

Dear Presenters:

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

Please note: All convention participants are required to wear a face mask at all times when indoors on campus as part of the Lancaster County Health Department's directed health measures. [See UNL's policies](#) for additional information. According to the policies, you may remove your mask to present as long as you are 6 feet away from the nearest person.

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

**Where should I park?** Parking is free if you use the UNL garage at 17<sup>th</sup> and R streets, which is about two blocks away. (But you'll need to use the validation ticket; see instructions below.)

**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 – Fischer Lounge on the second floor just to the north of the round staircase – 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. The complete program schedule with descriptions of your sessions is at the end of this PDF, which also will be [online here](#).

**What about the room's technology?** If you plan to show a presentation, 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.)

Please don't hesitate to let me know if you have questions. You can also find this PDF on the [NHSPA website](#).

Thanks again for your willingness to help these aspiring journalists and communicators!

Michelle Carr Hassler | NHSPA Executive Director | 402-580-5816



## Parking at the NHSPA fall convention

1. On the day of the event, park in the 17<sup>th</sup> and R streets garage (300 North 17<sup>th</sup> 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 magnetic 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.

| <b>First</b> | <b>Last</b>   | <b>Room</b>  | <b>Time</b>      | <b>Session</b>                        |
|--------------|---------------|--------------|------------------|---------------------------------------|
| Greg         | Adams         | Ballroom     | 10:15-10:45 a.m. | Yearbook: Expanding your theme        |
| Greg         | Adams         | Ballroom     | 11-11:30 a.m.    | Yearbook: Tapping into trends         |
| Odochi       | Akwani        | Regency A    | 12:45-1:15 p.m.  | Social storytelling                   |
| Matt         | Baltes        | Ballroom     | 12:45-1:15 p.m.  | Yearbook: Taking it to the next level |
| David        | Berman        | Regency A    | 11-11:30 a.m.    | Successful publishing                 |
| Jessica      | Coody         | Ballroom     | 1:30-2 p.m.      | Calling a game                        |
| Alan         | Eno           | Centennial   | 10:15-10:45 a.m. | Shooting a video interview            |
| Jessica      | Fargen Walsh  | Regency B-C  | 10:15-10:45 a.m. | News writing                          |
| Alex         | Fernando      | Centennial   | 1:30-2 p.m.      | CoJMC and you                         |
| Francis      | Gardler       | Auditorium   | 12:45-1:15 p.m.  | Sports photography                    |
| Frauke       | Hachtmann     | Chimney Rock | 10:15-10:45 a.m. | Career Talk: ADPR                     |
| Zach         | Hammack       | Regency A    | 10:15-10:45 a.m. | Story ideas                           |
| Connor       | Happer        | Unity        | 12:45-1:15 p.m.  | Talking sports                        |
| Kerry        | Hoffschneider | Regency A    | 1:30-2 p.m.      | Fake news                             |
| Katie        | Krcmarik      | Ubuntu       | 10:15-10:45 a.m. | In-Design ideas                       |
| Z            | Long          | Auditorium   | 10:15-10:45 a.m. | News & feature photography            |
| Chris        | Machian       | Auditorium   | 11-11:30 a.m.    | Sports photography                    |
| Jill         | Martin        | Ubuntu       | 12:45-1:15 p.m.  | Headlines                             |
| Keith        | McCoy         | Heritage     | 12:45-1:15 p.m.  | Photoshop Basics                      |
| Keith        | McCoy         | Heritage     | 1:30-2 p.m.      | Photoshop Advanced                    |

|          |           |              |                  |                                 |
|----------|-----------|--------------|------------------|---------------------------------|
| Katie    | Nieland   | Regency B-C  | 12:45-1:15 p.m.  | Getting design right            |
| Katie    | Nieland   | Regency B-C  | 1:30-2 p.m.      | infographic magic               |
| Mark     | Onwiler   | Unity        | 12:45-1:15 p.m.  | Talking sports                  |
| Derrick  | Pearson   | Unity        | 12:45-1:15 p.m.  | Talking sports                  |
| Ngozi    | Ramsay    | Regency A    | 12:45-1:15 p.m.  | Social storytelling             |
| Margaret | Reist     | Unity        | 10:15-10:45 a.m. | Feature writing                 |
| Margaret | Reist     | Unity        | 11-11:30 a.m.    | Feature writing                 |
| Kaci     | Richter   | Regency B-C  | 11-11:30 a.m.    | Podcasting 101                  |
| Kris     | Scanlon   | Chimney Rock | 11-11:30 a.m.    | Career talk: Journalism         |
| Bill     | Schammert | Ubuntu       | 11-11:30 a.m.    | Social media branding           |
| John     | Schreier  | Unity        | 1:30-2 p.m.      | Editorial writing               |
| Taylor   | Siebert   | Centennial   | 12:45-1:15 p.m.  | Live sports                     |
| Kevin    | Sjuts     | Heritage     | 11-11:30 a.m.    | Sports broadcasting             |
| Jason    | Stamm     | Heritage     | 10:15-10:45 a.m. | Sports writing and storytelling |
| Jim      | Timm      | Chimney Rock | 1:30-2 p.m.      | Career talk: Broadcasting       |
| Allen    | Vaughan   | Ubuntu       | 1:30-2 p.m.      | Building an audience            |
| Angela   | Wolfe     | Chimney Rock | 12:45-1:15 p.m.  | Student journalist rights       |

**Nebraska High School Press Association Fall Convention  
University of Nebraska-Lincoln | Nebraska Union | Oct. 18, 2021**

*Please note: All convention participants are required to wear a face mask at all times when indoors on campus as part of the Lancaster County Health Department's directed health measures. [See UNL's policies](#) for additional information.*

**Schedule of Events**

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

**Welcome I** 9-10 a.m., Centennial Room, 2<sup>nd</sup> floor, Nebraska Union

- Mark Hilburn, NHSPA president
- Shari Veil, dean, UNL College of Journalism and Mass Communications

**Keynote presentation:** Dirk Chatelain, Omaha World-Herald writer and author of "24th & Glory: An Intersection of Civil Rights and Omaha's Greatest Generation of Athletes."

**NHSPA Awards I** Brandi Benson and Angela Wolfe, NHSPA board members

**Announcements I** Michelle Carr Hassler, NHSPA executive director

**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 an interview is something all visual journalists need to know how to do well. UNL broadcasting professor Alan Eno will walk you through the process step-by-step.

**Yearbook: Expanding your theme**

(Ballroom)

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

**News and features photography**

(Auditorium)

Get inspired by photographer Z Long, the digital director of the Omaha World-Herald who shows you how to get creative and capture captivating shots for your publications.

**Feature writing and creative storytelling**

(Unity)

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.

**Sports writing and storytelling**

(Heritage)

Former sports journalist and UNL sports media professor Jason Stamm shares his game plan for finding and telling engaging stories about high school sports.

**Power up your news writing**

(Regency B-C)

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

**In-Design ideas**

(Ubuntu)

Come with questions for Adobe In-Design guru Katie Krcmarik, a UNL advertising and public relations professor who will share nifty tips and tricks to make laying out your publication a breeze.

**Great beginnings**

(Regency A)

All great yearbook, web, print and broadcast stories begin with great ideas. As the Lincoln Journal Star's education reporter, Zach Hammack knows how to develop engaging stories on the K-12 beat – and he'll share his secrets to finding them.

**Career Talk: Advertising & public relations**

(Chimney Rock)

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.

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

### **Yearbook: Tapping into trends**

(Ballroom)

Greg Adams of Walsworth discusses the latest trends and design concepts to keep your publication on the cutting edge.

### **Sports photography**

(Auditorium)

Learn the secrets of winning sports photography from veteran Omaha World-Herald photographer Chris Machian.

### **Feature writing and creative storytelling**

(Unity)

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.

### **Sports broadcasting**

(Heritage)

10-11 News Sports Director Kevin Sjuts gives the run down on sports broadcasting – from getting your foot in the door to “a day in the life” of a sportscaster.

### **Podcasting 101**

(Regency B-C)

Want to create a podcast but don't know where to start? UNL broadcasting professor Kaci Richter shares her tips for creating engaging and successful podcasts.

### **Social media and TV branding**

(Ubuntu)

Does your publication need some social branding help? Learn how 10-11 News Anchor Bill Schammert uses social media to build his media personality brand.

### **Successful publishing**

(Regency A)

Come with questions for the UNL students who run The Daily Nebraskan, which publishes online five days a week and produces periodic special-issue magazines. In this Q&A session, editor David Berman and his staff answer your questions – from how to build a strong team to how to create in-depth news reporting projects.

### **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.

### **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 and information](#).

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

#### Live sports

(Centennial)

Taylor Siebert of Striv will discuss how to take your school's live broadcast to the next level.

#### Yearbook: Taking it to the next level

(Ballroom)

Matt Baltes of Milestone Yearbooks offers helpful ideas to rev up your coverage and content.

#### Sports photography

(Auditorium)

Learn the secrets of winning sports photography from veteran Lincoln Journal Star photographer Francis Gardler.

#### Talking sports

(Unity)

Connor Happer, Derrick Pearson and Mark Onwiler of 93.7 The Ticket sports radio offer tips and insights about preparing for and hosting successful sports talk shows.

#### Photoshop basics

(Heritage)

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

#### Getting design right

(Regency B-C)

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

#### Get their attention!

(Ubuntu)

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

#### Social storytelling

(Regency A)

Brands and storytellers alike are turning to social media to utilize its capabilities in growing audiences and getting critical stories to Gen Z consumers. [Rabble Media's](#) Program Manager Odochi Akwani and The Bay's Programming Associate Ngozi Ramsay will help you work in groups to create unique short-form feature profiles using TikTok!

#### Student journalist rights

(Chimney Rock)

Burke High School journalism adviser Angela Wolfe discusses upcoming efforts in the Nebraska Legislature to protect the free speech rights of student journalists and student media advisers.

### 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.

#### Calling a game

(Ballroom)

Play-by-play veteran Jessica Coody of the Huskers Radio Network shares her tips for covering the action in sports.

#### Taking a stand

(Unity)

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

#### Advanced photoshop

(Heritage)

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

#### Infographic magic

(Regency B-C)

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

#### Building an audience

(Ubuntu)

How can your publication engage an audience and build readership? Daily Nebraskan General Manager Allen Vaughan, former consumer experience director at the Des Moines Register, has some ideas and practical tips.

#### Fighting fake news

(Regency A)

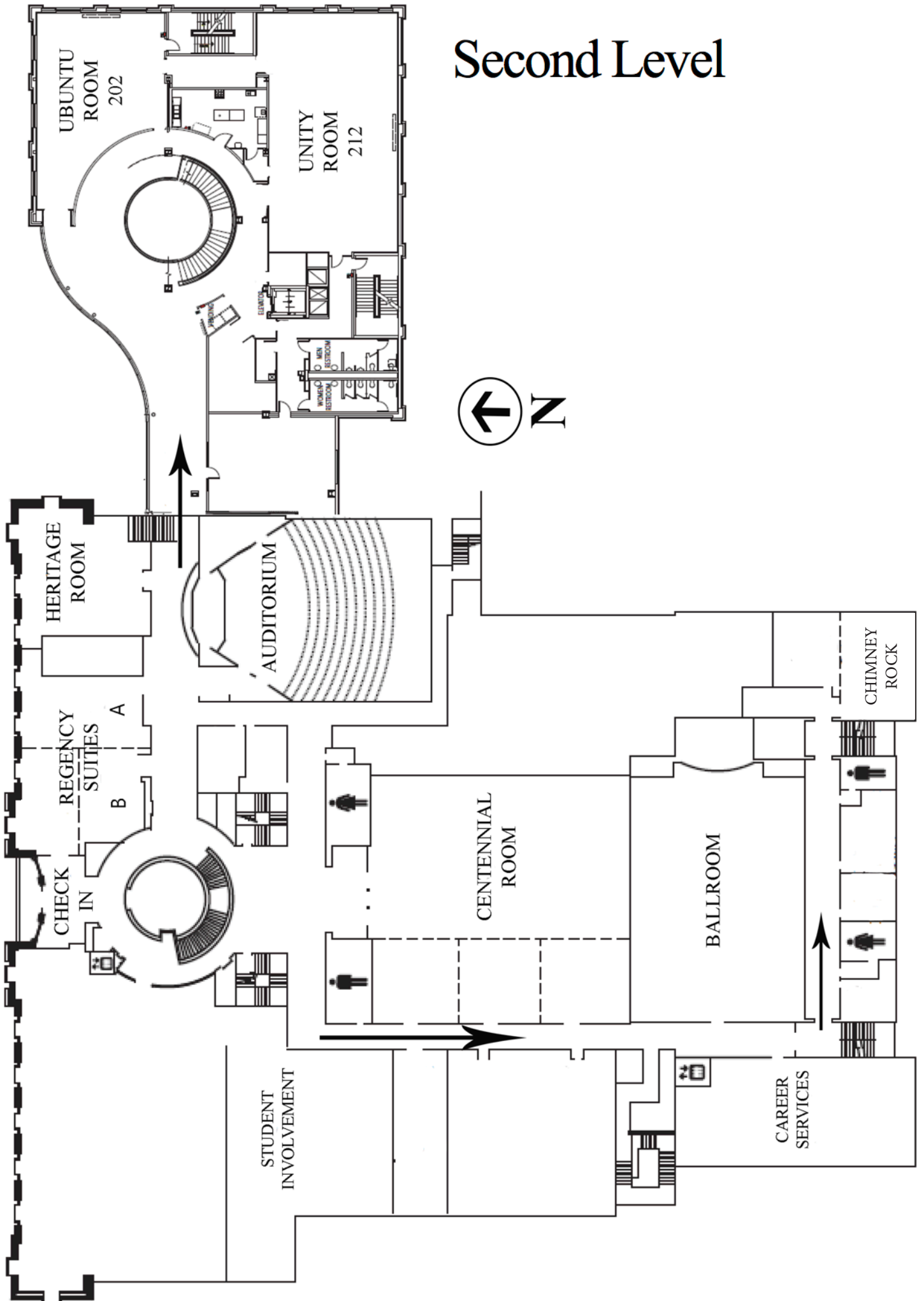
Kerry Hoffschneider of the Nebraska Press Women helps you strengthen your news literacy skills and determine the difference between credible and non-credible sources.

#### Career Talk: Broadcasting

(Chimney Rock)

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.

# Second 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.

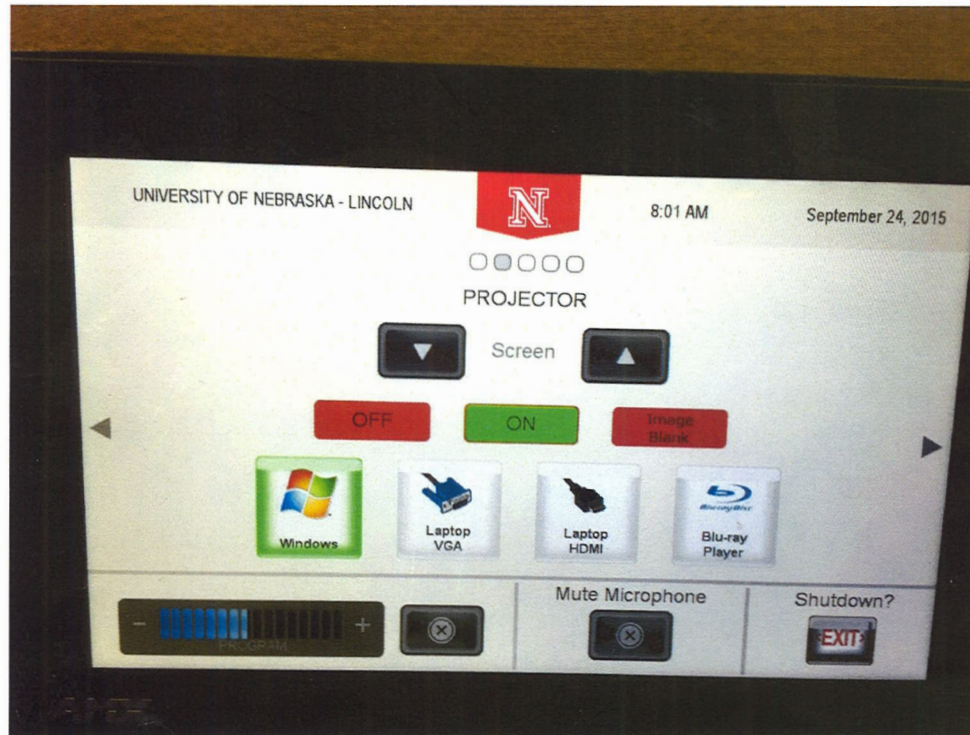
If you need help with the Union equipment, the quickest option is to call **402-472-8056** and ask for the technical support person on duty to come to your assigned room.

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.

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.

