

REGISTRATION DEADLINE: MARCH 7!

YOUNG WRITERS' CONFERENCE

CHAPPAQUA PTA
PO BOX 5
CHAPPAQUA, NY 10514

Young Writers' Conference
2003

Sponsored by the Chappaqua PTA



SATURDAY
MARCH 29th
2003



SPECIAL THANKS

We Gratefully Acknowledge

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Brochure editing and production: Emily Haft Bloom
Graphics: Mindy Kombert-Rosenblatt
Partial art: Jene LeBlanc

NOTES

Young Writers' Conference

Sponsored by the Chappaqua PTA



WHEN:

Saturday, March 29, 2003
8:45AM-12:45PM

WHERE:

Bell Middle School

WHAT:

A day-long exploration of writing through workshops led by writing professionals. Students may choose workshops exploring fiction, journalism, sports writing, songwriting, travel writing, screenplays, humor, news reporting, advertising, poetry and more.

PARTICIPATION OPEN TO:

All 3rd, 4th and 5th graders in the Chappaqua School District.

REGISTRATION INSTRUCTIONS:

Please complete the enclosed registration form and mail it to the address indicated. Applications may only be submitted by mail. List four workshops that your child would like to attend; each child will participate in two workshops and we guarantee placement in at least one choice. If a particular workshop is filled, we will do our best to give each child a satisfactory alternative.

DEADLINE FOR REGISTRATION IS MARCH 7th. WE CANNOT ACCEPT ANY REGISTRATION FORM POSTMARKED AFTER THAT DATE.

CONFERENCE DAY:

Each student will attend two sessions, each featuring a one hour workshop, followed by a sharing session moderated by a trained facilitator. The sharing session will allow the participants to discuss the writing process. Approximately 812 students will participate in each workshop.

Please have your child eat a good breakfast before the Conference. There will be a snack provided between workshops. Please note on the registration form if your child has any food allergies.

CONFERENCE DAY SCHEDULE:

8:45 - 9:15 a.m.	Registration (Children must be signed in by an adult)
9:30 - 10:45 a.m.	Workshop/Sharing I
11:15 a.m. - 12:30 p.m.	Workshop/Sharing II
12:30 - 12:45 p.m.	Dismissal (Children must be signed out by an adult)

FEES:

There is a registration fee of \$20.00 per student. Please send your registration form with a check made payable to Chappaqua PTA.

RELUCTANT WRITERS:

This year's Conference offers many diverse and exciting workshops geared to a wide range of learning styles and designed to inspire a love of writing and self-expression in all children. If you have questions about which workshop would be most appropriate for your child, consult your child's teacher.

VOLUNTEER OPPORTUNITIES FOR PARENTS:

The Young Writers' Conference involves more than 90 workshop presenters and facilitators, and 400 students. To ensure a successful event, we will need approximately 80 parent volunteers to stay for the entire conference. If you are interested, please complete the volunteer section of the registration form.

CONFERENCE COMMITTEE:

Co-Chairs:	Karen Begleiter Pat Karr Hildy Sheinbaum
Workshops:	Cindy Bressler Mindy Domershick

John Rasmus is the Editor-in-Chief of *National Geographic Adventure* magazine. He was one of the original editors of *Outside Magazine* and helped launch *Men's Journal Magazine*.

Richard Roher is the President of Roher Public Relations and writes frequently about audio, video and computer technology.

Susan Roher is the Creative Director of Natrel Communications, a medical advertising agency.

Anthony Rudel is a writer and novelist. His latest novel, *Imagining Giovanni* (Atlantic Monthly Press, September 2001) takes place in Prague in October, 1787. He has written for radio, magazines and television and has published two books on music.

Lori Sachare is a freelance journalist and award-winning desktop publisher. She is a frequent contributor to Gannett Newspapers.

David Samel has been a criminal lawyer for 20 years, defending individuals and appealing their convictions.

Anne Marie Santoro creates media projects that nourish the best in the human spirit. She is the author of *The Cat with the Golden Belly* (1998) and *Big Bird* used to be her boss.

Jay Shapiro is of counsel at Pryor, Cashman, Sherman and Flynn. He is an adjunct Professor of Law at New York Law School, the coauthor of a book on New York Criminal Law and a monthly columnist on legal issues.

Jean Bertuccelli Sheff is the Associate Editor for *Westchester Family* and *Connecticut Family* Magazines.

Barry Stanton is a freelance writer.

Robert Sullivan is the Editor of LIFE and LIFE Books. He is also the author of *Flight of the Reindeer: The True Story of Santa Claus and his Christmas Mission*, and *Atlantis Rising: The True Story of a Submerged Land, Yesterday and Today*.

Matthew Van Fleet began his artistic career as a cartoonist and eventually ended up designing children's books. He runs his own graphic design studio. You can visit his website at www.dragonflys.com.

Nancy Weiss is an editor and writer of news and feature articles for merckmedicus.com.

Amy Jill James is an award-winning singer-songwriter who has recorded her songs and performed live in New York City since 1997. She currently writes songs for a company in Nashville.

Helen Jonsen has been a journalist, writer, producer and on-air reporter for radio and television - notably Fox 5 and WPIX News - for more than 20 years. She is the author of several books on travel and language.

Dan Kadlec is Senior Writer, *TIME Magazine*.

Nancy Krakaur has worked as a private investigator for 11 years, solving crimes in Europe and the U.S. She is now working on a collection of short fiction.

Alison Kramon is a Deputy Editor of In Style Magazine.

Glenn Kramon is the Business Editor of The New York Times.

Barri Leiner has written about fashion for WGN-TV, *The Chicago Tribune* and *Home Companion Magazine*. She is also the author of *Flea Market Fidos: The Dish on Dog Junk and Canine Collectibles*.

Eric Leventhal is Vice President of Marketing for The Dannon Company. An award-winning marketer, Eric has successfully managed many brands at companies including Coca-Cola, Kraft and Campbell's Soup. Creating great advertising is still his favorite part of the job.

Jennifer Leventhal is an award-winning writer and editor specializing in luxury products. Formerly a staff writer for Tiffany & Co., and then Editor-in-Chief of a jewelry magazine, her clients have included Bloomingdale's and the Atlantic Committee for the Olympic Games.

Paul Levitz is the publisher of *DC Comics* and *Mad Magazine*. He has written and edited many comic books including *Superman*, *Batman*, *Legion of Superheroes*, among others.

Gary Myers is the football columnist for *The Daily News* and a commentator for the YES network's *This Week In Football*.

Marjorie Perlin serves as the President of the Chappaqua Orchestra and does extensive writing for fundraising, publicity, marketing and grant proposals.

Carole Potter (no relation to Harry) is the author of *Knock on Wood, An Encyclopedia of Talismans, Charms, Superstitions and Symbols* (1990, Beaufort Books).

WORKSHOP DESCRIPTIONS



1. THE WRITER AS EXPLORER

What's it like to cover the Superbowl? Fly with the President? Explore a ghost town or meet an omnivore—a man who eats everything? Writing is the best way to explore the world and all the strange and wonderful things in it. -Peter Applebome

2. MILES OF STYLE

Are you into the latest fashion trends? Do you have your own sense of style? It's your turn to be the fashion editor whose column everyone loves to read. Let your readers in on what's hot and what's definitely not! - Monique Banks

3. POWER WRITING

Discover the power of writing from your imagination with exercises especially designed to allow you to explore all the possibilities of WHAT IF... Beginning with plots from your favorite stories about characters transformed by special powers, learn how to incorporate the elements of story structure into your own imaginative works. -Cindy Beer-Fouhy

4. GET READY, GET SET...HERE COMES INSIDE CHAPPAQUA!

We'll talk about what it takes to get a magazine off the ground. Everything from developing a budget to arranging a cover photo shoot, developing feature articles and lining up writers will be discussed. - Grace Bennett

5. HOW I SPENT MY VACATION

What makes a place interesting or exciting? What makes a trip memorable? Re-create your favorite experiences in words and they will stay with you forever. -Lauren Bernstein

6. FACT INTO FICTION

Some might argue there's plenty of fiction in the news already, but ours will be a little different. We'll be discussing ways in which true stories, even little ones, can be transformed into fiction by sparking and expanding the imagination. Are there special methods involved? Are there any rules? A surprise package of items from newspapers and magazines will be provided as a starter. -Pope Brock

7. WRITING LYRICS FOR MUSICALS

Belle sings! Simba sings! So do Peter Pan and Captain Hook! But they can't sing a note until someone puts words in their mouths. This workshop will teach you how to write song lyrics for some of your favorite characters -Helen Chayefsky

8. THE NEW KID'S GUIDE TO CHAPPAQUA

You are a famous travel writer who has been asked to help write "The New Kid's Guide to Chappaqua." Which places and spaces, restaurants and fun spots would you write about and rate? - **Mindy Bailin Citera**

9. THE NAME IS THE GAME

How do people become famous, or celebrities stay celebrated? They get their name in print--often. Learn how public relations works for everything from politicians to products and write your own press releases for print and broadcast.

-**Stacey Cohen**

10. HOW TO CREATE A COOL BRAND

What makes one kind of cereal or running shoe sell better than another? Why are some logos "cool" and others not? Learn what it takes to create the concepts that really set your brand apart. You'll be given a product, customers and competitors. Your job? Develop a campaign, tag line and logo to convince people that you have the product they want. -**Larry Eckerle**

11. PLAY SPORTS, WRITE SPORTS

Want to work as an editor for Sports Illustrated? Learn what makes an interesting article, the ins and outs of putting a national sports magazine together and practice writing headlines and captions for stories. -**Paul Fichtenbaum**

12. SET THE SCENE

The camera follows in close-up on a man's shoes walking on a wet, slick pavement on a dark and stormy night. Or, an over-dressed woman marches to her seat at a restaurant, and the waiter pulls the chair out a bit too far as she sits...misses the chair and hits the floor. The opening scene of a film-whether a drama, comedy or documentary - sets the tone for what's to come. We'll script our own openings for a suspense story and a completely silly comedy. - **Harriet Fier and Stephen Mantell**

13. THE MATCH GAME

Watch a tennis match between two well-known competitors and write a detailed description of the game just the way newspaper sportswriters do.- **Steve Flink**

14. CAPTURE THE SPIRIT

The Bonds between humans and animals are often very powerful. We will explore relationships between people and animals and learn how to capture the nature and spirit of those relationships through writing. - **Jean Craighead George**

15. LEARN TO WRITE A COMMERCIAL IN 50 MINUTES OR YOUR MONEY BACK!

How are television commercials written and made? Learn some of the tricks of the trade as you pick a product and write a commercial for it. Amaze your friends and family! Find out how advertising really works. -**Neal Gomberg**

16. CULINARY BITES

Restaurant reviewers entertain readers while telling about a dining experience. Learn how to rate service, food and atmosphere. We will practice gathering information to use in the review, how to evaluate the menu, and write an interesting and thoughtful review, even if it's for a restaurant you don't like. Bring ideas from your favorite dining spot; from The Pizza Station to The **House**. -**Marissa Hardie**

Stacey Cohen is the founder of Co-communication, a full-service marketing and public relations company in Mount Kisco.

Larry Eckerle is a Managing Partner of Zero Gravity Group, a business communication agency in New York. He has 22 years of marketing communication experience and has worked for Citicorp, Bank of America and Deloitte & Touche.

Paul Fichtenbaum is a senior editor at *Sports Illustrated*. In each of the past three years he has been ranked by *Hockey News* as one of the 100 most influential people in the sports

Harriet Fier and Stephen Mantell have written and produced numerous award winning programs for television, film and video. Their work has appeared on *Nickelodeon* and the *Disney Channel* and in museums and schools.

Steve Flink is a senior correspondent for *Tennis World Magazine* and former editor of *World Tennis Magazine*. He is the author of *The Greatest Tennis Matches of the 20th Century*.

Jean Craighead George is the author of over 90 books, including Newbery Medallists *Julie of the Wolves* and *My Side of the Mountain*.

Neal Gomberg has been writing TV commercials for 23 years. Some of the products he has worked on include: Nintendo, Volkswagen, Duracell batteries, Dell Computers and Reese's Peanut Butter Cups.

Marissa Hardie has been a dining critic for regional magazines, a food writer, cooking teacher and consultant for the past twenty years. She is currently a student at the Culinary Institute of America in Hyde Park, NY.

Leslie Hinderstein is a freelance writer who has written for the Journal News and business and school publications. Her favorite form of written expression is rhyming prose.

Susan Hodara is a freelance journalist who contributes regularly to the New York Times and whose work has also appeared in publications including *Communication Arts*, *Parents*, *Daughters*, *Salon.com* and a *Showtime* website. She serves as Consulting Editor for *Westchester Parent*.

Karen Issoksen-Silver is the founder of Healthworks!, a communications firm specializing in public health. Previously, she was a Vice-President at the Partnership for a Drug-Free America and an account executive at Backer Spielvogel Bates Worldwide.

ABOUT THE PRESENTERS



Peter Applebome is currently Regional News Editor at *The New York Times*. He has also been its Houston and Atlanta Bureau Chief as well as National Education writer.

Monique Banks has been a fashion editor at *Women's Wear Daily*, *Savvy Magazine* and *Fashionews*. She is the author of *How to Dress Rich* (Simon & Schuster, 1982).

Cindy Beer-Fouhy is the Director of Literary Arts at the Northern Westchester Center for the Arts. She develops writing courses and curricula and teaches poetry and creative writing workshops for children, teens and adults.

Grace Bennett is the Publisher and Editor of *Inside Chappaqua*, a new magazine covering New Castle and beyond.

Lauren Bernstein has been a writer and editor for 20 years. Her articles have appeared in *SKI Magazine*, *Conde Nast Traveler*, *Mountain Sports and Living* and *New York Magazine*.

Pope Brock has been a freelance journalist for 15 years. He has written for many publications, including *Esquire*, *GQ*, *Rolling Stone* and *The London Sunday Times Magazine*.

Helen Chayefsky has written lyrics for children's shows for Theatreworks/USA and TADA Youth Theatre. Her work has been presented in various showcases in New York City. She is an alumna of the BMA Lehman-Engel Musical Theatre Workshop and a member of the Dramatists Guild.

Mindy Bailin Citra is the author of *Around New York City With Kids* (Fodor's Travel Publications, Random House, 2001). She writes for parenting magazines and newspapers across the country.

17. THE PROFILER

Explore what makes people tick, then find the right words to bring them to life. Whether a celebrity or your best friend, get to know someone better and then write about who she or he really is. - **Susan Hodara**

18. POSTER POWER

Words and images have the power to change lives. Through persuasive and informative advertising, people can be convinced to make positive and healthy choices such as: saving energy, cleaning up the environment, eating better and staying away from tobacco. In this workshop, you will select a topic (e.g., gun control, water conservation, physical fitness) and create a poster/advertising campaign to promote your ideas. See how many lives you can change! -**Karen IssoksenSilver**

19. RAP IT UP

Hit songs are no accident. Learn how to create a song in the style and format of a mega-hit! No musical talent is necessary - the *words* make the song. - **Amy Jill James and Leslie Hinderstein**

20. BROADCAST NEWS

How is spoken news on television different from written news? Why is news that has just happened (or is "breaking") special? Try your hand at a broadcast news story and see how many facts you can get right. - **Helen Jonsen**

21. DIGGING FOR NEWS

Learn how to get the most out of an interview. Students will learn how to ask the right questions to get a scoop, organize their thoughts and write a news story on deadline. - **Dan Kadlec**

22. DETECTIVES AND GUMSHOES

The best way to learn to write a good mystery is to try solving one first. We'll puzzle through a real mystery, talk about the elements of a good "whodunit" and then write our own story. Detectives come in all shapes and sizes. Come prepared to create a story your friends won't be able to put down! - **Nancy Krakaur**

23. MAKING A CELEBRITY MAGAZINE

Do you like to read about movie, TV and music stars and their parties, homes, friends and clothes? Would you like to create a magazine about them? In this session, you'll learn how to ask celebrities questions, pick photos to make a layout and then write about them (including headlines and captions). - **Alison & Glenn Kramon**

24. FRONT ROW FASHION

Calling all fashion fans! We'd like to make you editor for a day. Grab a front row seat and be the first to see and write a design review about one of the season's hottest runway shows. From trend reports to articles...we'll learn just the right format and fashion terms to mix with your own stylish opinions and observations. -**Barri Leiner**

25. WORDS THAT SELL

Some of the writing jobs that are the most fun are in the fields of advertising and marketing. This workshop will help you learn how to write in a way that gets attention and really sells. First you'll see a brand-new product that is soon to be launched. Then you'll have the opportunity to write the tagline, advertising and a press release that will make everyone want to buy it! -**Jennifer Leventhal and Eric Leventhal**

26. IT'S A BIRD, IT'S A PLANE, IT'S A SUPERHERO!

Have you ever thought about how comic books are created? Here's your chance to invent your own comic book characters and see them come to life. You don't have to know how to draw, just how to let your imagination fly. -**Paul Levitz**

27. THE SPORTING LIFE

Do you play sports or get a thrill out of watching a game at a stadium or arena? Learn how to interview athletes and ask just the right questions, then find out how to put it all together in a great newspaper story. -**Gary Myers**

28. WRITING TO GET WHAT YOU WANT

Sometimes you can make a better case for yourself if you write it down. Learn the art of persuasive writing and get them to see it your way. First identify your goal and then get other people to identify with your goal. It's all in what you say and how you present it. -**Marjorie Perlin**

29. A STAR IS BORN

Learn how a singer becomes a superstar and how public relations, the art of creating and selling an image influences everything you do. We'll go behind the scenes and learn how to write a press release. Discover how to create an "image" so that the public will want what you've got to sell, whether it's a new video game or a new rock singer's album. -**Carole Potter**

30. ADVENTURES IN MAGAZINE WRITING

What makes a great magazine story --and what makes a great magazine? We'll talk about what magazine editors do, how writers file their stories and we'll create a magazine of our own. -**John Rasmus**

31. EASY AS ONE...TWO...FOUR?

Have you ever tried building a model or toy, or learning a new video game where the manual gave you incomplete or badly written instructions? Have you ever said to yourself, "This isn't the way I would do this."? Now's your chance to try and get it right. -**Richard Roher**

32. JUST DO IT! THE POWER OF ADVERTISING

Have you ever really wanted a new toy, game or food after hearing about it in a commercial? We'll learn how companies use the power and poetry of words to convince us that we "must have" certain products. We'll introduce our own product and use our imaginations and writing skills to get people excited about it. -**Susan Roher**

33. FANTASTIC WRITING VOYAGE

Let your mind wander near or far; create new people or creatures as you weave fantastic stories that use every bit of your imagination. Travel to different places or times, meet new challenges, all without leaving your desk. -**Anthony Rudel**

34. GETTING TO KNOW YOU

Everyone has a story to tell. It's up to you, as a journalist, to discover what it is. You'll learn interviewing skills that get people talking and find out what not to ask. Watch your subject come to life before your eyes! -**Lori Sachare**

35. THE TRUTH, THE WHOLE TRUTH AND NOTHING BUT THE TRUTH

How do lawyers persuade juries that someone is guilty or innocent? How can the same facts be described so differently that one lawyer can use them to send a defendant to jail and another can make the same person seem like a hero? Learn how to use your powers of observation and your words to make a point. -**David Samel**

36. AN INTERSPECIES LOVE STORY

Write a story about the special animal in your life. Experience the joy of writing about a special pet who makes your heart soar. -**Anne Marie Santoro**

37. LEGAL WRITES

Laws protect and defend us, but they can be confusing and open to interpretation. Sometimes, all we know about our rights and responsibilities we learn through the media. Find out about new laws that will be affecting all of our lives and learn how to write about them so other people will understand what's happening. -**Jay Shapiro**

38. TELL IT LIKE IT IS

Kids have opinions too! Did you ever disagree with something you've read in a newspaper or magazine? What if experts reported kids should watch only one TV show per month? Learn how to write a letter to the editor and get your thoughts heard, loud and clear. -**Jean Bertuccelli Sheff**

39. LIKE SPORTS? WRITE SPORTS!

If you like sports and you like writing, you can have fun combining the two. We'll explore the life of a sportswriter and ways you can make a living writing about what you love. We'll write a story about a basketball game, and even have a chance to interview a high scorer. -**Barry Stanton**

40. BRING IT TO LIFE

In magazine articles and illustrated books it takes more than just words to tell the story. Participants will learn about the various elements- narrative text, photographs, illustrations, typography, headlines, sub-heds and captions- that bring the piece alive. Then we will, as a team, assemble our own story from the ground up. -**Robert Sullivan**

41. FUNNY PAGES

As a comic strip writer, you have to make a big impact in a small space. Hone your ho-hum sense of humor into razor-sharp wit in three panels! Amaze your friends! Discover how fun and challenging writing three little sentences can be! -**Matthew Van Fleet**

42. NAME THAT STORY

A catchy title can grab a reader's attention even if the content is less than exciting. Learn how writers create compelling titles that make the reader want to drop everything and read on. -**Nancy Weiss**