

MEMBERS MATTERS

October 16, 2017 • NHSPA Fall Convention • University of Nebraska-Lincoln

Schedule of Events

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

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

Terry Pitkin, NHSPA president
Maria Marron, dean of UNL College of Journalism and Mass Communications
Michelle Hassler, NHSPA executive director

Keynote presentation: *Social Justice Journalism*

Professor Joe Starita, Chris Bowling, Marcella Mercer, Rebekka Herrera-Schlichting and James Wooldridge, CoJMC

NHSPA Awards

Breakout sessions

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

Depth reporting: digging deep (*Centennial*)

UNL professor Joe Starita and students Chris Bowling, Marcella Mercer, Rebekka Herrera-Schlichting and James Wooldridge discuss how your staff can create depth reporting projects that make a difference.

Yearbook: What about us? (*Ballroom*)

It's time we stop covering events and start telling stories. Our words need to be more intriguing, our photos more invigorating and our designs more functional. Shannon Williams of A Momentous Group will help you push your publication to the next level by rethinking everything. This presentation is repeated in Session II.

Sports photography: Action & reaction (*Auditorium*)

Learn the secrets of winning sports photography from veteran photographer and UNL photography professor Bruce Thorson. This presentation is repeated in Session II.

The art of the interview (*Regency A*)

Omaha World-Herald reporter Todd Cooper shares his best tips and interviewing techniques to get sources talking and give you the information you need to write great stories. This presentation is repeated in Session II.

Storytelling: Where to begin? (*Regency B*)

All great yearbook, print and broadcast stories start with great ideas. Omaha World-Herald columnist Matthew Hansen discusses his methods for brainstorming and thinking creatively about story ideas. This presentation is repeated in Session II.

Winning at sports broadcasting (*Heritage*)

UNL professor John Shrader, an Emmy-winning sports reporter, anchor and talk show host, shares tips to help you improve your sports broadcasting game.

Feature writing (*Ubuntu Room 202*)

Feature writing lets you flex creative writing muscles and break out of the hard-news mold. Get helpful advice from veteran reporters Cindy Lange-Kubick and Peter Salter of the Lincoln Journal Star. This presentation is repeated in Session II.

Tips from a broadcasting pro (*Unity Room 212*)

Channel 8 Eyewitness News anchor Rod Fowler shares his tips for producing interesting video stories that resonate with viewers.

Get their attention! (*Georgian Suite*)

Learn how to craft headlines for maximum impact so your yearbook and newspaper stories will attract readers. UNL journalism instructor Jessica Fargen Walsh shows you how.

Adviser membership meeting (*Colonial A - first floor*)

NHSPA members will vote to fill board vacancies and discuss general membership issues during this meeting.

Lessons learned while leading (*Colonial B - first floor*)

Former Papillion-La Vista High School website editor CJ Curry talks about leadership and how to motivate your team to get things done.

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

J Camp reunion (*Centennial*)

Summer 2017 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.

Yearbook: What about us? (*Ballroom*)

It's time we stop covering events and start telling stories. Shannon Williams of A Momentous Group will help you push your publication to the next level by showing you how to rethink everything.

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

Sports photography: Action & reaction (Auditorium)

Learn the secrets of winning sports photography from veteran photographer and UNL photography professor Bruce Thorson.

The art of the interview (Regency A)

Omaha World-Herald reporter Todd Cooper shares his best tips and interviewing techniques to get sources talking and give you the information you need to write great stories.

Storytelling: Where to begin? (Regency B)

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Lights! Camera! Action! (Heritage)

Shooting a video interview is something all visual journalists need to know how to do well. UNL professor Alan Eno will walk you through the process step by step.

Feature writing (Ubuntu Room 202)

Feature writing lets you flex creative writing muscles and break out of the hard-news mold. Get helpful advice from veteran reporters Cindy Lange-Kubick and Peter Salter of the Lincoln Journal Star.

Get savvy with social media (Unity Room 212)

Learn how to create a social media strategy for your publication that gets your content seen and brings in more followers. UNL professor Michael Hanus shows you how.

Career Talk: Journalism (Georgian Suite)

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

Adviser membership meeting (Colonial A - first floor)

NHSPA 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.)

Yearbook: Photoshop tips and tricks (Centennial)

Certified instructor Keith McCoy of Walsworth Yearbooks outlines his top Photoshop techniques to help you create the best visuals and designs for your publication.

Sports writing and storytelling (Ballroom)

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.

Creating award-winning photos (Auditorium)

Veteran photographer and UNL photography professor Bruce Thorson shows you how to capture captivating and creative photographs. This presentation will be repeated in Session IV.

Social media storytelling (Regency A)

Social media can be a powerful place to tell your stories. StrivTV's Taylor Siebert will help you create content that succeeds on social.

Getting design right (Regency B)

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

Get motivated! (Heritage)

How do you keep a staff happy, motivated and productive? Lani Hanson, former editor of the Daily Nebraskan, UNL's campus newspaper, shares her ideas about building a strong and effective team.

Sparkling clean copy (Ubuntu Room 202)

By following some simple editing rules, your stories can really shine. UNL professor Gary Kebbel will show you how to spot and fix errors so your copy will be clean, clear – and well read.

Going mobile (Unity Room 212)

UNL Professor Barney McCoy demonstrates some popular mobile apps that can help you capture stories in the field and on the screen.

Career Talk: Advertising & PR (Georgian Suite)

Learn about the exciting jobs available in the world of advertising and public relations. UNL professor Frauke Hachtmann will explain what these careers might look like for you.

Tips for new advisers (Colonial A - first floor)

Award-winning veteran adviser Bob Bair, MJE, shares his tips and techniques to not only survive those first few years of advising, but to thrive and make it a lifelong career with energy and enthusiasm.

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

Yearbook: Trends & advanced design (Centennial)

What's new in the world of yearbooks? You'll find out in this session with Walsworth Yearbooks Nebraska representative Greg Adams, who shares the latest trends and design concepts to keep your publication on the cutting edge.

Sports writing and storytelling (Ballroom)

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.

Creating award-winning photos (Auditorium)

Veteran photographer and UNL photography professor Bruce Thorson shows you how to capture captivating and creative photographs.

Video storytelling (Regency A)

Video is a fast-growing storytelling platforms – and Taylor Siebert of StrivTV will show you how to take advantage of it. He'll share pre-production and post-production tips to help you create compelling videos.

Infographic magic (Regency B)

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

Sports and social media (Heritage)

Omaha World-Herald sports reporter Chris Heady discusses the impact of Twitter on sports reporting and the role Facebook plays in audience building.

Career Talk: Broadcasting (Ubuntu Room 202)

Learn about the exciting jobs available in the world of broadcasting. Jim Timm, president of the Nebraska Broadcasters Association, will explain what a broadcasting career might look like for you.

News writing (Unity Room 212)

UNL professor Matt Waite shares his top tips for good writing to help you craft a Page One news story.

Students and free expression (Georgian Suite)

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.

Solutions journalism (Colonial A - first floor)

Solutions journalism is being adopted by many news organizations – from The New York Times to a high school newspaper in Missouri. But what is it? UNL professor Michelle Hassler explains this new trend.

Journalism tour (bottom of circular staircase)

Get a guided tour of Andersen Hall, home to the College of Journalism and Mass Communications and its radio station, newsroom, TV studio and social media hub. *Tour starts on the first floor at the bottom of the Union's circular staircase.*

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/jhjc> or use the QR code.

You can also find the evaluation form on the Nebraska High School Press Association website.



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



Omaha World-Herald



And special thanks to these organizations for their support:

A Momentus Group • Downtown Lincoln Association • Lincoln Convention and Visitors Bureau • StrivTV • University of Nebraska-Lincoln College of Journalism and Mass Communications • Walsworth Publishing Co.

Save the date! Next year's fall conference will be on Monday, Oct. 15.