

**FACTS MATTER.
REFRAILSM**

October 21, 2019 • 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, 2nd floor, Nebraska Union
Mark Hilburn, NHSPA president
Amy Struthers, dean, UNL College of Journalism and Mass Communications

Keynote presentation: Lise Olsen, senior reporter and editor,
Texas Observer magazine

Breakout Sessions

Be sure to check out the **Cornhusker Awards Lounge**, where this year's award-winning publications will be on display in the hallway to the east of the Centennial Room.

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

Lights! Camera! Action! (*Centennial*)

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.

Sports writing and storytelling (*Ballroom*)

Learning how to find and tell better high school sports stories can elevate your overall storytelling skills. Omaha World-Herald sports writer Chris Heady shares his insights.

Creating award-winning photos (*Auditorium*)

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

Loving your staff and publication (*Unity 212*)

Jen Sinclair of Walsworth shares team-building tips to help your staff appreciate one another and make the day-to-day tasks of creating your publication go more smoothly. This presentation will be repeated in Session IV.

Feature writing and creative storytelling

(*Heritage*)

Feature writing lets you flex creative writing muscles and break out of the hard-news mold. Learn helpful advice from veteran reporter Margaret Reist of the Lincoln Journal Star. This presentation is repeated in Session II.

Power up your news writing (*Regency 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.

The art of the interview (*Ubuntu 202*)

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.

Digging deep (*Regency A*)

Keynote speaker Lise Olsen discusses how to tackle in-depth projects and incorporate data in your reporting.

Fighting fake news (*Chimney Rock*)

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

Career Talk: Broadcasting

(*Platte River North – first floor*)

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

(*Platte River South – first floor*)

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

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

Video storytelling (*Centennial*)

Learn the secrets of compelling video storytelling from UNL professor Barney McCoy, a veteran broadcast news reporter who has produced award-winning documentaries.

Calling a game (*Ballroom*)

Veteran sportscaster and UNL professor John Shrader discusses the x's and o's for successful sports announcing and game calling.

Sports photography: Action and reaction

(*Auditorium*)

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

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

Yearbook: Cover your students the 2020 way (*Unity 212*)

Matt Baltes of Vidigami School Solutions offers helpful ideas for what to cover and how to create compelling content.

Feature writing and creative storytelling (*Heritage*)

Feature writing lets you flex creative writing muscles and break out of the hard-news mold. Learn helpful advice from veteran reporter Margaret Reist of the Lincoln Journal Star.

Student journalist rights (*Regency B*)

Sen. Adam Morfeld discusses LB206, his proposed legislation to protect the free speech rights of student journalists and student media advisers.

The art of the interview (*Ubuntu 202*)

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 for print, online, broadcast and yearbook.

Social media and TV (*Regency A*)

Channel 8 Eyewitness News anchor Rod Fowler talks about the impact social media has on TV newsrooms.

Taking a stand (*Chimney Rock*)

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

Career Talk: Advertising & public relations (*Platte River North – first floor*)

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

(Platte River South – 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.

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

Going live (*Centennial*)

Eric Allgood and Sara Brune of Striv share their best practices for successful live broadcasting at your school. They'll discuss how to structure your team, what equipment to use and how to engage your fans.

So you want to be a sportscaster? (*Ballroom*)

This Q&A session features Kent Pavelka, a play-by-play legend for Husker football and basketball. Come with questions for this Nebraska Broadcasters Association Hall of Fame sportscaster.

Creating award-winning photos (*Auditorium*)

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

Getting design right (*Unity 212*)

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

Social media storytelling (*Heritage*)

Social media can be a powerful place to tell your stories. The Quill and Scroll's Jeff Browne offers his tips for super storytelling on a variety of platforms.

Yearbook: Expanding your theme (*Regency B*)

Greg Adams of Walsworth shares design ideas to help enhance your theme beyond color and graphics.

Photoshop basics (*Ubuntu 202*)

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

Writing compelling columns (*Regency A*)

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

Career Talk: Journalism (*Chimney Rock*)

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.

Podcasting 101 (*Platte River South – first floor*)

Want to create a podcast but don't know where to start? Omaha Westside advisers Jerred Zegelis and Tim Kaldahl share their tips.

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

CoJMC and you (*Centennial*)

Interested in studying journalism, broadcasting, public relations, advertising or sports communications? Learn about the interesting hands-on opportunities you'll get at UNL's College of Journalism and Mass Communications. Tours of Andersen Hall offered after the session at 2 p.m.

Loving your staff and publication (*Ballroom*)

Jen Sinclair of Walsworth shares team-building tips to help your staff appreciate one another and make the day-to-day tasks of creating your publication go more smoothly.

Sports photography: Action and reaction (*Auditorium*)

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

Infographic magic (*Unity 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.

Where to start? (*Heritage*)

All great yearbook, web, print and broadcast stories begin with great ideas. Quill and Scroll's Jeff Browne helps you brainstorm and think creatively about story ideas.

Yearbook: Trending to 2020 or 1980?

(Regency B)

Matt Baltes of Vidigami School Solutions shares the latest trends and design concepts to keep your publication on the cutting edge.

Advanced photoshop (*Ubuntu 202*)

In this Q&A session, certified instructor Keith McCoy of Walsworth will help you work through specific Photoshop problems or challenges. Come with questions!

Get their attention! (*Regency A*)

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

NextGen storytelling (*Chimney Rock*)

Get inspired by the storytelling in Rabble, a for-youth-by-youth magazine. Andrew Norman of Rabble Mill will talk about the magazine's innovative coverage of skateboarding, music, fashion and culinary arts.

Come together (*Platte River South – first floor*)

Student leaders discuss a converged journalism program that combines the power of online and print. Newspaper, website and yearbook really can get along!

To access wifi: Username: Realjournalism

Password: Realjournalism2019

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/5usi> 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:

**Striv • Walsworth Publishing Co. • Balfour
Downtown Lincoln Association • Lincoln Convention and Visitors Bureau
University of Nebraska-Lincoln College of Journalism and Mass Communications**

Save the date! Next year's fall conference will be on Monday, Oct. 19.