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16 York St., Suite 102; Portland, ME 04101

GET ON THE BALL!
2008 SPJ
SPRING CONFERENCE



REGION ONE

Portland, Maine
April 25 & 26

University of
Southern Maine

HOSTED BY MAINE PRO CHAPTER

Thank you to our sponsors



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Abromson Community Center, University of Southern Maine, 88 Bedford St, Portland, ME

Parking is in the adjacent parking garage. Driving directions are at www.usm.maine.edu/conferences

HOTEL

The two closest hotels are the Holiday Inn by the Bay and the Eastland Park Hotel. *We do not have discounts to either hotel, but if you check their Web sites, they have special rates available during that weekend; you have to call to request them.*

FRIDAY

Registration is from noon until 5 pm

Sessions begin at 1 pm

Resume and Clip Critique all afternoon

Buses to the evening's opening reception, sponsored by Preti Flaherty

(Registration fee includes attending the reception)

Opening Night Reception

Enjoy a bird's eye view of Portland, beverages and hors d'oeuvres, and chat with acquaintances old and new at our Friday evening reception at the offices of Preti Flaherty, Beliveau and Pachios.

SATURDAY

Registration opens at 8 am

Sessions begin at 8:30 am

Disasters On Deadline session runs all day

Mark Of Excellence Luncheon

Registration fee includes attending the Mark of Excellence Awards Lunch, at noon.

Students receive their MOE awards; we hear from a well-known journalist; and we auction off great items from notable media organizations for the Region One fund.

Regional meeting

DISASTERS ON DEADLINE

Co-sponsored by Maine Association of Broadcasters

ALL DAY SATURDAY

If our nation is at risk of terrorism and if your community is at risk of a natural disaster, then your newspaper, radio or television station is at risk covering disasters on deadline.

The SPJ/Northeast Region presents **DISASTERS ON DEADLINE** by the Missouri School of Journalism. In this day-long workshop for newspaper, radio and television journalists, learn how to perform at your peak when the need is greatest and the hindrances most severe. This is a matter of commercial success, public service and - in the case of radio and television stations - a matter of Federal Communications Commission mandate.

Here is what you will learn:

- * How to mobilize your staff in the least amount of time to get news from the scene and get information on the air, online and in print.
- * How to safeguard your reporters and photojournalists in the field - at the disaster or terrorism site.
- * How to work with the increasingly confusing array of emergency responders and local, state and federal officials who have authority and sometimes jockey for control of disaster/terrorism situations.
- * How to take the high road on ethical issues - privacy, sensationalized information, exaggeration of the degree of danger, news judgment in the face of rapid-fire competition.

A special feature of this day-long workshop: Templates for a **CRASH BOOK**, the one tool that will walk you through the easy to forget details required to provide excellent news coverage and public service.

“Finding Your 1st Job Keeping It & Knowing When To Get Out & Move On”

It is no secret that if you are willing to move there is a job somewhere with your name on it. But there are LOTS of places you'd rather not live unless you have to. The real problem is finding the job and then getting the news director to hire you and not someone else. Anchor Kathleen Shannon of WCSH and former TV News Director turned UCONN Instructor Steve Kalb want you to bring your tape, resume, and a list of questions to “Finding Your 1st Job Keeping It & Knowing When To Get Out & Move On.”

Remember Those Resumes and Clips!

We'll have professionals from newspapers, television and radio stations on hand to critique them on Friday afternoon.

“Freelancing”

Do you want to work for a company, but they're not hiring? Why not freelance? But how do you begin? Former TV News Director turned UCONN Instructor Steve Kalb gives some tips on how to break into freelancing -- whether it's your first job or a career transition.

“Backpack Journalism”

Can you fit your desk in your backpack? That's what some journalists are doing these days -- working out of their backpack... Become backpack journalists. It's the way many newsrooms are headed. Backpack journalists shoot, write, edit, blog, podcast, all of it. And all of their tools fit in a backpack. Hear how from a couple of backpack journalists about what's expected of them, how they make it work, and what frustrates them.

“Online Publications”

It's no longer newspapers, magazines and televisions that give us our news. The internet is where most people turn these days to find out what's going. And companies are figuring that out -- putting aside “traditional” media for 21st century media. Reporters who are doing just that share with us how their cyberspace jobs work.

“Stop Avoiding Change and Start Shaping It!”

Why Internet Journalism is failing, and how we as journalists can change it. This session will go over new ways to tell stories and old ways to update our talents for the Internet. Since the internet started, corporations have tried to dictate where journalism fits in. Innovation and a positive future for online journalism will only happen when journalists take control of the medium. We'll show examples of journalists who have done that and also talk about what all of us can do to make the transition.

“Taking Care Of Yourself - Resiliency In Reporting”

Seeing another family watch their house go up in flames; hearing testimony of a gruesome murder; reading court documents in a child abuse case. These are all situations that reporters face every day. We put on our professional faces and trudge through it, but what happens when you go home at night? How does it affect your personal life? Clinical Psychologist Dr. Ronald Breazeale, author of fictional book “Reaching Home” and the guidebook “Duct Tape Isn't Enough,” will talk about building resilience, readiness and response techniques in dealing with these situations.

“Is it Libel? Scenarios and Case Studies”

What would you do if...? Media-law attorney Jonathan Piper of Preti Flaherty will run through several scenarios and ask participants to decide whether libel happened or not. A highly interactive session led by a highly regarded Maine lawyer.

“Dealing With Campus Censorship (And How The Pros Can Help Fight It)”

On-campus news publications often encounter conflict with college and university administrators, or even student-government officials, who often control funding and seek to control content. A look at some of the situations campus publications have encountered, ways to deal with those situations, and how professional journalists in the area can support student journalists. Roy Gutterman, former reporter and lawyer, now a visiting assistant professor of communications law at the SI Newhouse School of Public Communications at Syracuse University, will lead the discussion.