

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

**Welcome** | 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** | Brandi Benson and Angela Wolfe, NHSPA board members

**Announcements** | 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.

### **Broadcast news**

(Auditorium)

What's it like to be an anchor on the nightly news? KLKN-TV's Megan Conway offers her behind-the-scenes insights and provides some tips you can use in your school broadcasts.

### **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.

### **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.

To see the schedule online via mobile devices:

[go.unl.edu/nhspa2021](http://go.unl.edu/nhspa2021)

or



The NHSPA offers a special thanks to these organizations for their support of our convention and annual awards:

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Special thanks to these organizations for their support:

**Striv • Walsworth Publishing Co. •  
University of Nebraska-Lincoln College of Journalism and Mass Communications**

And special thanks to these College of Journalism and Mass Communications students who helped the convention run smoothly:

Victoria Baker • Katy Cowell • Han Doan  
Jasmine Hermosillo-Padilla • Skylar Reestman • Jenna Reynolds  
Tenley Wright

**Save the date! Next year's fall conference will be on  
Monday, Oct. 17.**

**Help us make your fall convention the best it can be!**  
Please share your feedback by filling out this brief online evaluation form at

[go.unl.edu/advice](http://go.unl.edu/advice)

or

