

# Nebraska High School Press Association Fall Convention

## Schedule of Events

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

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

- Terry Pitkin, NHSPA president
- Amy Struthers, interim dean, UNL College of Journalism and Mass Communications
- Jim Timm, president, Nebraska Broadcasters Association

**Keynote presentation:** Boyd Huppert, news reporter, KARE 11, Minneapolis-St. Paul  
*“Emmett & Erling: Lessons from Viral Video Phenomenon”*

### NHSPA Awards

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

### **Finding your focus** (*Centennial Room*)

Focus. Every story needs it. And in this session, keynote speaker and award-winning news reporter Boyd Huppert will help you find it.

### **Yearbook trends** (*Ballroom*)

What’s new in the world of yearbooks? Ami Carper Adler of Walsworth Yearbooks shares the latest trends and design concepts to keep your publication on the cutting edge. 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.

### **Feature writing and creative storytelling** (*Unity Room 212*)

Feature writing lets you flex creative writing muscles and break out of the hard-news mold. Learn helpful advice from veteran reporter Erin Grace of the Omaha World-Herald. This presentation is repeated in Session II.

### **The art of the interview** (*Heritage Room*)

Lincoln Journal Star reporter Riley Johnson 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.

### **Play ball! (Regency Suite B)**

Learn the x's and o's of successful sports play by play and sports talk radio from Connor Happer, program director of KNTK FM (The Ticket).

### **Get their attention! (Regency Suite A)**

Learn how to craft yearbook, newspaper and web headlines for maximum impact. UNL journalism instructor Jill Martin shows you how.

### **Taking a stand (Ubuntu Room 202)**

Lincoln Journal Star opinion editor John Schreier offers his professional tips and pointers for writing persuasive editorials.

### **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: Membership meeting (Colonial A – first floor)**

Members will vote to fill board vacancies and discuss general membership issues.

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

### **Writer's toolbox (Centennial Room)**

Keynote speaker and award-winning news reporter Boyd Huppert shares five tips to put you on the path to better writing.

### **Yearbook trends (Ballroom)**

What's new in the world of yearbooks? Ami Carper Adler of Walsworth Yearbooks shares the latest trends and design concepts to keep your publication on the cutting edge.

### **Sports photography: Action and reaction (Auditorium)**

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

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### **The art of the interview (Heritage Room)**

Lincoln Journal Star reporter Riley Johnson shares his best tips and interviewing techniques to get sources talking and give you the information you need to write great stories.

### **Power up your news writing** (*Regency Suite B*)

Jessica Fargen Walsh, UNL journalism instructor and former Boston Herald reporter, shares her top tips for good writing to help you craft a Page One news story.

### **Lights! Camera! Action!** (*Regency Suite A*)

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.

### **Lessons learned while leading** (*Ubuntu Room 202*)

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

### **Career Talk: Broadcasting** (*Georgian Suite*)

Learn about the exciting jobs available in the world of broadcasting. Jim Timm of the Nebraska Broadcasters Association will explain what a broadcasting 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.

## **Lunch on our own (11:30 a.m.-12:30 p.m.)**

*Downtown Lincoln restaurant maps available at registration desk.*

*Check out the **Cornhusker Awards Lounge**, where this year's award-winning publications will be on display. Open from 11:30 a.m. to 2 p.m. (Colonial B – first floor)*

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

### **Social media storytelling** (*Centennial Room*)

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

### **Yearbook themes** (*Ballroom*)

Get your creative juices flowing in this session as Greg Adams of Walsworth Yearbooks provides plenty of inspiration and advice about theme selection.

### **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.

### **Getting design right** (*Unity Room 212*)

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

### **Sports writing and storytelling** (*Heritage Room*)

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

### **Writing compelling columns** (*Regency Suite B*)

Veteran columnist Cindy Lange-Kubick of the Lincoln Journal Star shares her tips for reporting and writing columns that delight readers.

### **Tips from a broadcasting pro** (*Regency Suite A*)

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

### **Polishing your 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.

### **Career Talk: Journalism** (*Georgian Suite*)

Learn about the exciting jobs available in the world of journalism. UNL career development specialist Kris Scanlon will explain what a journalism career might look like for you.

### **Cornhusker Awards lounge** (*Colonial B – first floor*)

Stop in and browse through this year's award-winning publications.

### **Adviser session: Tips for new advisers** (*Colonial A – first floor*)

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

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

### **Video storytelling** (*Centennial Room*)

Video is a fast-growing storytelling platform – and Taylor Siebert of Striv TV will show you how to take advantage of it. He'll share his best pre-production and post-production tips.

### **Yearbook: Photoshop tips and tricks** (*Ballroom*)

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

### **Creating award-winning photos** (*Auditorium*)

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

### **Infographic magic** (*Unity Room 212*)

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

### **Sports writing and storytelling** (*Heritage Room*)

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

### **Sports beat reporting** (*Regency Suite B*)

Learn how to build sources and write stories that stand out in a crowded beat. The Omaha World-Herald's Chris Heady, Nebraska men's basketball beat writer who also covers Husker football, will share his reporting and writing secrets.

### **Fighting fake news** (*Regency Suite A*)

Kerry Hoffschneider of the Nebraska Press Women helps you strengthen your news literacy skills and determine the difference between credible and non-credible sources.

### **Get motivated!** (*Georgian Suite*)

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

### **Cornhusker Awards lounge** (*Colonial B – first floor*)

Stop in and browse through this year's award-winning publications.

### **Journalism tour** (*First floor; at bottom of circular staircase*)

Tour the College of Journalism and Mass Communications radio station, newsroom, TV studio and social media hub. *Meet 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

<https://go.unl.edu/pmpm> 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:

And special thanks to these organizations for their support:

**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. 21.**