashford
Add another skill to your video tool kit: presenting on-camera. Ashford, former broadcast anchor, will go over the basics and learn how to shoot the best standup possible.
THIS SESSION MAY EXCEED ONE HOUR.

The ABCs of Character—Laura Hunter
Readers long for unforgettable characters. Remember Pip? Captain Ahab? Harry Potter? Scarlett O'Hara? What makes them distinctive? Leave this session with a new character, a character you create, around whom you can build a story.

Better by Design—Lori Oglesbee
The sixth session in TLW's yearbook series is an InDesign lab where you will learn to maximize coverage through hands-on training in design and layout.

Covering Sports—Brett Hudson
How to cover a beat in sports. Learn how Hudson, who covers sports for the Tuscaloosa News, reports on the Crimson Tide in both print and online mediums simultaneously. Also, learn how to cover negative sports stories.

Studio Lighting on the Go—Scott Bowman
Great lighting is essential to great photography. In this session, students will learn how to use inexpensive lighting tools to set up a studio on the go.
### Session Seven • 11a.m.-12p.m.

*Choose from the following:*

| **Final Video Editing and Sharing Your Work**—Andrew Richardson  
Learn how to take your video projects to the next level. Also, if you don’t have a YouTube Channel, Richardson will help you get one started so you can broadcast your work online. |
|---|
| **Advanced Photoshop**—Tiffany Schwarz  
In this session, students will build on their basic Photoshop skills and take them to the next level. Schwarz, freelance designer and marketing support assistant for UA, will work with students one-on-one to teach them the photo editing skills they’ll need to produce outstanding visuals for print and digital publications. |
| **Editors’ Pet Peeves**—Laura Hunter  
What is landing your manuscript in the publisher’s trash bin? Or in the teacher’s C stack? Identifying writing weaknesses editors and teachers look for can be done. You can polish out these problems once you recognize them. |
| **Photo 101**—Lori Oglesbee  
The seventh and final session in TLW’s yearbook series introduces yearbook staffers to Photoshop. You can’t produce an outstanding yearbook without a basic knowledge of photography, composition and Photoshop. |
| **Clip by Clip: Building Your Online Portfolio**—Brooke Carbo  
Want the best chance of getting into that competitive journalism program or landing that student media job? Learn how to compile an online portfolio of your writing clips, resume, leadership experience and more all in one place! Next time someone asks you for clips, you won’t even feel the least bit stressed out about getting them together. Resume critiques will be given at the end of the session. |

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**Lunch**

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**Reese Phifer Rotunda**

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**Closing Ceremony**—Room 216

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**Final awards, show-and-tell and camp closing ceremony**

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**Check-Out**

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**Check out of Lakeside East dorm immediately following awards ceremony**

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*Multicultural Journalism Workshop students please meet in Room 338 immediately following Closing Ceremony.*
Do you wish The LONG WEEKEND could last even longer?

Join us in September 2012 at one of our Fall Regional Workshops

Mobile • Montgomery • Tuscaloosa • Huntsville

This fall, ASPA is hitting the road to bring you the latest trends in newspaper, yearbook, digital and broadcast production. One-day workshops for writers, photographers, designers and producers of scholastic media will be held throughout the state during the month of September. Visit us online for more details and the most up-to-date information.

WWW.ASPA1.UA.EDU