

## CSPAA NOTES



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# Summer in the city: Journalism training pays dividends

**B**ear Stearns' bailout, high oil prices and other economic strains are cautionary tales to school administrators, faculty, and especially publication advisers.

During economically volatile times such as these, travel expenditures are especially scrutinized. The decision to send publication staffs to conferences and summer workshops can come under attack.

Take heart. Staying home, passing on the opportunity to register for summer training may offer a short term monetary gain but may forever doom the momentum and the long-term success of your school newspaper, yearbook or literary magazine. What to do?

F. Scott Fitzgerald said that to effectively negotiate life, you have to be able to hold two opposing ideas in your mind at the same time. Many successful journalists got their first taste of what it would be like to think critically, to challenge conventional wisdom, and to objectively look at two opposing ideas at intensive programs like the 27th annual Columbia Scholastic Press Association (CSPA) Summer Journalism Workshop scheduled June 22-27, 2008, on the campus of Columbia University in New York City.

The value of the workshops at Columbia is often intrinsic. As publications supply content for more innovative, data-rich, easy-to-access online formats, advisers and student staffers need to know how to bridge the gap between the traditional and the electronic.

At Columbia Scholastic's five-day workshop, participants may choose a particular class sequence focusing on writing, editing, management or advanced design and photography for either newspaper or yearbook. Classes are taught by acclaimed advisers, who take pride in providing individualized training.

### How can intensive training provide better quality publications?

In yearbook, for example, there are

daily opportunities to attend breakout sessions taught by all three instructors. Beginning or section leaders may elect to take a class in the fundamentals while their advanced or editorial counterparts should consider the emphasis on leadership or design.

Breakout sessions for yearbook students include: Judging Lingo, Getting into the Minds of your Staffers, Money Making Magic, Passion for Coverage, The Big MO, Design Quest, Before and After Photos, Designing with Purpose, and Overhaulin' – Story Style. Sound exciting, don't they?

### Who wins in the battle for student readers?

Participation in newspaper reporting and writing for basic and advanced levels is limited to 25 students per class. Proficiency in interviewing, questioning, observing and the use of literary devices likely yield colorful, insightful stories for readers in the upcoming year.

Students are encouraged to read the course descriptors and select their core courses. An outline of the CSPA classes can be found at: <http://cspa.columbia.edu/docs/conventions-and-workshops/summer-workshop/classes.html>

Newspaper students who want to kick their paper's total package up a notch should enroll in digital design and photography coursework. These sessions use slide and instructor format to review basic design terminology and techniques. Students are required to bring a laptop with Photoshop and InDesign installed. A working knowledge of both the hardware and the software is a prerequisite for this sequence.

### Interested?

You may access the registration forms and information at: <http://cspa.columbia.edu/docs/conventions-and-workshops/summer-workshop/registration.html>

In addition, CSPA workshop directors believe that bringing a laptop computer is highly recommended for completion of all workshop assignments. Applications

must be completed and postmarked no later than May 12. Enrollment is limited to 325 participants, with a waiting list once that limit has been reached. Only 30 students per school are allowed to register (chaperones and advisers are not included in this limit).

### Theater district can be breeding ground for great reporting!

A special trip to the theater district for a press conference with current Broadway talent, lunch and a performance of a Broadway show are part of the workshop agenda.

### Experience life in the City! Is it worthwhile?

The short answer is yes. Simply access the following Travel Tips and Information online at: <http://cspa.columbia.edu/docs/conventions-and-workshops/summer-workshop/travel.html>

Transportation to Columbia from airports, bus and train terminals include taxi, bus, Super Shuttle, and subway. Many elect to travel by car. Within Manhattan, there are many routes to best reach the campus. The CSPA website link provides precisely targeted information.

- Please remember that no meals are provided during the week. Delegates will be on their own for breakfast, lunch and dinner. A list of surrounding restaurants is provided in the registration confirmation and at arrival to the workshop. There are more than 20 restaurants, diners and delicatessens in and around the immediate campus area.

- On-campus accommodations for the nights of Sunday, June 22 through Thursday, June 26 are included in the registration fee.

- Accommodations for early arrivals/late departures are available at an extra fee of \$130 per person per night for the nights of June 21 and June 27 only. Since CSPA must reserve these rooms, if you plan to arrive early and/or stay late, your registration form must be received on or before Monday, May 12. Call the office immediately if that deadline can not be met.

- Early check-in will take place from 2-5 p.m. on June 21 in the lobby of Carman Hall, and late check-out is no later than 11 a.m. on June 28. During early check-in, CSPA representatives will be available to answer questions and address concerns.

Don't rest on your laurels... consider summer workshops.

And last but certainly not least, summer workshops offer the perfect opportunity for students to get a taste of college life, a glimpse inside a vibrant college setting.