

# Report Back:

## Meeting where journalism education started

SPJ Spring Conference, Region II, March 28-29, 2008

Washington & Lee University

Lexington, VA

### **Friday**

7-9 p.m. Cocktail/reception – Morris House, W&L. (Registered conferees may pick up nametags and registration material there).

8:30-9:30 p.m. “Ghost Tour” of historic Lexington.

### **Saturday**

8:30 a.m. – Reid Hall (Journalism Department), W&L, ground floor, registration.

8:30 – 10:15 a.m. Continental breakfast, Rowe Conference Room, 2<sup>nd</sup> floor, Reid Hall.

8:30 – 11:15 a.m. Silent Auction, benefiting SPJ’s Legal Defense Fund, Rowe.

### **SESSION I – 9-10 a.m.**

9-11:15 a.m. “Turning News into Great Stories,” writing workshop (pre-registration required). **Kate Long**, award-winning feature writer, songwriter, musician and media writing coach with the *Charleston* (W. Va.) *Gazette*. Reid 215.

9-10 a.m. “Everyday Business: Telling the Globalization Story Locally,” business-journalism panel. **Duncan Adams**, staff writer, *Roanoke Times*; **Bill Choyke**, business editor, *Virginian-Pilot*. Moderator: Prof. **Pam Luecke**, Reynolds chair in business journalism, W&L. Reid 111.

9-10 a.m. “From the Eye of the Storm: Reporting a Crisis,” a panel on lessons from the Virginia Tech shooting, etc. **Juliet Bickford**, morning anchor, WTKR-TV3, Norfolk (formerly WSLS-TV10, Roanoke); **Greg Esposito**, *Roanoke Times*; **Melissa Manware**, Dart Center for Journalism & Trauma (former *Charlotte Observer* police reporter). Moderator: Prof. **Ed Wasserman**, Knight chair in journalism ethics, W&L. Reid 211.

9-10 a.m. “Multimedia Embedded Reporting,” a presentation by **Dugald McConnell**, assistant producer at CNN, who covered the John Edwards campaign as an embedded mobile journalist. Reid 314.

## **SESSION II 10:15-11:15 a.m.**

10:15-11:15 a.m. “Environmentally Conscious, with a News Conscience,” a panel on local environmental coverage. **Dan Smith**, editor, *Blue Ridge Business Journal*; **Anne Adams**, reporter, *Highland Reporter*; **Tim Thornton**, reporter, *Roanoke Times*; **Rex Springston**, reporter, *Richmond Times-Dispatch*. Moderator: Prof. **Brian Richardson**, chair, W&L Journalism Department. Reid 111.

10:15-11:15 a.m. “Election Coverage: What fair? What’s fair game?” Prof. **Paul Freedman**, University of Virginia, election analyst for ABC News; **Dugald McConnell**, covering the presidential election for CNN. Moderator: **Albert L. May**, journalism professor, George Washington University, and former political reporter for *Atlanta Journal-Constitution*. Reid 211.

10:15-11:15 a.m. “Visual Journalism: The enhancement (or heart) of a story,” a presentation of news images. **Walter Cumming**, illustrator-artist, *Atlanta Journal-Constitution*; **Sam Dean**, photographer, *Roanoke Times*. Reid 214.

9-11:15 a.m. “Turning News into Great Stories” (cont.)

## **News Conference**

11:30 a.m.-Noon. **Dave “Mudcat” Saunders**, Democratic consultant and co-author of *Foxes in the Henhouse: How the Republicans Stole the South and the Heartland, and What the Democrats Must Do to Run ‘em Out*. Saunders will talk about his theory of making Red States vote “Bubba”-Blue, then will open the floor to questions, especially from student journalists. Huntley Hall, Room 327.

## **Mark of Excellence Awards Luncheon**

12:15-2 p.m. Awards presentation: **Juliet Bickford**, WTKR-TV3 (CBS), Norfolk; **Ann Aughterton**, president, Region II, SPJ. Evans Dining Hall.

2:15-2:45 p.m. Region II Business Meeting. Reid Hall.

## **Keynote Address**

3–4 p.m. **Amy Goodman**, host of TV and radio news show “Democracy Now!” and author.. (Introduced by Prof. **Ed Wasserman**.) Stackhouse Theater, John W. Elrod University Commons.

### **SESSION III, 4-5 P.M.**

4-5 p.m. “Out of College, Into the Job Market,” a panel of good advice. **Kelly Evans** (W&L ’07) reporter, *Wall Street Journal*; **Christina Kolock** (W&L ’05), producer, WTVR TV6, Richmond; **Kathy Lu**, features editor, Roanoke Times. Moderator: **Bill Choyke**, business editor, *Virginian-Pilot*. Reid 211.

4-5 p.m. “At Its Roots: Why Community Journalism is Thriving,” a panel discussion. **Doug Harwood**, founder, publisher and editor of *The Rockbridge Advocate*; Prof. **Wilson Lowrey**, community journalism professor, University of Alabama. Moderator, Prof. **Doug Cumming**, W&L journalism department. Reid 111.

4-5 p.m. “The Other America: How do we cover poverty?” **Kate Long**, feature writer, *Charleston (W.Va.) Gazette*; **Ed Wasserman**, W&L journalism professor who is launching a website for journalists covering poverty. Moderator: Prof. **Harlan Beckley**, director of the Shepherd Center for poverty studies at W&L. Reid 215.