

**SOCIETY OF
PROFESSIONAL
JOURNALISTS**



REGION 1 & REGION 2

"SuperRegional"

C O N F E R E N C E

Harrisburg/Hershey Wyndham, Harrisburg, PA

April 16-18, 2004

Join hundreds of your fellow journalists from
North Carolina to Maine for a spirited
weekend of education, career development,
chocolate and fun.

Conference Highlights:

- **AOL Uncovered** – Get the real story about AOL and big media from featured luncheon speaker Alec Klein, Washington Post investigative reporter and best-selling author of *Stealing Time*: Steve Case, Jerry Levin, and the Collapse of AOL Time Warner.
- **Mark of Excellence Awards Luncheon** – Winners of SPJ's premier college journalism awards for Regions 1 and 2 will receive their certificates from SPJ National President-elect Irwin Gratz.
- **Journalism Job Fair** – Meet with recruiters from print, broadcast and online media from Boston to Richmond (and points in between, such as New York, Philadelphia and Washington).
- **Career Development sessions** – Find out how to make the most of internships and how and where to look for the best jobs in all media.
- **One-on-One Mentoring and Coaching** – Get individual advice on jumpstarting your career from experienced pros. Bring your clips, tapes and resumes.
- **Professional Development sessions** – Hear valuable tips from top pros on how to meet the unique professional challenges facing online, broadcast and print journalists.
- **Special Session on Freelancing** – Explore opportunities in all media that you can pursue – either full time or along side your "day" job.
- **Burning Issue sessions** – Discuss some of the thorniest issues facing journalism today, from Jayson Blair and problem of plagiarism to the challenge of government secrecy in a post 9/11 world.
- **How-It's-Really-Done sessions** – Get behind-the-scenes insights from veteran reporters and other insiders about how the media covers presidential campaigns and major disasters, from Three Mile Island to 9/11.
- **Journalism Book Fair** – Browse a selection of hard-to-find books on writing and reporting from Marion Street Press. All sales benefit SPJ.
- **Just for Fun** – Take a free tour of the Hershey factory and Chocolate World Visitor Center at Hershey Park and an optional historic trolley tour of Hershey. Visit the Mount Hope Estate & Winery for wine & cheese and a performance of Shakespeare's *The Taming of the Shrew* or go clubbing in downtown Harrisburg. See the Moscow Festival Ballet at the Hershey Theatre and spend Sunday afternoon after the conference visiting the National Civil War Museum in Harrisburg, the Pennsylvania Dutch Country in nearby Lancaster or an American historical art festival at the Gettysburg battlefield.

Register by
mail or fax
before April 12

Hosted by the
Keystone Chapter

For updates and more
information, visit:
<http://spjkeystone.tripod.com>
and click on "conferences."

The Program

(All events are at the Wyndham unless otherwise noted.)

Friday, April 16

Noon – 5 p.m. – Registration in the lobby

12:30 pm – 5:30 p.m. – **JOB FAIR** – Talk to company recruiters from across the most media-rich area in the world, the Boston-to-Washington Northeast Corridor. Bring your resume and your print, broadcast or online work samples.

Noon – 4:00 p.m. – **INDIVIDUAL MENTORING AND COACHING** – Personalized advice from experienced print and broadcast professionals on everything from improving your writing and delivery to which work samples to include with your resume. Bring your resume, clips, tapes or other work samples.

1:30 pm – 2:45 p.m. – **HOW TO GET A GOOD JOB IN JOURNALISM** – Valuable tips about today's job market from a panel of print, broadcast and online journalists. What's it take to break in to different fields? Is online dead? Do you have to start in the sticks? Are clips or tapes more important than advanced degrees or experience?

1:30 pm – 2:45 p.m. – **WHY DOES EVERYONE WANT TO SHOOT THE MESSENGER?** – A discussion of why the public often sees journalists as morally disreputable and what journalists can and should do to counter these dangerous perceptions, led by Prof. Mark Timney of Keene State College in New Hampshire.

3:30 pm – 4:45 p.m. – **HOW TO MAKE THE MOST OF YOUR INTERNSHIP** – Expert advice on picking internships where you'll do more than just get coffee; finding the help you need to do good work and how to turn an good internship into a real job.

3:30 pm – 4:45 p.m. – **FLEXIBLE FREELANCING** – Veteran freelancers will explore the pluses and minuses of both full-time and part-time freelance journalism. What's it take to make a living as a full-timer? Will freelancing on the side help or hurt your "day" job? Some tips for switching from part-time to full-time – or visa-versa.

7:30 p.m. – **FOR COUNTRY & WESTERN FANS** – Alan Jackson & Martina McBride will be at the GIANT Hershey Center. For more information, call the box office at (717) 534-3911 or visit www.giantcenter.net.

8:00 pm – whenever – **HANGING OUT IN HARRISBURG** – Hang out with other SPJers and enjoy the music at one of downtown Harrisburg's hipper clubs, free food, cash bar, exact location to be announced. We're talking to the local alternative paper.

Saturday, April 17

8:00 a.m. – Noon – Registration in the lobby

8:15 a.m. – 9:00 a.m. – Continental Breakfast

9:00 a.m. – 3:00 p.m. – Legal Defense/Regional Fund Silent Auction

9:00 a.m. – 10:15 a.m. – ARE YOU READY FOR CONVERGENCE? – More and more news organizations are demanding writing, broadcasting and even photography and Web skills. Students, find out how to prepare for a job in today's multi-media environment. Pros, learn about what you need to know to take advantage of the opportunities presented by the new converged media.

9:00 a.m. – 10:15 a.m. – BROADCAST JOURNALISTS FACING NEW CHALLENGES – Accelerating technological change, tighter budgets and proliferating news programs impose greater demands on broadcast journalists. Experienced broadcasters will give pointers on the skills that both beginners and veterans will need to stay competitive.

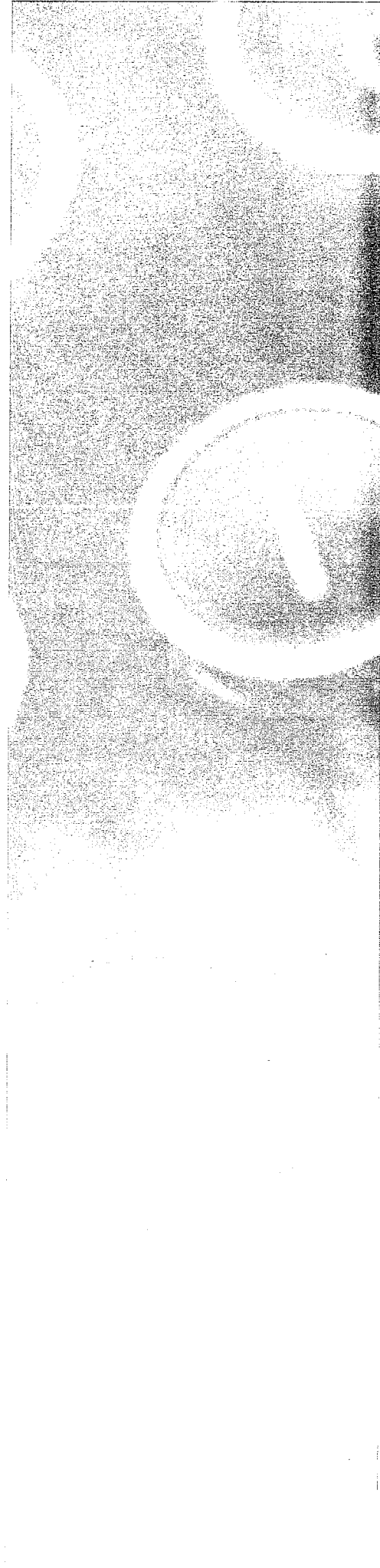
9:00 a.m. – 10:15 a.m. – FIGHTING FOR OPEN GOVERNMENT AFTER 9/11 – Despite fears of terrorism, advocates of Freedom of Information are winning battles and taking on new ones. We'll hear about recent progress and plans in New Jersey, Pennsylvania and Maryland, as well as a major new anti-secrecy effort being mounted on the federal level.

10:15 a.m. – 10:30 a.m. – Coffee Break

10:30 a.m. – 11:45 a.m. – IS PLAGIARISM ALWAYS WRONG? – In the wake of Jayson Blair, Stephen Glass, Stephen Ambrose and Doris Kearns Goodwin, we'll look at an ethical trap that can kill careers. How much "lifting" from other reports is too much? Is stealing ideas but not words okay? When should you give credit?

10:30 a.m. – 11:45 a.m. – HOW TO WRITE TIGHT – Writing with no more words than necessary has always been a valuable skill for journalists. But today it's critically important as impatient readers demand more information in less time. Our experts will tell you how to wring unnecessary words out of your copy – and make it sing in the process.

10:30 a.m. – 11:45 a.m. – ENCOURAGING DIVERSITY AT THE SOURCE – Part of the struggle to bring more diversity to newsrooms involves encouraging minority youngsters to consider journalism in the first place. We'll hear about two innovative programs, Harlemlive.com and Newarklive.com, designed to give high school students in those communities exposure to news writing and Web design.



Noon – 12:15 – Legal Defense/Regional Fund Live Auction

12:15 a.m. – 2:30 p.m. – Mark of Excellence Award Luncheon

3:00 pm – 4:15 p.m. – CAMPAIGN COVERAGE INSIDE & OUT – An inside look at presidential campaign coverage in the age of 24/7 cable news, candidate Websites and political Bloggers. We'll hear what the modern campaign trail is like from print and broadcast reporters who covered Sen. Joe Lieberman's presidential bid – and from a former campaign staffer whose job included managing the press.

3:00 p.m. – 4:15 p.m. – DISASTER COVERAGE INSIDE & OUT – From the Three-Mile Island nuclear plant and the crash of Flight 800 off Long Island to the terrorist attacks of September 11, 2001, disaster coverage has always been an intense experience for news people. We'll hear from journalists who have seen and reported such life-and-death stories first hand, along with emergency service workers who have their own view of these events

4:45 p.m. – 5:30 p.m. – TROLLEY TOUR OF HERSHEY – See the sights on an optional 45-minute narrated tour of the town that chocolate built. Leaves from Hershey Chocolate World at Hershey Park. (Advance reservation required; see registration form.)

5:00 p.m. – 7:00 p.m. – Hershey Chocolate World factory tours
(free, no reservation needed)

5:30 p.m. – 11:00 p.m. -- MOUNT HOPE ESTATE & WINERY – Wine & cheese reception followed by wine tasting and performances of Shakespeare's The Taming of the Shrew plus the classic Cyrano de Bergerac (Advance reservation required; see registration form.)

8:00 p.m. – Moscow Festival Ballet performs Cinderella at the Hershey Theatre (see "Local Attractions," make your own reservations.)

Sunday, April 18

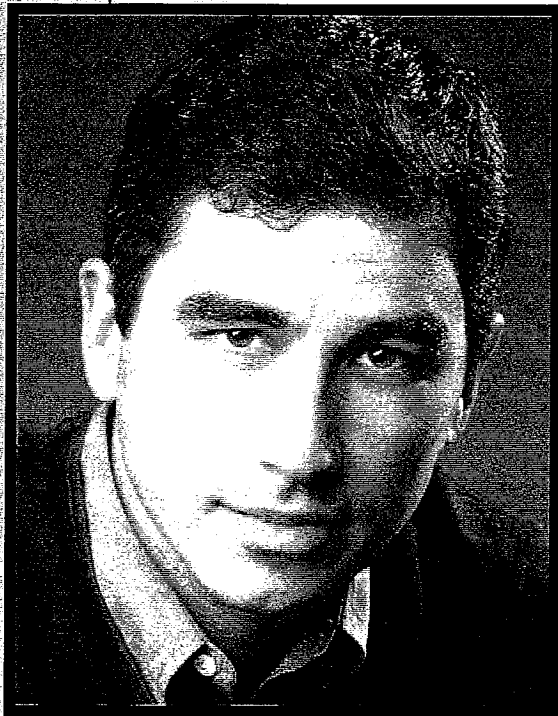
9:00 a.m. – 9:30 a.m. – Continental Breakfast

9:30 a.m. – 10:15 a.m. – Region 1 Leadership Meeting and national SPJ briefing by President-elect Irwin Gratz

9:30 a.m. – 10:15 a.m. – Region 2 Leadership Meeting and national SPJ briefing by President-elect Irwin Gratz

Alec Klein

Washington Post investigative reporter and author of book on AOL Time Warner to speak at Mark of Excellence Awards Luncheon



Alec Klein, an award-winning investigative business reporter at The Washington Post and the best-selling author of *Stealing Time: Steve Case, Jerry Levin, and the Collapse of AOL Time Warner*, will be the featured speaker at our Mark of Excellence luncheon.

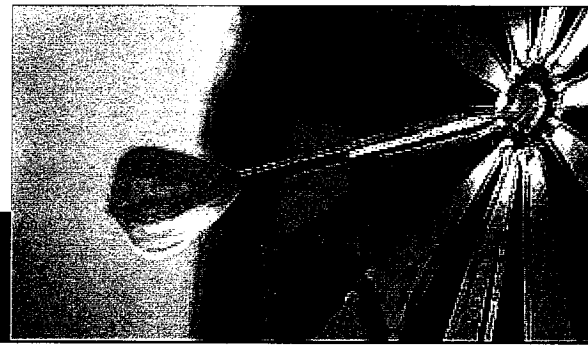
For more than a dozen years, Klein has worked as a newspaper reporter, starting at the *Virginian-Pilot* before moving on to the *Baltimore Sun* and then *The Wall Street Journal*.

As a reporter at *The Washington Post* since 2000, Klein covered AOL for more than two years, beginning with its struggle to clinch its historic merger with Time Warner. His report-

ing on AOL culminated with a yearlong investigation of the company's business practices, which produced a series of articles that sparked investigations of AOL by the Securities and Exchange Commission and the Justice Department.

Klein was also nominated for the Pulitzer Prize in 1999 at the *Baltimore Sun* for an investigative series on the cigar industry that prompted two federal investigations, congressional scrutiny and industry reform.

A Phi Beta Kappa graduate of Brown University, he is also a playwright. Klein was born in Tarrytown, N.Y., and raised in New York City, the son of an American journalist and a Japanese artist. He lives in Washington, D.C.



Registration Form

SPJ Region 1 & Region 2 "SuperRegional"

April 16-18, 2004

Harrisburg/Hershey Wyndham Hotel

Harrisburg, PA 17111

Name _____

Affiliation _____

Address _____

City _____ State _____ Zip _____

Registration Fees (check one) (Covers all workshops, breakfasts and luncheon)

Early Bird discount (postmarked by March 15)

- \$79 Professional – SPJ member
- \$99 Professional – non-member
- \$49 Student or Post Grad* – SPJ member
- \$69 Student – non-member

Regular Registration (must be received by April 12**)

- \$99 Professional – SPJ member
- \$119 Professional – non-member
- \$69 Student or Post Grad* – SPJ member
- \$79 Student – non-member

* Post Grad SPJ members are those members who have been out of college for two years or less and are paying SPJ's special post-graduate dues rate, which is equal to half the regular professional dues rate.

** Late and walk-in registrations will be accepted, but you will have to pay a \$10 surcharge.

Optional Events (check and include fee if you want to go)

- \$39 Saturday evening at the Mount Hope Estate & Winery, including wine & cheese reception, wine tasting (must be 21) and performances of Shakespeare's *The Taming of the Shrew* and *Cyrano de Bergerac*; 5:30 pm to 11 pm.
- \$10 Reserved seat on the 45-minute narrated Trolley Tour of Hershey on Saturday afternoon; leaves Chocolate World visitor center at 4:45 pm. You should leave the hotel at 4 pm.

Luncheon menu choice? (check one) Chicken entrée Atlantic Cod entrée

Special Requirements? (check as needed) Kosher luncheon Vegetarian luncheon

Free "SuperRegional" Tee-Shirt courtesy of the Keystone Chapter. (Check off the size you want.)

Small Medium Large X-Large 2X-Large 3X-Large 4X-Large 5X-Large

Payment Information (check one)

Check enclosed (payable to "SPJ Keystone Chapter")

MasterCard or Visa # _____ Exp. Date _____

Name on card _____ Signature _____

Mail your registration form and payment to: SPJ SuperRegional, c/o Desiree Davis, 8429 Greenbelt Rd. #102, Greenbelt, MD 20770 (dezi012@hotmail). You may also fax your form to Guy Baehr at (732) 932-8123.

If you have questions, please contact either Region 1 Director Guy Baehr at 732-932-7500 x 8024 or gbaehr@spj.org or Region 2 Director Ann Aughterton at 703-841-2590 or aughterton@spj.org.

Hotel Reservations: Make them directly with the Hotel

The Harrisburg/Hershey Wyndham, formerly the Marriott is offering conference attendees an excellent rate of \$79 per night, about half the regular rate. (Note to students and others on a tight budget: The rate is good for up to four people per room, which means those sharing a room can pay as little as \$19.75 a night.)

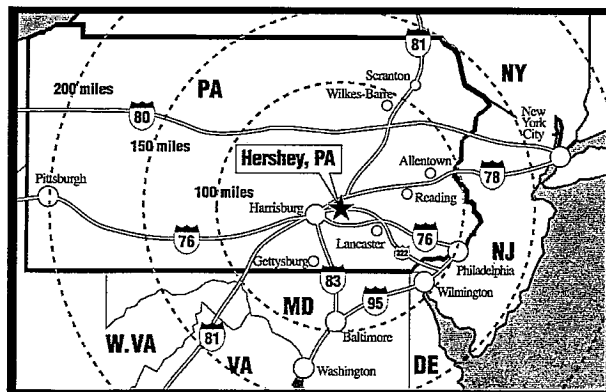
The only catch is the number of rooms available at the special rate is limited so you must reserve early to be assured of getting one. (The cutoff date for reservations at the conference rate is March 29, but available rooms could be gone by that time, in which case you would have to pay the regular hotel rate.)

To make a reservation, call Wyndham's toll-free reservation line at 1-800-228-9290. (You can also call the hotel directly at 717-564-5511.) To get the convention rate, be sure to tell them you are attending the Society of Professional Journalists conference.

Harrisburg/Hershey: Closer than think!

From Washington – 2 hours/125 miles; **Philadelphia** – 1 1/2 hours/100 miles; **Baltimore** – 1 1/2 hours/ 90 miles; **New York City** – 3 hours/188 miles; **Boston** – 6 hours/400 miles; **Syracuse** – 4 1/2 hours/260 miles; **Richmond** – 3 1/2 hrs/238 miles; **Portland** – 7 1/2 hours/500 miles

Directions: The Harrisburg-Hershey Wyndham is located five minutes from the Pennsylvania Turnpike (I-76) southeast of Harrisburg. From I-76, take Exit 19 to I-283 North to Exit 2 (Swatara), take a right at the stop sign and look for signs. From I-78, take I-81 South to I-283 South to Exit 2 (Swatara), take a left at the stop sign and look for signs. The hotel is at 4650 Lindle Road, Harrisburg, PA, 17111. Phone is 717-564-5511.



SPJ SuperRegional
c/o Desiree Davis
8429 Greenbelt Rd. #102



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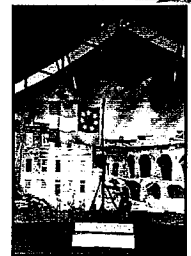
"SuperRegional" Conference Agenda, Registration and Hotel Information Enclosed. Please use or pass on!

Moscow Festival Ballet at the Hershey Theatre on Saturday night – The famous company founded in 1989 by dancers from Russia's famed Bolshoi and Kirov ballet companies will present a fully staged version of Cinderella at 8 pm at the historic Hershey Theatre. For more information call the box office at 717-534-3405 or visit www.hersheytheatre.com.

Hershey Museum – The history of the man, the candy company and the model town he created. Newest exhibit: Kisstory – The Story of Hershey's Kisses since 1907. Open daily from 10 am to 5 pm. Admission: \$6.50. For more information call 717-534-3439 or visit www.hersheypa.com.

The Spa at the Hotel Hershey – Spa treatments including the Chocolate Fondue Wrap and the Chocolate Bean Polish, starting at \$115. For more information call toll-free 1-800-Hershey or visit www.hersheypa.com.

National Civil War Museum – The only museum in The United States that portrays the entire story of the American Civil War. Equally balanced presentations are humanistic in nature without bias to Union or Confederate causes. Located in Harrisburg. Open 12 to 5 pm on Sunday (10 am-5 pm Tuesday-Saturday) For more information call toll-free 1-866-258-4729 or visit www.nationalcivilwarmuseum.org.



In the Area:

Pennsylvania Dutch Country – Thirty minutes away is Lancaster, the heart of the Pennsylvania Dutch Country, where Amish farmers still live without electricity and use mule teams to plow their fields. Tour Amish homesteads, sample the local cooking or visit the famous Sights & Sounds Theater. Then do some antique hunting and check out the local outlet stores. For more information call 1-800-PA-DUTCH or visit www.PADutchCountry.com.

Gettysburg Battlefield – Forty-five minutes south is the 5,700-acre Gettysburg Military Park, site of the Civil War's most decisive battle. Along with regular tours, the park will be hosting the 7th annual "History Meets the Arts Festival," from Friday to Sunday, featuring more than 75 nationally renowned artists, sculptors, and artisans. All eras of American history will be represented -- the Colonial era, the French and Indian War, the American Revolution, the American Civil War, the American West, and World Wars I and II. For more information call 717-334-2100 or visit www.gettysburg.com.

