

Schedule of Events

This schedule may change between now and Oct. 17. Rooms for breakout sessions have not yet been assigned.

8-9 a.m. **Registration** | Fischer Lounge, 2nd floor, Nebraska Union

9-10 a.m. **Welcome** | Centennial Room, Nebraska Union

Christine Kaldahl, president, Nebraska High School Press Assn.
Mary Kay Quinlan, associate dean, UNL College of Journalism
and Mass Communications

Featured speaker: Erin Grace, columnist, Omaha World-Herald

NHSPA Awards

Session I (10:15-10:45 a.m.)

Feature writing: Creative storytelling

Feature writing lets you flex some new writing muscles and break out of the hard-news mold to create compelling and creative stories. Learn some feature writing secrets from veteran reporter Joe Duggan of the Omaha World-Herald. This presentation is repeated in Session II.

Yearbook: What's trending?

Get inspired by Walsworth's Greg Adams, who will give you the low-down on the latest yearbook trends and how you can adopt them in your publications.

Photography: capturing personality

Photographer Wyn Wiley shares his techniques and ideas to help you capture the unique and authentic personalities of your school's students, faculty and staff through engaging photographs. This presentation is repeated in Session II.

Wyn Wiley is 24-years-old and calls Nebraska home. He gets to travel the world making photos for people and brands doing a mix of portrait, wedding, travel and commercial photography. He also has taught at UNL, teaches at photography conferences worldwide and has given a TED talk. Wyn recently channeled his passion for photography and social good by co-founding a non-profit called c'mon team!, which travels to cities around the nation to make new websites, photos and video contents for other non-profits, helping share their message to the world.

Storytelling: Where to begin?

All great stories start with great ideas. Omaha World-Herald columnist Matthew Hansen shares his tried and true methods for brainstorming and thinking creatively about story ideas. This presentation is repeated in Session II.

Video storytelling

Video is one of the fastest growing storytelling platforms – and Taylor Siebert of Striv TV will show you how to take advantage of it. He'll share pre-production and post-production tips that you can put to use right away to create videos that better share your stories.

Taylor Siebert is a 31-year-old CEO of Striv, Inc. (Striv TV), a Nebraska-based education technology company geared toward helping Nebraska high school's share their story online. He grew up in Henderson, Nebraska, just four blocks from where his business is located now. In between those four blocks was college at Doane in Crete, a wife, jobs in Denver and Lincoln and two sons. Taylor really feels like he lives "in the good life."

Get their attention!

Learn how to craft headlines and edit yearbook and newspaper stories for maximum impact. UNL journalism instructor Jessica Fargen Walsh shows you how.

The art of column writing

Convention keynote speaker Erin Grace shares more of her storytelling insights in this session. Learn how the Omaha World-Herald writer creates and crafts her columns.

Adviser session: Membership meeting

Members will vote to fill board vacancies and discuss general membership issues during this annual meeting.

Session II (11-11:30 a.m.)

Feature writing: Creative storytelling

Feature writing lets you flex some new writing muscles and break out of the hard-news mold to create compelling and creative stories. Learn some feature writing secrets from veteran reporter Joe Duggan of the Omaha World-Herald.

Yearbook: Themes matter

Keith McCoy of Walsworth gives you plenty of ideas to help you develop a theme that's perfect for your publication.

Photography: capturing personality

Photographer Wyn Wiley shares his techniques and ideas to help you capture the unique and authentic personalities of your school's students, faculty and staff through engaging photographs.

Storytelling: Where to begin?

All great stories start with great ideas. Omaha World-Herald columnist Matthew Hansen shares his tried and true methods for brainstorming and thinking creatively about story ideas.

On-camera tips from a pro

Jessica Gill of WOWT 6 News shares her behind-the-scenes techniques for broadcast excellence.

J Camp reunion

Summer 2016 J-campers unite to share production progress and have some mandatory fun. This is an invite-only session, but each camper is allowed to bring one guest.

Career Talk: Journalism

Learn about what jobs are available in the world of journalism. UNL professor Michelle Hassler will explain what a journalism career might look like for you.

Adviser session: Membership meeting

Members will vote to fill board vacancies and discuss general membership issues during this annual meeting.

Lunch on our own (11:30 a.m.-12:30 p.m.) Downtown Lincoln restaurant maps available at registration desk.

Session III (12:45-1:15 p.m.)

Students and free expression

Find out how you can get involved in an effort to ensure freedom of the press at Nebraska high schools. UNL student Madison Pohlman, a former Omaha North High School newspaper editor, shares her insights.

Yearbook: We're doing it wrong!

Not all wrong, but in some cases we're doing it wrong enough. Shannon Williams of A Momentous Group will expose shortfalls, misconceptions and yearbook folklore that can come between your staff and your student body. This presentation will be repeated in Session IV.

Iconoclast. Guru. Inspiration. Creative dude. Shannon Williams has partnered with thousands of yearbook staffs and creative groups across the country over the last 15 years with one goal-do something amazing. As a former high school and college editor and high school adviser, Shannon has continued to hone his creative skill and share that with skill with others. Throughout his professional yearbook career he's worked to develop educational curriculum, unique marketing and selling strategies, award-winning designs as well as serve as a creative problem solver. Shannon has inspired numerous Pacemaker and Crown recipients in the past decade. He can frequently be seen at state and national conventions motivating and challenging participants to create amazing work.

Sports photography: Action, reaction and the art of the portrait

Learn the secrets of winning sports photography from veteran photographer Eric Gregory of the Lincoln Journal Star.

Eric Gregory has been a staff photographer at the Lincoln Journal Star for nearly 20 years. His journalism career started right here at UNL's College of Journalism and the Daily Nebraskan. He worked as a stringer for United Press International and the Associated Press during and after college before joining the Grand Island Independent. Gregory spent five years at the Independent, rising to chief photographer before leaving for the Topeka Capital Journal. After two years on staff there he returned home to the city he loves. "I am proud to work at my hometown newspaper, covering the city's triumphs, tragedies and all of those little things in between."

Newswriting: Airplane crashes and exploding toilets

Risks, basics and telling stories. Longtime journalist Mary Kay Roth shares her favorite newswriting lessons learned.

Mary Kay Roth is director of communications at Lincoln Public Schools and a former news reporter in Florida, New York and Lincoln, Nebraska.

Career Talk: Broadcasting

Learn about the jobs available in the world of broadcasting – whether it's in front of the camera or behind the scenes. Jim Timm, president of the Nebraska Broadcasters Association, will explain what a broadcasting career might look like for you.

Sportswriting and storytelling

Learn how to tell memorable and engaging sports stories that resonate far beyond the playing field. Omaha World-Herald sports writer Dirk Chatelain shares his insights. This presentation will be repeated in Session IV.

Getting design right

Former Chicago Tribune journalist Katie Nieland walks you through important design principles to help your publications stand out.

Adviser session: Policies and championships

Jennifer Schwartz, assistant director of the Nebraska Schools Activities Association, will discuss the NSAA media policy, the 2017 state journalism championship and future championships.

Jennifer Schwartz has been with the Nebraska School Activities Association for the past 14 years. The NSAA currently sanctions 20 high school sports and five high school activities, and of those sports and activities, she is responsible for overseeing volleyball and journalism. She also assists with interpretations of NSAA eligibility bylaws.

Session IV (1:30-2 p.m.)

Career Talk: Advertising and public relations

Learn about the jobs available in the world of advertising and PR. Professionals from these industries will explain what these careers might look like for you.

Yearbook: We're doing it wrong!

Not all wrong, but in some cases we're doing it wrong enough. Shannon Williams of A Momentous Group will expose shortfalls, misconceptions and yearbook folklore that can come between your staff and your student body.

Photo editing: How do I do that?

UNL professor Alan Eno will answer your questions about photo editing – whether it's about cropping, sizing, formats or using Photoshop. Come with questions to this Q and A session!

Get motivated!

How do you keep a staff happy and motivated? Chris Heady, former editor and sports editor of the UNL campus newspaper, will share his team-building secrets.

Chris Heady covers Nebraska football for the Atlanta Journal Constitution's Landof10.com. He was the editor in chief for the Daily Nebraskan from 2015 to 2016 and the sports editor at the DN during the spring of 2015. He held internships at USA Today, the Arkansas Democrat-Gazette, the Lincoln Journal Star, Kansas City Star and Prairie Village Post.

The Xs and Os of play-by-play

Jeff Motz of KFOR radio gives you some great tips for being a winner in the broadcast booth.

Sportswriting and storytelling

Learn how to tell powerful sports stories that resonate far beyond the playing field. Omaha World-Herald sports writer Dirk Chatelain shares his insights.

Infographic magic

See how using infographics can transform your stories – whether they are online or in print. Former Chicago Tribune journalist Katie Nieland shares her tips.

Press laws and you

Lincoln attorney Shawn Renner will discuss libel and privacy laws of concern to high school publications.

Shawn Renner of the Lincoln law firm Cline Williams Wright Johnson and Oldfather has a general civil trial practice, representing clients in litigation involving employee benefits, ERISA, environmental law,

libel lawsuits and federal and state constitutions. He also advises print and broadcast journalism clients with respect to free speech, open meetings law and other issues.

Journalism tour

Get a guided tour of Andersen Hall, home to College of Journalism and Mass Communications and its radio station, newsroom, TV studio and social media hub. *Meet at the bottom of the Union's circular staircase, where the tour will start.*

Help us make your fall convention the best it can be! Please share your feedback by filling out this brief online evaluation form at <http://go.unl.edu/bq6e> or use the QR code. You can also find the evaluation form on the Nebraska High School Press Association website.



The school with the most evaluations completed will win a special prize!

The NHSPA offers a special thanks to these organizations for their major support of our convention and annual awards:



Omaha World-Herald

Special thanks to these organizations for their support:

- **Downtown Lincoln Association**
- **Lincoln Convention and Visitors Bureau**
- **Jostens**
- **Striv TV**
- **University of Nebraska-Lincoln College of Journalism and Mass Communications**
- **University of Nebraska-Lincoln Office of Admissions**
- **Walsworth Publishing Co.**