

Information for presenters

Nebraska High School Press Association Fall Convention

Oct. 21, 2019 | 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. 21.

Michelle Carr Hassler | NHSPA Executive Director



Parking at the NHSPA fall convention

1. On the day of the event, park in the 17th and R streets garage (300 North 17th Street), just a few blocks east of the Nebraska Union, 1400 R St.
2. When you enter the garage, push the button on the access reader and take the ticket. ***Keep it in a safe place; you will need it to exit.***
3. When you sign in at the registration table in the Nebraska Union, we will give you a validation ticket. ***Keep it in a safe place and away from your cell phone, which can affect the magnet strip.***
4. To exit the garage, insert into the machine the ticket you took when you entered. Then insert the validation ticket. Exit when the gate arm rises.
5. If you have difficulty entering or exiting, press the CALL intercom button once. UNL Parking monitors calls between 7 a.m. and 11 p.m.

For vehicles that exceed the clearance height (8 feet): Please contact Michelle Hassler at mhassler3@unl.edu and we will try to make other arrangements.

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.

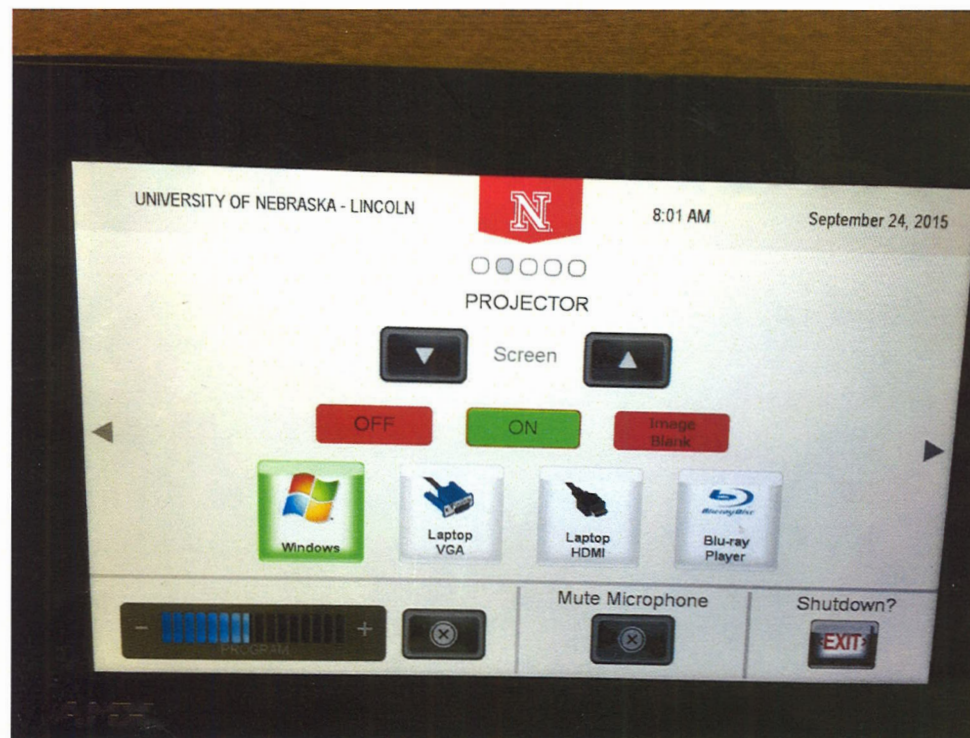
If you need help with the Union equipment, the quickest option is to call **402-472-8056** and ask for the technical support person on duty to come to your assigned room.

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.

Copies of these instructions will be in your assigned rooms.

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.



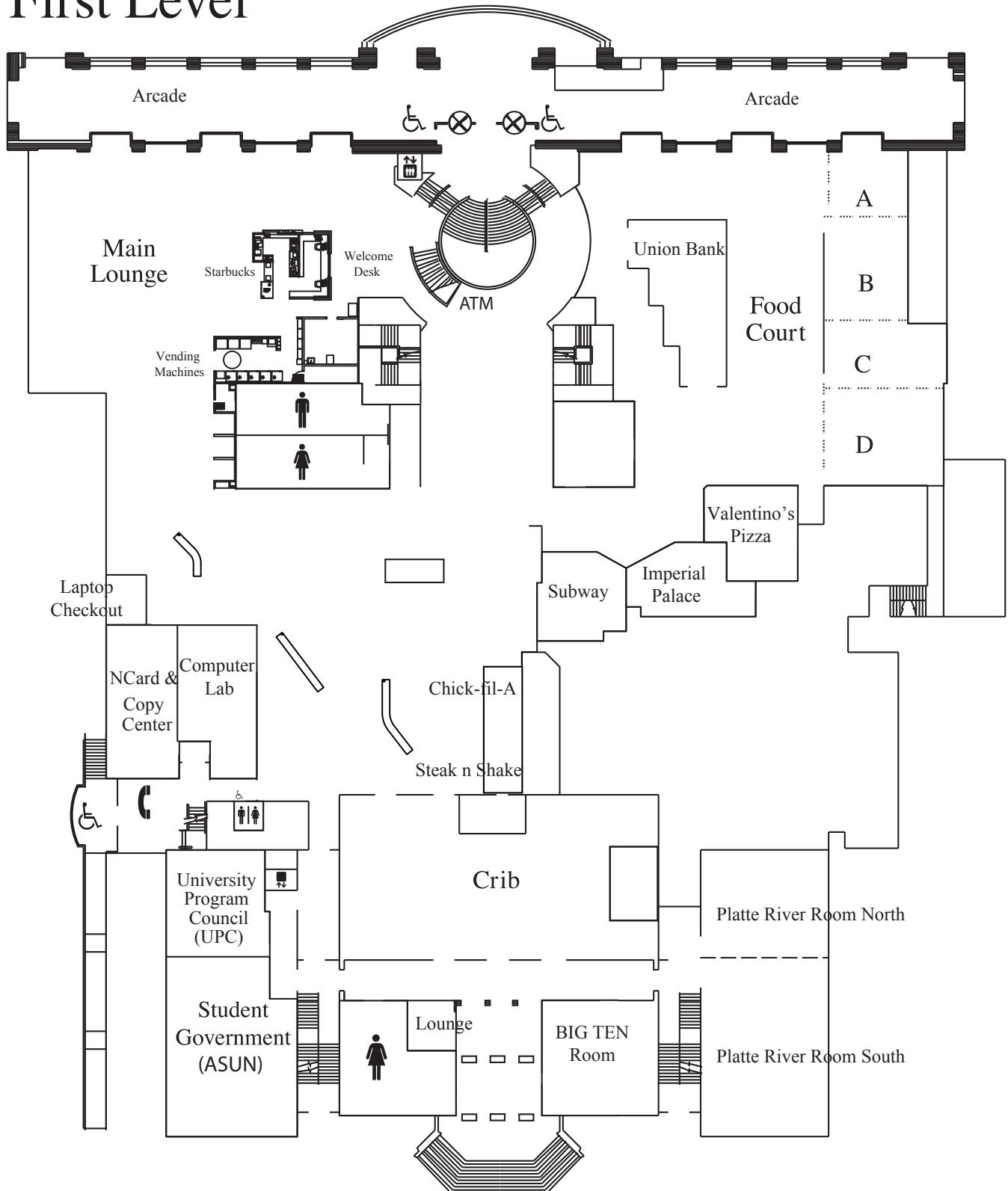
Presenter	Session Times	Room
(Alphabetized by last name)		
Greg Adams	12:45-1:15 p.m.	<i>Regency B</i>
Eric Allgood	12:45-1:15 p.m.	<i>Centennial</i>
Matt Baltes	11:00-11:30 a.m.	<i>Unity</i>
	1:30-2:00 p.m.	<i>Regency B</i>
Jeff Browne	12:45-1:15 and 1:30-2:00 p.m.	<i>Heritage</i>
Sara Brune	12:45-1:15 p.m.	<i>Centennial</i>
Alan Eno	10:15-10:45 a.m.	<i>Centennial</i>
Alex Fernando	1:30-2 p.m.	<i>Centennial</i>
Rod Fowler	11-11:30 a.m.	<i>Regency A</i>
Frauke Hachtmann	11-11:30 a.m.	<i>Platte River North</i>
Chris Heady	10:15-10:45 a.m.	<i>Ballroom</i>
Kerry Hoffschneider	10:15-10:45 a.m.	<i>Chimney Rock</i>
Riley Johnson	10:15-10:45 and 11-11:30 a.m.	<i>Ubuntu</i>
Tim Kaldahl	12:45-1:15 and 1:30-2 p.m.	<i>Platte River South</i>
Cindy Lange-Kubick	12:45-1:15 p.m.	<i>Regency A</i>
Jill Martin	1:30-2 p.m.	<i>Regency A</i>
Barney McCoy	11-11:30 a.m.	<i>Centennial</i>
Keith McCoy	12:45-1:15 and 1:30-2 p.m.	<i>Ubuntu</i>
Sen. Adam Morfeld	11-11:30 a.m.	<i>Regency B</i>
Katie Nieland	12:45-1:15 and 1:30-2 p.m.	<i>Unity</i>

Andrew Norman	1:30-2 p.m.	<i>Chimney Rock</i>
Lise Olsen	10:15-10:45 a.m.	<i>Regency A</i>
Kent Pavelka	12:45-1:15 p.m.	<i>Ballroom</i>
Margaret Reist	10:15-10:45 and 11-11:30 a.m.	<i>Heritage</i>
Kris Scanlon	12:45-1:15 p.m.	<i>Chimney Rock</i>
John Schreier	11-11:30 a.m.	<i>Chimney Rock</i>
John Shrader	11-11:30 a.m.	<i>Ballroom</i>
Jen Sinclair	10:15-10:45 a.m.	<i>Unity</i>
	1:30-2:00 p.m.	<i>Ballroom</i>
Jim Timm	10:15-10:45 a.m.	<i>Platte River North</i>
Bruce Thorson	10:15-10:45 and 11-11:30 a.m.	<i>Auditorium</i>
	12:45-1:15 and 1:30-2:00 p.m.	<i>Auditorium</i>
Jessica Fargen Walsh	10:15-10:45 a.m.	<i>Regency B</i>
Jerred Zegelis	12:45-1:15 and 1:30-2 p.m.	<i>Platte River South</i>

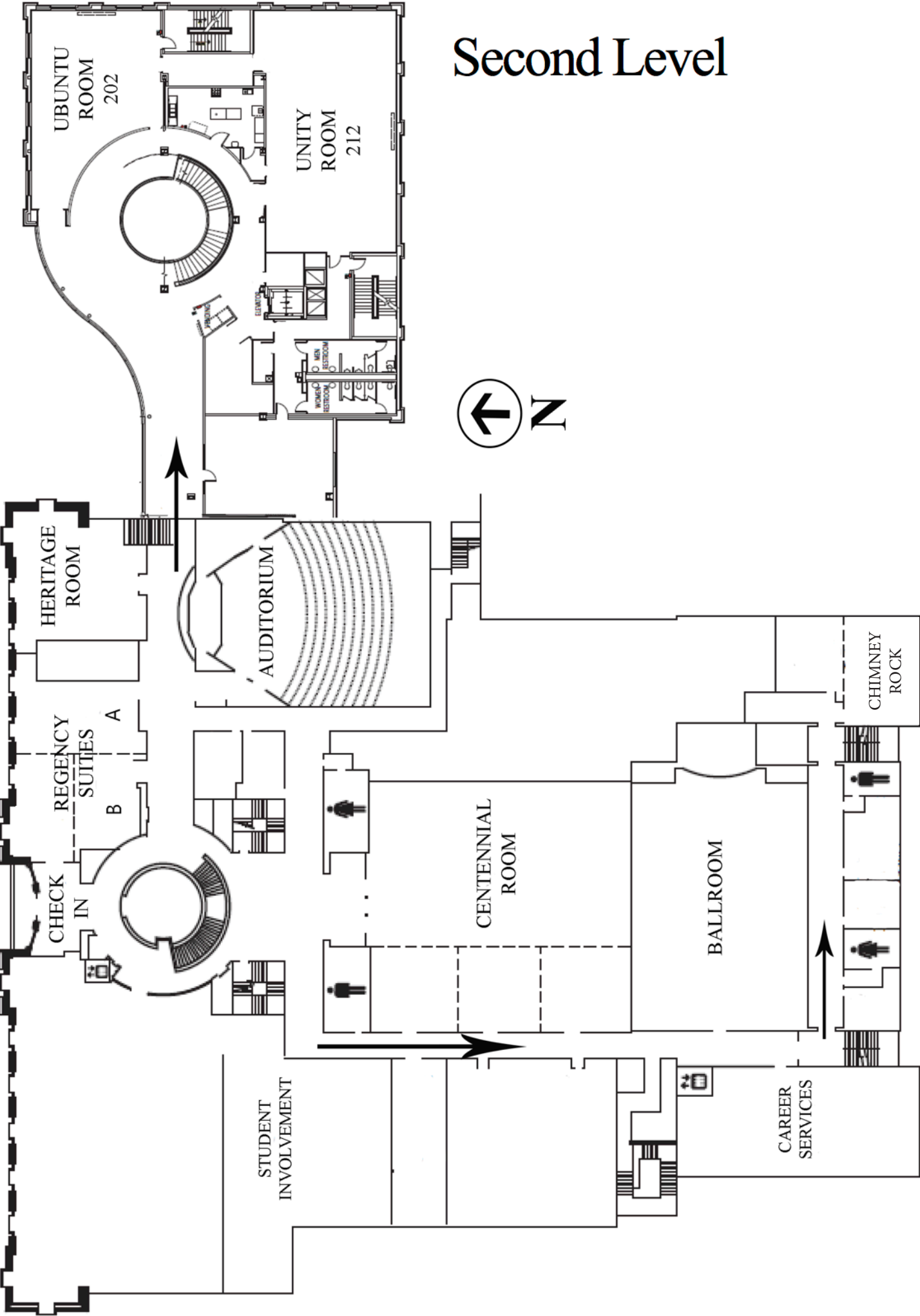


NEBRASKA UNIONS

First Level



Second Level



FACTS MATTER. REFRANALISM

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.