

Information for presenters

Nebraska High School Press Association Fall Convention

Oct. 16, 2017 | Nebraska Union | UNL city campus

Thank you so much for volunteering to share your time and talent with Nebraska's scholastic journalism students. We are expecting more than 600 teachers and students who are involved in yearbook, newspaper, online and broadcasting at Nebraska high schools.

Where is this event? Nebraska Union, 1400 R St.

Where should I park? Parking is free if you use the UNL garage at 17th and R streets, which is about two blocks away. (See instructions below to use validation ticket.)

When should you arrive? There are 15 minutes between presentations so you may want to arrive at least that early, particularly if you are using the room's computer and projector.

Please check in first at the registration desk so we can give you your name tag, parking validation ticket and directions to your room.

When and where will my presentation be? See the time and room assignments listed below and a map of the union. (Complete program schedule with descriptions is at the end of this PDF.)

What about the room's technology. The fewest technical glitches occur when you bring in your presentations on a flash drive, according to Nebraska Union staff. The second most glitch-free option is accessing presentations online from platforms such as Box, Dropbox or Google Drive. For those of you who prefer to connect with your personal laptop, VGA and HDMI cords will be available. Mac users will need to bring the additional adapter cord. (See additional instructions below.)

Thanks again for your support! See you on Monday, Oct. 16.

Michelle Carr Hassler | NHSPA Executive Director



Parking at the NHSPA fall convention

Parking is free to presenters. Please follow these directions:

1. Park in the 17th and R streets garage, just a few blocks east of the Nebraska Union, 1400 R St.
2. Take a ticket from the machine when you enter and ***keep it in a safe place.*** You will need it to exit.
3. Park on one of the top two parking levels. Elevators will take you to street level.
4. When you check in at the registration table in the Nebraska Union, we will give you a validation ticket. ***Keep that in a safe place.***
5. To exit the garage after the convention, insert into the machine the ticket you took when you entered. ***Then*** insert the validation ticket. Exit when the gate arm rises.

Room Assignments and Session Times (alphabetical by last name)

Greg Adams – Centennial Room (1:30-2)

Bob Bair – Colonial A (12:45-1:15)

Chris Bowling – Centennial Room (10:15-10:45)

Dirk Chatelain – Ballroom (12:45-1:15 and 1:30-2)

Todd Cooper – Regency A (10:15-10:45 and 11-11:30)

CJ Curry – Colonial B (10:15-10:45)

Alan Eno – Heritage Room (11-11:30)

Rod Fowler – Unity Room 212 (10:15-10:45)

Frauke Hachtmann – Georgian Suite (12:45-1:15)

Matthew Hansen – Regency B (10:15-10:45 and 11-11:30)

Lani Hanson – Heritage Room (12:45-1:15)

Michael Hanus – Unity Room 212 (11-11:30)

Michelle Hassler – Georgian Suite (11-11:30); Colonial A (1:30-2)

Chris Heady – Heritage Room (1:30-2)

Gary Kebbel – Ubuntu Room 202 (12:45-1:15)

Cindy Lange-Kubick – Ubuntu Room 202 (10:15-10:45 and 11-11:30)

Barney McCoy – Unity Room 212 (12:45-1:15)

Keith McCoy – Centennial Room (12:45-1:15)

Marcella Mercer – Centennial Room (10:15-10:45)

Katie Nieland – Regency B (12:45-1:15 and 1:30-2)

Whitney Perry – Bottom of spiral staircase (1:30-2)

Madi Pohlman – Georgian Suite (1:30-2)

Peter Salter – Ubuntu Room 202 (10:15-10:45 and 11-11:30)

Diane Schieffer — Centennial Room (11-11:30)

John Shrader — Heritage Room (10:15-10:45)

Taylor Siebert — Regency A (12:45-1:15 and 1:30-2)

Joe Starita — Centennial Room (10:15-10:45)

Bruce Thorson — Auditorium (10:15-10:45 and 11-11:30; 12:45-1:15 and 1:30-2)

Jim Timm — Ubuntu Room 202 (1:30-2)

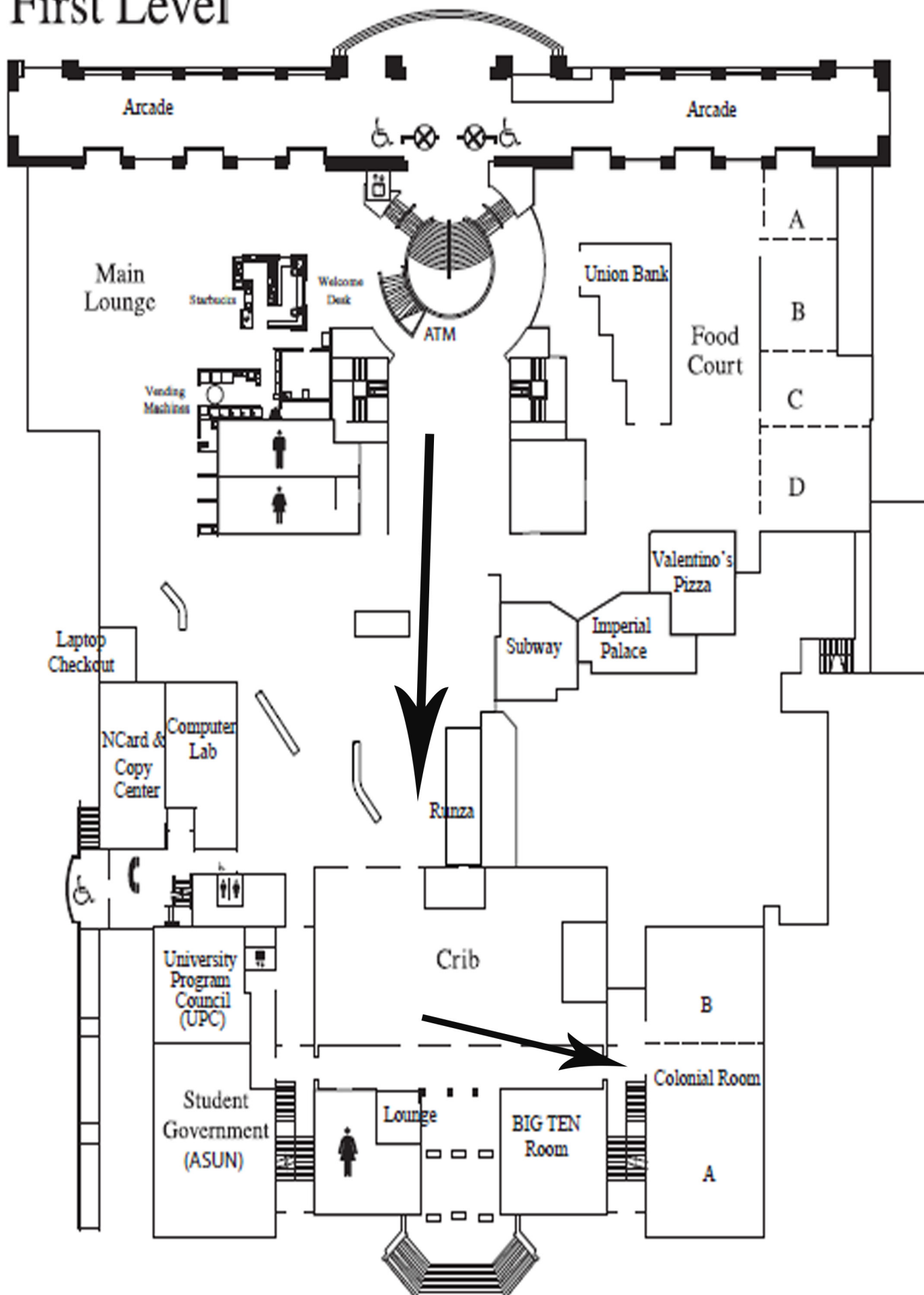
Matt Waite — Unity Room 212 (1:30-2)

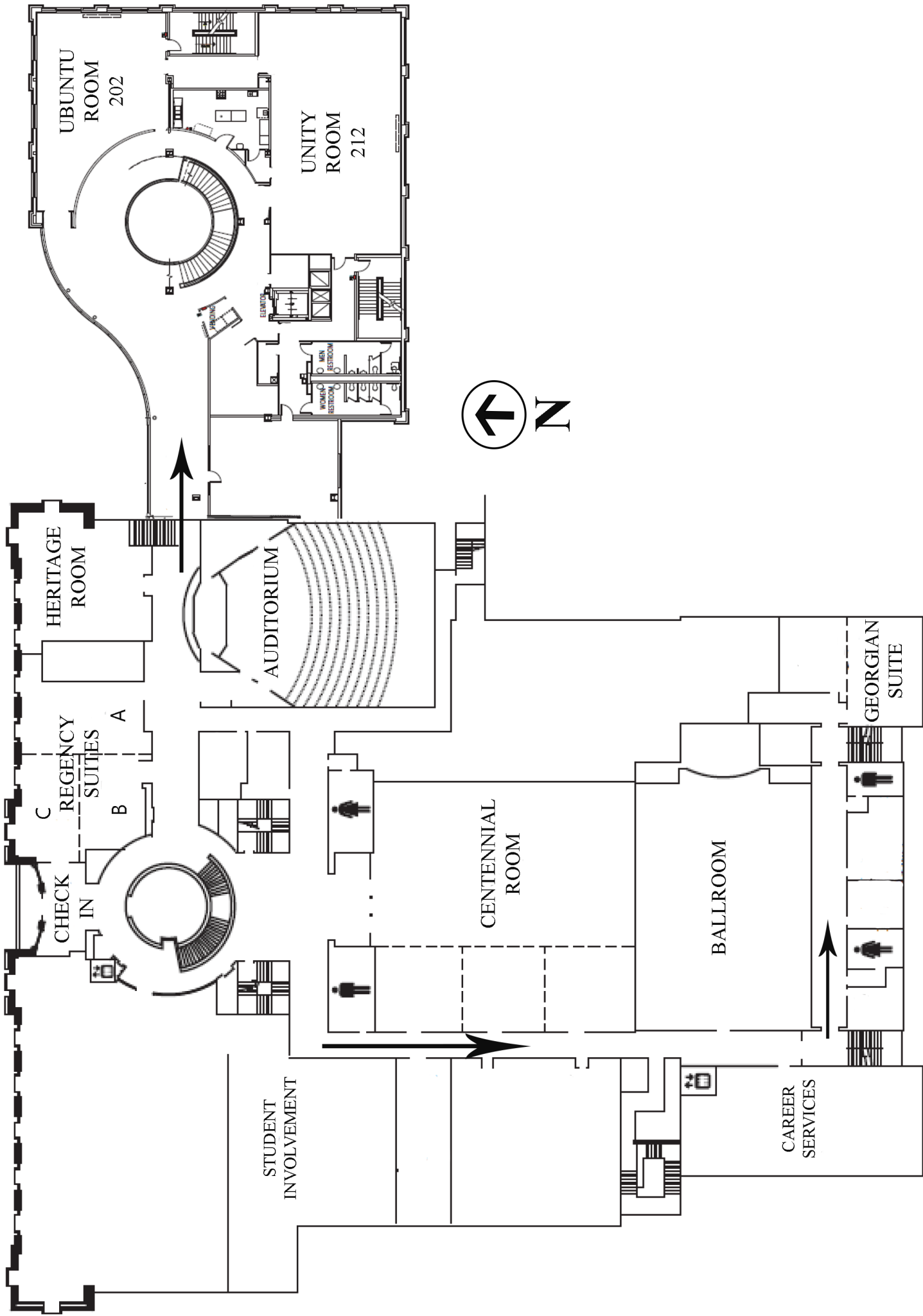
Jessica Fargen Walsh — Georgian Suite (10:15-10:45)

Shannon Williams — Ballroom (10:15-10:45 and 11-11:30)

James Wooldridge — Centennial Room (10:15-10:45)

First Level





Nebraska Union

Technical instructions for computer/projection equipment

Technical assistance: 402-472-8056

The fewest technical glitches occur when speakers bring in presentations on a flash drive, according to Nebraska Union staff. The second most glitch-free option is accessing presentations online from platforms such as Box, Dropbox or Google Drive.

For those of you who prefer to connect with your personal laptop, VGA and HDMI cords will be available. Mac users will need to bring the additional adapter cord.

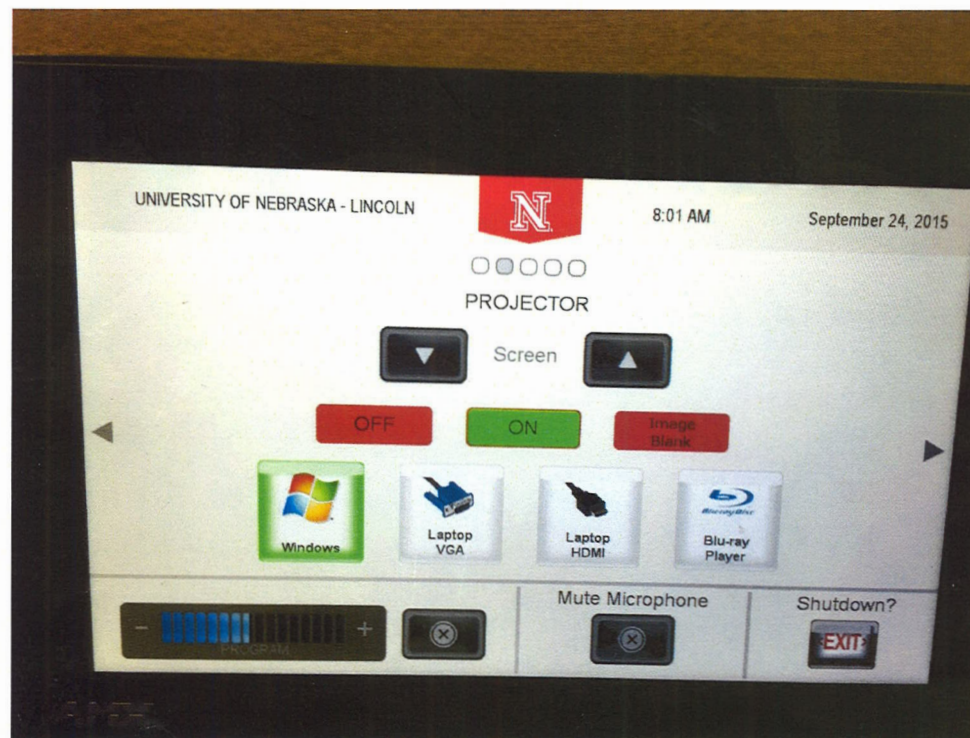
The controls for the computer/projector are on a touch panel on the wall near the projection screen or on the top of the audiovisual cabinet. The USB can be plugged into the wall below the touch panel on the wall or one the side of the audiovisual cabinet. They system comes with a wireless keyboard and mouse.

If you need help with the Union equipment, the quickest option is to call **402-472-8056** and ask for the technical support person on duty to come to your assigned room.

You can also call Michelle Hassler, executive director of the NHSPA, at 402-580-5816 or come to the NHSPA registration desk (Fischer Lounge) to ask someone there for assistance. Staff at the Welcome Desk on the first floor of the Union also can provide assistance.

Please scroll down to see additional instructions for using the audio/visual equipment. Note that the setup is slightly different in the Gaughan rooms, which are Ubuntu 202 and Unity 212.

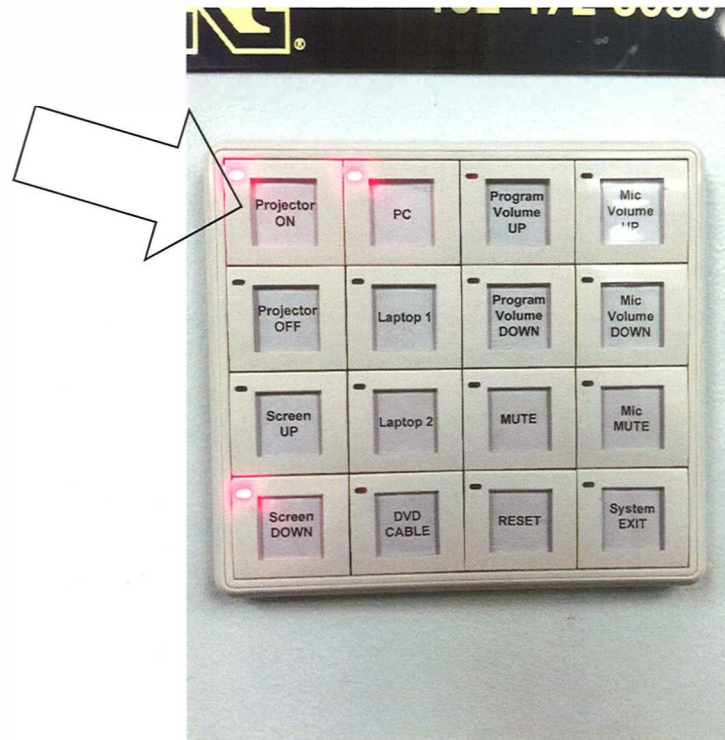
Once you have pushed the “on” button it will turn green. It will take a few minutes for the projector to warm up and project onto the screen. If you are using the Unions’ computer then the “Windows” button should have a green square around it. If you need to change to VGA or HDMI, please wait until the projector has turned on then put the VGA or HDMI button. The green square should be around the button you have touched.



Below the touch panel if on wall or on side of AV box you will see the ports for the USB drive, VGA & HDMI. We should already have the VGA & HDMI cables connected.



Below is the AV panel in the Gaughan Center. It is located right below the projection screen. When you arrive the Projector Off button will be red. Push the Projector on button and the projector will turn on and again please give it a few minutes to warm up and begin projecting. *This is the setup in Ubuntu/Room 202 and Unity/Room 212.*



Below are the Gaughan USB, HDMI & VGA ports. The HDMI & VGA cables should already be connected. These ports are located to the side of the screen near the podium. *This is the set-up in Ubuntu/Room 202 and Unity/Room 212.*



PROGRAM

Schedule of Events

8-9 a.m. **Registration** | Fischer Lounge, 2nd floor, Nebraska Union
9-10 a.m. **Welcome** | 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*
 Chris Bowling, Marcella Mercer, Joe Starita and James
 Wooldridge, College of Journalism and Mass Communications

NHSPA Awards

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

Depth reporting: digging deep (*Centennial Room*)

UNL professor Joe Starita and students Chris Bowling, Marcella Mercer 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 and 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.

Winning at sports broadcasting (*Heritage Room*)

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

The art of the interview (*Regency A*)

Omaha World-Herald reporter Todd Copper 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.

Feature writing and creative storytelling (*Ubuntu Room 202*)

Feature writing lets you flex creative writing muscles and break out of the hard-news mold to create compelling stories. Learn 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 session: Membership meeting (*Colonial A – first floor*)

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-LaVista 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 Room*)

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. 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.

Sports photography: Action and reaction (*Auditorium*)

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

Lights! Camera! Action! (*Heritage Room*)

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.

The art of the interview (*Regency A*)

Omaha World-Herald reporter Todd Copper 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*)

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.

Feature writing and creative storytelling (*Ubuntu Room 202*)

Feature writing lets you flex creative writing muscles and break out of the hard-news mold to create compelling stories. Learn 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 session: Membership meeting (*Colonial A – first floor*)

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 Room*)

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.

Get motivated! (*Heritage Room*)

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.

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.

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 and public relations (*Georgian Suite*)

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

Adviser session: 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 life-long career with energy and

enthusiasm. Bring your questions and your struggles – and be ready to feel empowered with new resources to succeed in the classroom and in the publications lab.

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

Yearbook: Trends and advanced design (*Centennial Room*)

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.

Sports and social media (*Heritage Room*)

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

Video storytelling (*Regency A*)

Video is a fast-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 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.

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 (*First floor; at bottom of circular staircase*)

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.*