LEARNING from LEADERS
What Works for Stories and Schools

MAY 17-19, 2012

PHILADELPHIA, PA

65th
NATIONAL SEMINAR

NATIONAL EWA
Education Writers Association

HOSTED BY THE UNIVERSITY OF PENNSYLVANIA’S GRADUATE SCHOOL OF EDUCATION AND THE AMERICAN EDUCATIONAL RESEARCH ASSOCIATION
WELCOME to PENN!

PennGSE & AERA are proud to host the 65th EWA National Seminar

For more information, visit www.gse.upenn.edu/ewa
Professional development isn’t just important to the educators EWA members cover; for reporters, it’s integral to the job. Whether mining data, observing classrooms, or parsing the nuances of education policy, everyone has something new to learn. Over the next three days, some of the most interesting minds in education and journalism will discuss issues that affect education and journalism at all levels. We’re excited that you’re joining us, and trust that what you learn at this year’s National Seminar will inform your work for years to come.

Over the next three days, some of the most interesting minds in education and journalism will discuss issues that affect their fields at all levels.

EWA welcomes 12 exhibitors this year. Please see page 3 of the program for descriptions of their offerings.

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EWA extends special thanks to sponsors and other supporters of our 65th National Seminar.

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Preparing our students to prevail in the 21st century global workplace is no small endeavor. Accelerating change is demanding different skills and, in turn, a vastly different education system.

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The **American Institutes for Research** is the major coordinating body for all the nation’s higher education institutions, representing more than 1,600 college and university presidents, and more than 200 related associations, nationwide. Materials will include a sample of recent reports and products.

The **College Board** is a leading education organization that provides programs and services to help students prepare for and succeed in college. They partner with schools and educators to enhance the learning process, foster achievement and support students on their path to higher education. The most reliable road to success leads through college, and for over a hundred years, the College Board has provided students with a map for their journey.

**Corinthian Colleges** is one of the largest postsecondary education companies in North America. Their mission is to change students’ lives. They offer diploma and degree programs that prepare students for careers in demand or for advancement in their fields. Their program areas include health care, business, criminal justice, transportation technology and maintenance, construction trades and information technology. They have 119 Everest, Heald and WyoTech campuses, and also offer degrees exclusively online.

The **Council for Chief State School Officers** is a nonpartisan, nationwide, nonprofit organization of public officials who head departments of elementary and secondary education in the states, the District of Columbia, the Department of Defense Education Activity, and five U.S. extra-state jurisdictions. CCSSO provides leadership, advocacy, and technical assistance on major educational issues. The Council seeks member consensus on major educational issues and expresses their views to civic and professional organizations, federal agencies, Congress, and the public.

The **First Five Years Fund** is a nonprofit organization that aims to focus nationwide attention and resources on comprehensive, high-quality early-learning experiences for children from birth to age five. They will be presenting “Invest in US,” a five station exhibit devoted to the importance of early-childhood education, featuring touch-screen computers that allow you to explore the brain science and economic research behind early learning and give you a look inside high-quality classrooms and programs.

The **Hatcher Group** is a full-service public affairs and communications firm that works with local and national organizations addressing education and poverty to close achievement gaps and increase economic opportunity. Their table will provide information on Attendance Works, the Campaign for Grade-Level Reading, the Center for Educational Policy, Horizons National, National Summer Learning Association, YouthBuild and others that are working on issues including school improvement, early reading and school readiness, chronic absenteeism, expanded learning time and education policy.

**Measured Progress** is a Dover, N.H.-based not-for-profit organization dedicated to improving instruction and student learning in standards-based classrooms.

The **National Education Association** is your resource for data and statistics, background information and on-the-record comment. Stop by their table for resources on education.

**Pearson**, a leading education services company, is serious about evolving how the world learns through deep education experience and research, investment in innovative technologies, and promotion of collaboration throughout the education ecosystem. Real change is their commitment, and its results are delivered through connecting capabilities to create actionable, scalable solutions that improve access, affordability and achievement. For more information, visit www.pearsoned.com.

**StudentsFirst** will present findings for national and state-level polling done around education issues and distribute materials recounting the work StudentsFirst has done in states across the country, as well as highlighting the growth of the organization as a whole.

The **Wallace Foundation** is an independent, national foundation dedicated to supporting and sharing effective ideas and practices that improve education and enrichment opportunities for children. The foundation is currently focusing its efforts to strengthen education leadership to improve student achievement, enhance after-school learning opportunities, re-imagine and expand learning time during school and over the summer and expand participation in arts and culture. For more information and research on these and other related topics, please visit the Knowledge Center at www.wallacefoundation.org.

**Wireless Generation** is the leading provider of innovative education software, data systems, and assessment tools for reading, writing and math that are aimed at improving schools.
## Conference Agenda At-a-Glance

### Thursday May 17

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<thead>
<tr>
<th>Time</th>
<th>Venue</th>
<th>Content</th>
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<tbody>
<tr>
<td>11:45 a.m. − 1:20 p.m.</td>
<td>Hall of Flags Bodek Lounge Ben Franklin Golkin Class of 49 Amado (Irvine) Café 58 (Irvine)</td>
<td>Lunch &amp; Panel Discussion: What’s in Store From Common Core</td>
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<tr>
<td>1:30 – 2:40 p.m.</td>
<td>Hall of Flags Bodek Lounge Ben Franklin Golkin Class of 49 Amado (Irvine) Café 58 (Irvine)</td>
<td>Advocates’ Session: Moving the Iceberg on Social Media How to Improve Your Access to Schools Top Reporters’ Tips on Mining School and College Data Learning From Experts on How to Observe Classrooms How to Do Enterprise Stories on the Fly</td>
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<td>5:15 – 6 p.m.</td>
<td>Hall of Flags Bodek Lounge Ben Franklin Golkin Class of 49 Amado (Irvine) Café 58 (Irvine)</td>
<td>Pre-Dinner Speaker: Steven Brill – Stories I’d Like to See About Education</td>
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<td>6 – 7 p.m.</td>
<td>Hall of Flags Bodek Lounge Ben Franklin Golkin Class of 49 Amado (Irvine) Café 58 (Irvine)</td>
<td>Dinner</td>
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<td>7 – 8:30 p.m.</td>
<td>Hall of Flags Bodek Lounge Ben Franklin Golkin Class of 49 Amado (Irvine) Café 58 (Irvine)</td>
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<td>Breakfast &amp; Speaker: U.S. Senator Michael Bennet – The Federal Role in Transforming Education</td>
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<td>9 – 10:15 a.m.</td>
<td>Hall of Flags Bodek Lounge Ben Franklin Golkin Class of 49 Amado (Irvine) Café 58 (Irvine)</td>
<td>Tomorrow’s Teacher: Paths to Prestige and Effectiveness (9 a.m. − 12 p.m.) Higher Ed Plenary Session: Can Community Colleges Get Better?</td>
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<tr>
<td>10:45 a.m. – 12 p.m.</td>
<td>Tomorrow's Teacher (continued)</td>
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<td>12:30 – 2 p.m.</td>
<td>Lunch &amp; Buskin Lecture: Mayor Cory Booker of Newark, N.J.</td>
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<td>2:15 – 3:30 p.m.</td>
<td>Beyond Race? Affirmative Action Up for Debate</td>
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<td>3:45 – 5 p.m.</td>
<td>Summer Idyll or Idle? Combating Learning Loss</td>
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<td>5:15 – 5:45 p.m.</td>
<td>EWA Business Meeting</td>
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<td>6 – 7 p.m.</td>
<td>Reception</td>
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<tr>
<td><strong>Saturday May 19</strong></td>
<td><strong>Hall of Flags</strong>  <strong>Bodek Lounge</strong>  <strong>Ben Franklin</strong>  <strong>Golkin</strong>  <strong>Class of 49</strong>  <strong>Amado (Irvine)</strong>  <strong>Café 58 (Irvine)</strong></td>
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<tr>
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<td>Breakfast &amp; Speakers: Are Americans Really ‘Losing Our Minds’?</td>
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<tr>
<td>9:30 – 10:45 a.m.</td>
<td>Looking at Patterns of Success, Not Failure, in Communities of Color</td>
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<tr>
<td>11 a.m. – 12:15 p.m.</td>
<td>A Philadelphia Story: Helping Public High School Graduates Succeed in College</td>
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<td>12:30 – 2:30 p.m.</td>
<td>Awards Ceremony &amp; Luncheon: Lessons in Listening</td>
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<tr>
<td>12:30 – 2 p.m.</td>
<td>Higher Ed Plenary Session: New Research on State Policy and College-Going Gaps</td>
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In the right hands, a little knowledge can go a very long way.

Visit www.wallacefoundation.org. Reliable research and information to help you effect change.

We know more children can succeed in school. Two factors can help turn that potential into reality – good school leadership and strong summer learning programs. For insights, ideas and information about both, visit Wallace’s online library of publications.

Making Summer Count: How Summer Programs Can Boost Children’s Learning
A look at summer learning loss and ways it could be combated.

The School Principal as Leader: Guiding Schools to Better Teaching and Learning
Five ways today’s school principal works to improve schools and raise student achievement.

You’ll find these reports and other resources, free of charge, at www.wallacefoundation.org.
How to Connect to UPenn Wi-Fi

1. In your PC, tablet or smartphone's list of wireless networks, choose AirPennNet Guest.

2. Open a web browser, which will automatically redirect you to a login screen.

3. Enter your PennKey and password on the login screen. This information is located on the back of the nametag you received when you registered. If you need assistance, contact an EWA staff member.

On the Front Lines

We’re not teachers.
We’re not superintendents.
We’re the leaders in the middle of the debate about school reform.

We’re members of the American Federation of School Administrators (AFSA), the only national union for principals, assistant principals and school administrators.

Our Members Offer a Unique Perspective

Want to know what’s really happening with school reform? Find us online at www.AFSAadmin.org and on Facebook at www.facebook.com/AFSAUnion.
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Child Welfare
Early Learning
Education Technology
Elementary and Secondary Education Act Reauthorization
Elementary & Secondary Education
English Language Learners
Higher Education
Juvenile Justice
Reading and Literacy
Special Education
Teacher & Leader Effectiveness
Turnaround Schools

www.air.org

Making Research Relevant
Thursday, May 17

**Exhibitor Set-up:** 8 a.m. to 1 p.m. – Brachfield Meeting Room, 225 Houston Hall

**Attendee Registration Opens at 8 a.m.**

### 7:45 – 11:30 a.m.

**Site Visits** – EWA is offering six site visits in Philadelphia. Most are for journalists, but other attendees are invited to join the walking tour of the University of Pennsylvania campus, which starts at 8:30 a.m.

- **Educatings Adult Learners:** *Graduate! Philadelphia*
- **Tackling Turnarounds:** *Mastery Charter Schools*
- **Leaders in Literacy:** *Samuel Powel Elementary School (Children’s Literacy Initiative)*
- **Project-Based Learning:** *Science Leadership Academy*
- **Campus Tour:** *University of Pennsylvania*
- **Combating the Dropout Problem:** *YouthBuild Charter School/Communities in Schools*

### 11:45 a.m. – 1:20 p.m.

**Lunch and Panel Discussion – Hall of Flags**

Welcoming remarks from **Andrew Porter**, University of Pennsylvania Graduate School of Education; **Felice Levine**, American Educational Research Association; and **Caroline Hendrie**, EWA

**Shifting States: What’s in Store from Common Core** – Forty-six states plus the District of Columbia have pledged to use the Common Core standards, and all but five states are involved in collaborative efforts to develop related assessments. Yet while supporters see Common Core as a watershed, much needs to go right for the initiative to bear fruit. What are the key questions journalists need to ask?

Moderator: **Fawn Johnson**, correspondent for National Journal

- **Cherry Boyles**, instructional supervisor for Washington County Schools, Springfield, Ky.

### 1:30 – 2:40 p.m.

**A. Learning from Experts on How to Observe Classrooms – Amado Recital Room, Irvine**

How do educators conduct and use observations of teaching? What can journalists learn from educators on how to watch and interpret what goes on in schools? Video examples provided.

- **Bridget Hamre**, associate director of University of Virginia’s Center for Advanced Study of Teaching and Learning
- **Lisa Guernsey**, director of the Early Education Initiative at the New America Foundation

**B. Advocates’ Session: Moving the Iceberg on Social Media – Ben Franklin**

Not everyone has entered the social media landscape, and many larger agencies and institutions still aren’t using these tools effectively. Learn lessons from leaders on making social media drive results.

Moderator: **Alan Richard**, senior account supervisor, Hager Sharp

- **Ian Cahir**, social media strategist and former reporter, Princeton University
- **Barry Reichert**, senior vice president of digital strategy, Widmeyer Communications
- **Jen Segal**, social media strategist, Hager Sharp

**C. How to Do Enterprise Stories on the Fly – Café 58, Irvine**

Journalists share techniques that K-12 and higher education reporters can use to complete enterprise stories while juggling daily responsibilities in time-starved newsrooms.

Moderator: **Lauren Roth**, education reporter, Orlando Sentinel

- **Gov. Jack Markell**, State of Delaware
- **Andrew Porter**, professor of education and dean of the Graduate School of Education at the University of Pennsylvania
- **Kathleen Porter-Magee**, senior director of the High Quality Standards Program at the Thomas B. Fordham Institute
• Stephanie Banchero, national education reporter, The Wall Street Journal
• Cathy Grimes, team editor, Daily Press, Hampton Roads, Va.
• Samantha Hernandez, reporter, Door County Advocate, Wis.
• Mackenzie Ryan, education reporter, Florida Today

D. Top Reporters’ Tips on Mining School and College Data – Class of 49

Journalists provide advice on how to use data in your coverage. Topics include how to file Freedom of Information requests for data involving individual student records and how to analyze college completion data.

• Jack Gillum, investigative reporter, The Associated Press
• Nancy Mitchell, news editor, Education News Colorado
• Scott Smallwood, managing editor, The Chronicle of Higher Education

E. How to Improve Your Access to Schools – Golkin

A roundtable including journalists, a public information officer and a principal discuss how reporters can better gain access to schools and classrooms.

Moderator: Erin Richards, education reporter, Milwaukee Journal Sentinel

• Terry Corallo, director of communications, Paterson Public Schools, N.J.
• Michael Foran, principal, New Britain High School in New Britain, Conn.
• Rose Ciotta, senior editor for digital/print projects, The Philadelphia Inquirer
• Susan Snyder, higher education reporter, The Philadelphia Inquirer

2:45 – 3:50 p.m.

A. Using Federal Education and Census Data in Reporting – Amado Recital Room, Irvine

Learn about how to use data from the Common Core of Data, the Student and Staffing Survey, and the American Community Survey, as well as the tools that the NCES has developed to enhance the experience.

Moderator: Julie Mack, K-12 education reporter, Kalamazoo (Mich.) Gazette

• Stephen Cormnan, statistician, National Center for Education Statistics, U.S. Department of Education

B. Examining College Spending and Its Link to Price: A Practical Workshop – Ben Franklin

More students and families are asking why college costs so much and why the price continues to rise. This workshop examines the trends behind these college tuition increases, with guidance on how journalists can make better sense of the numbers.

Moderator: Kim Clark, senior writer, Money

• Matt Hamill, senior vice president of advocacy and issue analysis, National Association of College and University Business Officers
• Steve Hurlburt, deputy director, Delta Cost Project, American Institutes for Research
• Kathleen Payea, policy analyst, College Board

C. Advocates’ Session: Reporter Roundtable – Café 58, Irvine

How can advocates connect more effectively with journalists? Reporters and editors describe their reactions to press releases and emails, and offer advice on what works best to cut through the clutter.

Moderator: Dakarai Aarons, director of education policy and outreach, CommunicationWorks

• Cathy Grimes, team editor, Daily Press, Hampton Roads, Va.
• Joy Resmovits, U.S. education reporter, The Huffington Post
• Dorie Turner, education writer, The Associated Press

D. School Violence: What Reporters Can Uncover – Class of 49

In many communities, campus violence and student discipline issues are ever-present concerns for educators struggling to make schools safe places to work and learn. Members of the Pulitzer Prize-winning team from The Philadelphia Inquirer and others discuss the newspaper’s year-long project on school violence and its impact on the community.

Moderator: Dale Mezzacappa, contributing editor, Philadelphia Public School Notebook

• Lorene Cary, member, Philadelphia School Reform Board
• Rose Ciotta, senior editor for digital/print projects, The Philadelphia Inquirer
• Helen Gym, founder, Parents United for Public Education
• Susan Snyder, reporter, The Philadelphia Inquirer
• Bach Tong, student, Science Leadership Academy
E. Cutting Edge Web Tools for Journalists – Golkin
Discover creative ways to use Web tools you’ve never heard of, and new uses for tools you thought you had already mastered.

- Joshua Benton, director, Nieman Journalism Lab
- Tracy Loew, database/projects reporter, Salem Statesman Journal, Salem, Ore.
- Matt Stiles, database reporting coordinator, NPR’s State Impact

3:55 – 5:05 p.m.
A. What About Principals? – Ben Franklin
A great deal of attention has focused on teachers and school turnarounds, but how can effective teachers or schools become without strong leaders? Find out how researchers are documenting the skills principals need to be powerful instructional leaders even as reformers build new pipelines to grow the supply.

Moderator: Karin Chenoweth, writer-in-residence, Education Trust
- Douglas Anthony, director of human capital management, Prince George's County, Md.
- Robert Bender, principal, PS 11, New York City
- Andrew Porter, professor and dean, Penn Graduate School of Education
- Steve Tozer, professor, Educational Policy Studies, University of Illinois at Chicago

B. Are Vouchers Making a Comeback? – Café 58, Irvine
With the political changes to state legislatures in 2010, vouchers and tax credits for private schools are making a comeback. This session features a debate between a supporter and critic of using public funds to expand private school choice.

Moderator: Scott Elliott, education reform reporter, The Indianapolis Star
- Robert Enlow, president and CEO, The Friedman Foundation for Educational Choice
- Tom Gentzel, executive director, Pennsylvania School Boards Association

C. Covering ‘Collective Impact’ and Its Link to Education – Class of 49
Several programs are emerging that look at not just academics but how to make sure that families get the services they need so children arrive at school fully ready to learn. Strive Partnership and Say Yes to Education are among the programs that can serve as models for emerging Promise Neighborhoods.

5:15 – 6:00 p.m.
Before-Dinner Speaker– Hall of Flags
Stories I’d Like to See About Education – The contentious debate over how to best reshape America’s public education system has educators, parents and policymakers choosing sides. Veteran journalist and entrepreneur Steven Brill will offer a provocative road map to help education writers navigate this fertile territory. Brill will also apply the premise of his weekly Reuters column, “Stories I’d Like to See,” to the education beat, based on research for his 2011 book on school reform.

Introduction: Kent Fischer, vice president, GMMB
- Steven Brill, author of Class Warfare: Inside the Fight to Fix America’s Schools

6:00 – 7:00 p.m.
Dinner – Hall of Flags

7:00 – 8:30 p.m.
Reception – Bodek Lounge
2012 National Seminar of the Education Writers Association

Friday, May 18

8:00 – 9:00 a.m.

Breakfast and Speaker – Hall of Flags

The Federal Role in Transforming Education – Michael Bennet has the benefit of a dual vantage point on education reform, having served as superintendent of Denver Public Schools and now U.S. senator from Colorado since 2010. He will discuss teaching as a transformative profession and the prospects for the reauthorization of No Child Left Behind.

Introduction: Scott Elliott, education reform reporter, The Indianapolis Star

U.S. Senator Michael Bennet, Democrat of Colorado

9:00 a.m. – 12:00 p.m.

K-12 Plenary Session – Bodek Lounge

Tomorrow’s Teacher: Paths to Prestige and Effectiveness – America’s teaching corps has become the focus of intense reform activity in recent years. A single, but by no means simple, question sits at the center of much of this work: How can we transform teaching into a prestigious profession? In this special plenary session, a series of expert speakers delivers succinct talks over the course of the morning on various aspects of this critical topic. See pullout section for details.

9:00 – 10:15 a.m.

Higher Ed Plenary Session – Amado Recital Room, Irvine

Can Community Colleges Get Better? – More than ever, community colleges are being seen as key to getting millions of Americans the education they need to thrive. Yet while many students enter community colleges for job training that does not culminate in a degree, many more intend to get a degree but fall short. What can change? What are examples of model community colleges?

Moderator: Mary Beth Marklein, higher education reporter, USA Today

• David Baime, senior vice president for government relations, American Association of Community Colleges
• Judith Gay, vice president for academic affairs, Community College of Philadelphia
• Mark Schneider, vice president, American Institutes for Research
• Amy E. Slaton, associate professor, history and politics, Drexel University
• Josh Wyner, executive director, College Excellence Program, The Aspen Institute

10:15 – 10:45 a.m.

Break – Reading Room

10:45 a.m. – 12:00 p.m.

Higher Ed Plenary Session – Amado Recital Room, Irvine

New Research on State Policy and College-Going Gaps – In a new analysis, researchers from the University of Pennsylvania make the case that some state higher education policies may be aggravating social stratification and widening college-going gaps. Are states implementing the right policies to improve higher education, or are they making matters worse? Are there solutions? How should reporters cover these issues?

Moderator: Scott Jaschik, co-founder and editor, Inside Higher Ed

• Joni Finney, practice professor of higher education, University of Pennsylvania
• Laura Perna, professor of education, University of Pennsylvania
• Ryan Reyna, program director, National Governors Association

12:30 – 2:00 p.m.

Lunch and Buskin Lecture – Hall of Flags

Through the Fire: Fixing Newark’s Schools – Cory Booker doesn’t shy away from a chance to take action – just ask the neighbor he recently rescued from her burning home. His administration’s aggressive approach to citywide reforms has been accompanied by a drop in crime as well as greater investments in capital projects, parks and affordable housing. He will discuss efforts to bolster Newark’s schools, and to ensure greater equity and opportunities for the city’s children.


• Mayor Cory Booker, Newark, New Jersey

2:15 – 3:30 p.m.

A. Should Funding and Facilities Follow the Child? – Amado Recital Room, Irvine

Charter advocates are pushing for greater access to facilities and more equitable funding. At the same time, some school districts are seeing steep budget cuts, and in some cases facing bankruptcy, in part because of a shift of students and funding to charter schools. We explore a range of perspectives on this complicated issue.

Moderator: Dale Mezzacappa, contributing editor, Philadelphia Public School Notebook

• Bryan Hassel, co-director, Public Impact
• Gary Miron, professor, Western Michigan University
• Pedro Ramos, chairman, Philadelphia School Reform Board
• Joe Williams, executive director, Democrats for Education Reform
B. Beyond Race? Affirmative Action Up for Debate –
  Ben Franklin

What are the implications for higher education institutions of the upcoming U.S. Supreme Court ruling on the use of racial preferences in admissions? Experts on opposite sides of the debate offer their perspectives, while a seasoned higher education journalist points reporters to the related questions and issues they should explore.

Moderator: Scott Jaschik, co-founder and editor, Inside Higher Ed
  • Roger Clegg, president and general counsel, Center for Equal Opportunity
  • Michael A. Olivas, professor and director, Institute for Higher Education Law and Governance, University of Houston Law Center

C. Building Narratives Around Dropping Out – Class of 49

Every year, legions of students disappear from American high school classrooms. If school principals are lucky, they can track them down. But even when they do, it’s often tough to convince students to stay in school. A columnist describes his year following a struggling high school and a filmmaker shares clips from an upcoming Frontline documentary.

Moderator: John Tulenko, senior correspondent, Learning Matters Inc.
  • Frank Koughan, filmmaker, Frontline
  • Matt Tully, columnist, The Indianapolis Star

D. Access to High-Quality Care for Disadvantaged Kids – Golkin

How is the economic downturn affecting early learning? What are the implications for disadvantaged families as subsidized child-care slots are cut back? Is kindergarten also affected?

Moderator: Liz Willen, editor, The Hechinger Report
  • Harriet Dichter, vice president, national policy, Ounce of Prevention Fund
  • Will Kinder, education policy associate, Children’s Defense Fund

3:30 – 3:45 p.m.
Break – Reading Room

3:45 – 5:00 p.m.

What is the best way to develop high-quality charter schools? What role does authorizing play to make good on the autonomy-for-accountability bargain? Some choice advocates say it’s better to let a thousand flowers bloom, while others insist on a high bar for new charters.

Moderator: Tom Toch, senior fellow, The Carnegie Foundation for the Advancement of Teaching
  • Jeanne Allen, founder and director, Center for Education Reform
  • Gary Miron, professor, Western Michigan University
  • Greg Richmond, president and CEO, National Association for Charter School Authorizers
  • Martha Woodall, education reporter, The Philadelphia Inquirer

B. Summer Idyll or Idle? Combating Learning Loss – Ben Franklin

The summer idyll is far from ideal for many children who grow up in poverty. Typically, they lose more learning over the summer than middle-class children, fueling achievement gaps. What is being done to avert summer learning loss? What are promising models for enriching the summers of disadvantaged kids?

Moderator: Kathleen Kennedy Manzo, assistant managing editor-online, Education Week
  • Catherine Augustine, senior policy researcher, RAND
  • Gary Huggins, CEO, National Summer Learning Association
  • Kathryn LeRoy, chief academic officer, Duval County Public Schools

C. Blending Classroom and Online Learning: Best of Both Worlds? – Class of 49

Blended learning combines in-person teaching with online courses so that students can widen their course-taking horizons while receiving face-to-face attention. Is blended learning the best of both worlds or too good to be true? This panel explores the pluses and minuses of this emerging approach.

Moderator: Jonathan Schorr, partner, NewSchools Venture Fund
  • Lisa Andrejko, superintendent, Quakertown Community Schools
  • Scott Benson, program officer, Bill & Melinda Gates Foundation
  • Karen Cator, director, Office of Educational Technology, U.S. Department of Education
  • Michael Horn, co-founder, Innosight Institute
  • Chris Lehmann, principal, Science Leadership Academy
D. College Affordability: Covering the Costs  
– Café 58, Irvine
President Obama called for making college more affordable in his 2012 State of the Union Address. But how? Do increases in federal financial aid spur mounting prices, or help more students afford higher education? Would incentives aimed at curbing tuition increases actually work? What about honesty about the true cost of college?

- Michelle Asha Cooper, president, Institute for Higher Education Policy
- Goldie Blumenstyk, senior writer and columnist, The Chronicle of Higher Education

E. Early Learning: The Key to Success? – Golkin

Many researchers tout figures that show positive long-term academic and social effects for spending on early-childhood education. Just how authoritative is the research and why? What is the newest from brain research?

Moderator: Kathryn Baron, co-writer, Thoughts on Public Education

- Steven Hicks, special assistant, U.S. Department of Education
- Milagros Nores, assistant research professor, National Institute for Early Education Research
- Lindsey Allard Agnamba, founder and director, School Readiness Consulting

9:30 – 10:45 a.m.
A. How Schools Use Data to Improve Learning – Amado Recital Room, Irvine
How are leading-edge districts and states working with data on student, teacher and school performance. Why do these systems matter and how do you make your readers care?

Moderator: Dorie Turner, education writer, The Associated Press

- Pauline Dow, associate superintendent, Ysleta Independent School District
- Charles Thomas, principal, Crossland High School
- Rob Waldron, president and CEO, Curriculum Associates

B. Looking at Patterns of Success, Not Failure, in Communities of Color – Ben Franklin
In the efforts to get more African-American men and other minorities through college, the emphasis is often on what goes wrong. But what makes things go right? A researcher shares his views on the mistakes journalists make and how they can better approach this topic, and journalists respond.

- Shaun Harper, associate professor, University of Pennsylvania
- Doug Lederman, co-editor and founder, Inside Higher Ed
- Katherine Unmuth, education writer, Latino EdBeat

C. Story Lab Part I – Chronic Absenteeism: Focus on the Data – Class of 49
How can reporters examine the data around absenteeism? Do school districts take absenteeism seriously? A new study indicates they probably do not, even though sizeable numbers of kids miss 10 percent or more of school. Experts will help you break down the numbers,
while journalists will describe how they obtained data on absenteeism and how they ran their own analyses.

Moderator: Kavitha Cardoza, senior reporter, WAMU 88.5
- Robert Balfanz, research scientist, Johns Hopkins University
- Hedy Chang, director, Attendance Works
- James Vaznis, K-12 education reporter, The Boston Globe
- Jason Wermers, editor, the Statesboro (Ga.) Herald

10:45 – 11:00 a.m.
Break – Reading Room

11:00 a.m. – 12:15 p.m.
A. Reporting on Turnaround Schools – Amado Recital Room, Irvine

School districts across the country – under pressure from the federal government – are revamping schools, sometimes through wholesale staff replacement or conversion to charter status. Journalists who have tracked turnarounds for years offer advice on how their peers can cover this complex topic.

Moderator: Emily Richmond, public editor, Education Writers Association
- Jennifer Brown, investigative reporter, The Denver Post
- Sarah Garland, staff writer, The Hechinger Report
- Alyson Klein, staff writer, Education Week

B. A Philadelphia Story: Helping Public High School Graduates Succeed in College – Ben Franklin

Increasing the numbers of low-income and first-generation students who enroll and succeed in postsecondary education can prove a daunting challenge. Hear from speakers working on projects, such as the Philadelphia Postsecondary Success Program, that are making headway in the push to get kids from urban public high schools to and through college.

- Joan Mazzotti, executive director, Philadelphia Futures
- Rochelle Nichols-Solomon, director for postsecondary success, FHI 360
- Eli Goldblatt, director, First Year Writing Program at Temple University

C. Story Lab Part II – Chronic Absenteeism: The Human Face – Class of 49

Now you’ve crunched the numbers. What now? How do you put a human face on a numbers story? How do you make readers care? A principal and a parent coordinator describe their efforts to track down chronically absent students and motivate them to stay in school. A reporter describes how she put a human face on the problem.

Moderator: Carol Rava Treat, director of strategy & technology, Get Schooled
- Kavitha Cardoza, senior reporter, WAMU 88.5
- Adrienne Chew, principal, Academy at Palumbo
- Farrah Lafontant, parent coordinator, P.S. 149

12:30 – 2:30 p.m.
Awards Ceremony and Luncheon – Hall of Flags

Lessons in Listening: StoryCorps Stories Celebrating Teachers and Students

Since 2003, the independent nonprofit organization StoryCorps has helped more than 80,000 people capture, preserve and share – via National Public Radio – some of the most meaningful moments of their lives. StoryCorps team members discuss and share audio clips from their National Teacher Initiative and StoryCorpsU.

- Tramaine Chelan’gat, associate manager of community engagement, StoryCorps
- Melvin Reeves, associate director of education and special projects, StoryCorps
MOMENTUM IS GROWING...

IS YOUR COMMUNITY PART OF THE CAMPAIGN FOR GRADE-LEVEL READING?

MORE THAN 120 CITIES, counties, and towns in 33 states are working on community action plans to ensure that more children from low-income families learn to read proficiently by the end of third grade. We know that students who don't read well by that point are less likely to succeed academically and graduate from high school. While schools focus on curriculum and instruction, the communities are tackling three challenges:

**THE READINESS GAP**
Too many low-income children begin school already far behind.

**THE ATTENDANCE GAP**
Too many low-income children miss too many days of school.

**THE SUMMER SLIDE**
Too many low-income children lose ground over the summer.

For the list of communities and more information about how these collaborative efforts can deliver academic success, go to: www.gradelevelreading.net.
The 2011 National Awards for Education Reporting

I. PRINT, SMALL MARKET:

A. Single-Day News Coverage or Feature:
First Prize – Fawn Johnson,
National Journal, Report Card

Second Prize – Albert Samaha,
Riverfront Times, Intentional Grounding

Dave Breitenstein,
The News-Press, Edison Admits Course Swaps

Special Citation – Dana Goldstein,
The American Prospect, The Test Generation

B. Beat Reporting:
First Prize – Goldie Blumenstyk,

Second Prize – Rebecca Harris,
Catalyst Chicago, Early Childhood Beat Reporting

Dave Breitenstein,
The News-Press, Education Beat Reporting

Kay Luna, Steven Martens and Rashah McChesney,
Quad-City Times, Education in the Quad-Cities

Special Citation – Colleen Gillard, Lucy Hood, Patti Hartigan, Laura Pappano, Brigid Schulte, David McKay Wilson,
Harvard Education Letter, Harvard Education Letter’s Education Coverage

C. Series:
First Prize – Craig DeVrieze and Kay Luna,
Quad-City Times, Hidden Homeless

Second Prize – Dave Saltman,
Harvard Education Letter, Tech Talk

Special Citation – Rena Havner Philips,
Press-Register, Alabama’s Immigration Law

D. Investigative Reporting:
First Prize – Cathey O’Donnell and Gary Stern,
The Journal News, Too Big to Fix

Second Prize – Nina Shapiro, Seattle Weekly, Deaf Jam

Special Citation – Mc Nelly Torres,
Florida Center for Investigative Reporting, School of Hard Financial Knocks

E. Opinion:
First Prize – James Warren,
Chicago News Cooperative, James Warren Columns

Second Prize – Colleen Gillard,
Harvard Education Letter, Good Teachers (the Movie You Won’t See)

Special Citation – Stephen Lemons,
Phoenix New Times, White Lies

Caryl Rivers,
Boston University,

Rosalind Barnett,
Brandeis University, Opinion Columns

II. PRINT, LARGE MARKET:

A. Single-Day News Coverage or Feature:
First Prize – Gendy Alimurung,
LA Weekly, Bad Lunch

Second Prize – Linda Wertheimer,
The Boston Globe Magazine, Test of Faith

Special Citation – Liz Bowie,
The Baltimore Sun, Slow Turnaround

Erin Richards,
Milwaukee Journal Sentinel, Finland

Lillian Mongeau,
The Dallas Morning News, Bringing Lessons to Life
B. Beat Reporting:
First Prize – John Hechinger,
*Bloomberg News*, Charter Schools, Broken Promises

Second Prize – Daniel de Vise,

Special Citation – Sarah Garland, Sarah Butrymowicz, Jon Marcus, Jill Barshay,

C. Series:
First Prize – Daniel Golden and Oliver Staley,
*Bloomberg News*, Lost in Translation

Second Prize – Todd Lighty, Stacy St. Clair, Jodi S. Cohen and Ryan Haggerty,
*Chicago Tribune*, Campus Sexual Assaults

Special Citation – Stephanie Ebbert, Jenna Russell, James Vaznis, Akilah Johnson, Meghan E. Irons, Patricia Wen, Andrew Ryan, Maria Sacchetti and the Globe’s video and graphics staff,
*The Boston Globe*, Getting In

D. Investigative Reporting:

Second Prize – Heather Vogell and Alan Judd,
*The Atlanta Journal-Constitution*, Atlanta Public Schools Cheating Scandal

Special Citation – Michael Finnegan and Gale Holland,
*Los Angeles Times*, Billions to Spend

E. Opinion:
First Prize – William McKenzie,
*The Dallas Morning News*, Education Reform

Second Prize – Monica Yant Kinney,
*The Philadelphia Inquirer*, Monica Yant Kinney’s Opinion

Special Citation – Paul Owens,
*Orlando Sentinel*, Student Debt

Sharon Broussard,
*The Plain Dealer*, Cleveland Schools

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III. BROADCAST

A. Short-Form Coverage:
First Prize – Jim Bell, Don Nash, Dee Dee Thomas and Antoinette Machiaverna,
*NBC News/TODAY*, Inside the College Admissions Process

Second Prize – Jim Bell, Don Nash, Debbie Kosofsky, Jennifer Long and Amy Robach,
*NBC News/TODAY*, Judge Jimmie Edwards

Special Citation – Dan Carsen,
*Southern Education Desk at WBHM*, Police Pepper-Spraying Students on Campus

B. Beat Reporting:
First Prize – Phyllis Fletcher, Jim Gates and Guy Nelson,
*KUOW Public Radio*, KUOW’s Phyllis Fletcher Reports

Second Prize – Maura Walz,
*Georgia Public Broadcasting*, Maura Walz on Georgia schools

Special Citation – John Merrow, John Tulenko, Cat McGrath and David Wald,
*PBS NewsHour/Learning Matters*, 2010-2011 Learning Matters Compilation

C. Feature, News Feature, or Issue Package:
First Prize – Emily Hanford, Catherine Winter and Stephen Smith,
*American Public Media*, Don’t Lecture Me

Second Prize – Dan Carsen,
*Southern Education Desk at WBHM*, Poor Neighborhoods, Polluted Schools

and


Special Citation – Ana Tintocalis and Tyche Hendricks,
*KQED Public Media*, How School Budgets Passed From Local to State Control and Untangling the Web of California School Funding

D. Series:
First Prize – Kavitha Cardoza, Ginger Moored and Rebecca Blatt,
*WAMU Public Radio*, The Heavy Burden of Childhood Obesity

Second Prize – Jim Bell, Don Nash, Natalie Morales, Curtis Vogel, Marc Victor and Audrey Kolina,
*NBC News/TODAY*, Class of 2020

...
E. Investigative Reporting:
First Prize – Rob Schmitz and Amy Scott, Marketplace, The Chinese Student Syndrome

Second Prize – Sarah Gonzalez and John O'Connor, StateImpact Florida (in collaboration with The Miami Herald), No Choice: Florida Charter Schools Failing to Serve Students with Disabilities

IV. BLOGS
A. Journalism blogging:
First Prize – John O'Connor and Sarah Gonzalez, StateImpact Florida (a project of NPR, WUSF Public Media, WJCT Public Broadcasting and WLRN Public Media), StateImpact Florida Blog Coverage

Second Prize – Elizabeth Green, Philissa Cramer, Geoffrey Decker, Rachel Cromidas, Jessica Campbell, Sarah Darville, Anna Phillips, Maura Walz, Chris Arp, GothamSchools, GothamSchools

Special Citation – Benjamin Herold, Dale Mezzacappa, Paul Socolar and Chris Satullo (of WHYY/Newsworks), Philadelphia Public School Notebook, Cheating coverage

B. Community blogging:
First Prize – Dana Chivvis, Christopher Tine, NBC News / Education Nation / NBC Learn, Education Nation’s The Learning Curve Blog

Second Prize – Mary Churchill and Meg Palladino, Inside Higher Ed, University of Venus

Special Citation – Jessica Stahl, Voice of America, The Student Union

V. SPECIAL INTEREST, INSTITUTIONAL, and TRADE PUBLICATIONS
First Prize – Sarah Karp, Catalyst Chicago, The Right Move?

Second Prize – Ben Wildavsky, Foreign Policy, Think Again: Education

Special Citation – Jack Stripling, Andrea Fuller and Josh Keller, The Chronicle of Higher Education, Executive Compensation: What Private College Presidents Make

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Contact: Susan Meyers, National Media Relations Director
404-518-2271, susan@edchoice.org
Chief Judge: Tamara M. Cooke Henry, Ph.D.
Philip Merrill College of Journalism, University of Maryland

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<tr>
<th>Abby Brownback</th>
<th>Steve Henderson</th>
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<th>Wayne Dawkins</th>
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<td>Northwestern University</td>
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Judges

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Fred M. Hechinger Grand Prize for Distinguished Education Reporting Contest

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<th>Year</th>
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<tr>
<td>1972</td>
<td>John Matthews, <em>Washington Star</em></td>
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<td>1973</td>
<td>William Grant, <em>Detroit Free Press</em></td>
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<td>1976</td>
<td>James Worsham and Marguerite Del Guidice, <em>Boston Globe</em></td>
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<td>1977</td>
<td>Lou Antosh, <em>Philadelphia Bulletin</em></td>
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<td>1978</td>
<td>Stanley Moulton and Laurel Sorenson, <em>Daily Hampshire Gazette</em></td>
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<td>1979</td>
<td>Staff of 10 writers, <em>Charlotte Observer</em></td>
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<tr>
<td>1981</td>
<td>Mary Bishop, Thomas Ferrick, Jr. and Donald Kimelman, <em>Philadelphia Inquirer</em></td>
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<td>1982</td>
<td>Fred Ankiam and Nancy Weaver, <em>Clarion-Ledger</em> (Jackson, Miss.)</td>
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<td>1983</td>
<td>Robert Frahm, <em>Journal Times</em> (Racine, Wisc.)</td>
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<td>1985</td>
<td>Janet Groat, <em>Macon (Ga.) Telegraph &amp; Tribune</em></td>
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<td>1986</td>
<td>Ricardo Gandara, <em>Albuquerque Tribune</em></td>
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<td>1987</td>
<td>Emily Sachar, <em>New York Newsday</em></td>
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<td>1988</td>
<td>Team of 14 reporters from <em>The Chicago Tribune</em></td>
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<td>1989</td>
<td>Emily Sachar, <em>New York Newsday</em></td>
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<td>1990</td>
<td>Ann Carnahan, Tony Pugh, <em>The Rocky Mountain News</em></td>
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<td>1993</td>
<td>Stephen Henderson, <em>The Lexington Herald-Leader</em></td>
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<td>1994</td>
<td>Neil A. Borowski, Laura Bruch, Thomas Ferrick, Craig McCoy, Dale Mezzacappa, John Woestendieck, and Martha Woodall</td>
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<td>1995</td>
<td>Dudley Althaus, <em>The Houston Chronicle</em></td>
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<td>1996</td>
<td>Robert Frahm and Rick Green, <em>The Hartford Courant</em></td>
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<td>1998</td>
<td>Deb Kollars, <em>Sacramento Bee</em></td>
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<td>1999</td>
<td>Tim Simmons, <em>Raleigh News and Observer</em></td>
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<td>2000</td>
<td>Kenneth Weiss, <em>Los Angeles Times</em></td>
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<td>2001</td>
<td>Patrick Healy, <em>The Boston Globe</em></td>
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<td>2002</td>
<td>Eric Eyre and Scott Finn, <em>Charleston Gazette Times</em></td>
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<td>2003</td>
<td>Christine Willmsen, Maureen O’Hagan, <em>Seattle Times</em></td>
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<td>2004</td>
<td>Joshua Benton, Holly Hacker and Herb Booth, <em>Dallas Morning News</em></td>
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<td>2005</td>
<td>Linda Lutton, Kati Phillips and Jonathan Lipman, <em>Daily Southtown</em></td>
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<td>2006</td>
<td>Jean Rimbach and Kathleen Carroll, <em>The Bergen Record</em></td>
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<td>2007</td>
<td>Martha Irvine and Robert Tanner, The Associated Press</td>
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<td>2008</td>
<td>Blake Morrison and Brad Heath, <em>USA Today</em></td>
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<td>2009</td>
<td>Bob Hohler, <em>Boston Globe</em></td>
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### EWA Presidents

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<th>Year</th>
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<tr>
<td>1948-49</td>
<td>Harrison Fry, Philadelphia Evening Bulletin</td>
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<td>1950-51</td>
<td>Herman Allen</td>
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<td>1951-52</td>
<td>Jim Sunshine</td>
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<td>1952-53</td>
<td>Millicent Taylor, Christian Science Monitor</td>
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<td>1953-54</td>
<td>Noel Wical, Cleveland Press</td>
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<td>Fred Hechinger, New York Herald Tribune</td>
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<td>Peter Janssen</td>
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<td>G.K. Hodenfield, Associated Press</td>
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<td>1965-66</td>
<td>Terry Ferrar, New York Herald Tribune</td>
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<td>1966-67</td>
<td>Mike Salsinger, Detroit News</td>
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<td>Marty Buskin, Newsday</td>
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<td>1972-73</td>
<td>Pat Doyle, Kansas City Star</td>
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<td>Jack Kennedy, Wichita Eagle</td>
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<td>Bette Orsini, St. Petersburg Times</td>
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<td>William Grant, Detroit Free Press</td>
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<td>David Bednarek, Milwaukee Journal</td>
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<td>Anne Lewis, Education USA</td>
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<td>Mike Bowler, Baltimore Sun</td>
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<td>Larry J. Hayes, Fort Wayne Journal Gazette</td>
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<td>Aleta Watson, San Jose Mercury News</td>
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<td>Robert Frahm, Hartford Courant</td>
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<td>1997-98</td>
<td>Bill Graves, Oregonian</td>
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<td>1999-2001</td>
<td>Kit Lively, Chronicle of Higher Education</td>
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<td>2002-03</td>
<td>Robin Farmer, Richmond Times Dispatch</td>
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<td>2004-05</td>
<td>Mary Jane Smetanka, Star Tribune</td>
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<td>2006-07</td>
<td>Linda Lenz, Catalyst</td>
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<td>Richard Whitmire, USA Today</td>
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<td>2009-11</td>
<td>Dale Mezzacappa, Philadelphia School Notebook</td>
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<td>2011-12</td>
<td>Stephanie Banchero, The Wall Street Journal</td>
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Dakarai I. Aarons is the education and policy manager for CommunicationWorks. Prior to joining CW, Aarons was a staff writer for Education Week, where he covered local school districts and school leadership and management and was a founding author of the District Dossier blog on edweek.org. Before joining Education Week, he covered local and state education issues for The Commercial Appeal in Memphis, Tenn., earning recognition from the Society of Professional Journalists and the Tennessee Press Association. His work has also appeared in the Washington Post, the Dallas Morning News, the Des Moines Register, and the Miami Herald. A native of Washington, D.C., he holds a bachelor’s degree in news-editorial journalism from the University of Nebraska-Lincoln. Contact him at daarons@communicationworks.com.

Lindsey T. Allard Agnamba is the founder and director of School Readiness Consulting. Her portfolio includes work in education policy, design and delivery of professional development and instructional coaching programs, and evaluation of education initiatives. Her work seeks to expand clients’ skills and knowledge. Allard Agnamba holds a bachelor’s in human development and early childhood education from Wheelock College and a master’s in international education policy from the Harvard Graduate School of Education. She is currently pursuing her doctorate in educational leadership from the University of Pennsylvania. Contact her at allard@schoolreadinessconsulting.com.

Jeanne Allen is the founder and president of The Center for Education Reform (CER), a national advocacy organization based in the Washington, D.C. that argues for increased accountability, alternative teacher certificates and school choice options. She serves as an alliance trustee to the America’s Promise Alliance, is an adviser to the Best Friends Foundation; a member of the Digital Learning Council; and was named one of Working Mother’s top 10 “Most Powerful Moms in Education.” She earned a bachelor’s degree at Dickinson College. Contact her through Lynda Pejic at ea@edreform.com.

Lisa Andrejko is Quakertown Community School District schools superintendent in Pennsylvania. As a middle school principal, she spearheaded the school reform required to earn National Blue Ribbon School of Excellence honors. Andrejko has been responsible for leading large-scale change initiatives such as full-day kindergarten implementation, high school and middle school reform, small learning communities, alternative education, flexible and staggered scheduling, and most recently, standards-based grading K-12 and creation of a K-12 cyber education program blended with traditional education. The QCSD Cyber/Blended Learning program was honored with the “Innovation Award” by the International Association for K-12 Online Learning (INACOL). Her works have been published in the NSDC Journal and the Journal of Educational and Behavioral Statistics. She earned a doctorate in education leadership from Lehigh University and has a M.Ed. in Educational Technology. Contact her at landrejko@qcsd.org.

Douglas W. Anthony serves as director of human capital management for Prince George’s County Public Schools. In this role, he leads systemic efforts around human capital reform, providing oversight and guidance for initiatives aimed at improving professional development, evaluation, recruitment and retention. Anthony joined Prince George’s County Public Schools as a classroom teacher.

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http://blogs.edweek.org/edweek/transforminglearning/

Since then, he has held numerous roles, including principal, assistant principal, school development program facilitator, and conflict mediation specialist. A graduate of the University of Maryland, Anthony holds a bachelor’s degree in speech and English education, and a master’s in educational leadership and policy studies. Contact him through Raven Hill at Raven.Hill@pgcps.org.

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Michael F. Bennet has been the junior U.S. Senator from Colorado since his first term began in 2010. Bennet helped to successfully pass a bill to reauthorize No Child Left Behind in the Senate Health, Education, Labor and Pensions Committee. As superintendent of Denver Public Schools, Bennet worked to improve student achievement and classroom performance, while also overseeing a halt to years of budgetary cuts in the school system. In 2008, for the first time in five years, the district did not have to cut its budget. In 2009, Denver was able to invest an additional $18 million in its schools and expand early childhood education. Bennet earned his bachelor’s degree with honors from Wesleyan University and his law degree from Yale Law School. Contact him through Adam Bozzi, adam_bozzi@bennet.senate.gov.

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Speaker Biographies

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Jack Markell has been governor of Delaware since 2009. Before entering politics, he served in various leading private sector positions,
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She managed a department of 20 with a budget over $4 million, providing comprehensive legal services. In October 2005, The Manhattan Institute awarded Mazzotti its 2005 Social Entrepreneurship Award. This award recognizes non-profit executives whose organizations are providing innovative, private solutions for America’s most pressing social problems. In 2010 Mazzotti received the Good Neighbor Award from State Farm Insurance. Contact her at (215) 790-1666 ext. 418.

Dale Mezzacappa has written about education for 25 years with The Philadelphia Inquirer and now as contributing editor of the independent nonprofit Philadelphia Public School Notebook, a website and bimonthly publication that covers the city schools. Before taking the education beat, she reported on government and politics from Trenton and Washington for the Inquirer and the Record of Hackensack, N.J. She’s earned a long list of awards from organizations including EWA, the Society of Professional Journalists, the New Jersey Press Association and the Columbia University School of Journalism. Her work has also appeared in the Washington Monthly and Education Next, among other publications. In 1990 and 1991, she was a Nieman Fellow at Harvard University. She teaches journalism at Swarthmore. She is a graduate of Vassar College. Contact her at dalemezz@comcast.net.

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Speaker Biographies

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