

ATTENTION: News, Features Editors

CONTACT: Michelle Carr Hassler, Associate Professor of Practice in Journalism, 402-472-7050, [mhassler3@unl.edu](mailto:mhassler3@unl.edu)

## **UNIVERSITY OF NEBRASKA–LINCOLN HOSTS 600 NEBRASKA HIGH SCHOOL JOURNALISTS AT PRESS CONVENTION**

Lincoln, Nebraska, Oct. 26, 2021 — After a year's hiatus because of the COVID-19 pandemic, the Nebraska High School Press Association fall convention returned Oct. 18 as 650 students and teachers from 40 Nebraska schools gathered at the University of Nebraska–Lincoln to learn journalism and media skills.

The convention, co-sponsored by the College of Journalism and Mass Communications, offers a variety of learning opportunities for students in broadcasting, newspaper (online and print), yearbook and sports communications.

"We were so happy to see these students and teachers back on campus," said Michelle Carr Hassler, NHSPA executive director and associate professor of practice in journalism at Nebraska. "The fall convention has a long history at UNL, so we were excited to be able offer it again and provide a full day of programming with local media professionals and UNL educators."

Throughout the day, students could attend 33 sessions on a variety of media-related topics — from sports broadcasting to social media storytelling.

The event kicked off with a keynote presentation by Dirk Chatelain, Omaha World-Herald writer and author of "24th & Glory: An Intersection of Civil Rights and Omaha's Greatest Generation of Athletes." Chatelain, a Husker alumnus, is a five-time Nebraska sportswriter of the year.

During an awards ceremony, the organization presented its Distinguished Adviser of the Year award to Brandi Benson, who teaches at Lincoln Southwest High School and is active with the NHSPA, including serving on its executive board and overseeing the Cornhusker critiques and awards competition.

The NHSPA also honored two people with its R. Neale Copple Friend of Journalism award, which acknowledges those who significantly support scholastic journalism. This year's winners were Keith McCoy and Michelle Brosemer, both of Walsworth Publishing.

The NHSPA also recognized high school student winners in its annual awards competition.

The following schools won the highest honor — the Cornhusker Award — in the yearbook category: Elkhorn High School (The Antler), Lincoln Southwest High School (The Talon), Millard West High School (The Prowler), Ralston High School (The Ram), Gretna High School (The Dragon), Lexington High School (The Minuteman), Pius X High School (The Thunderer) and Yutan High School (The Chieftain).

The following schools won Cornhusker Awards in the newspaper category: Millard West High School (The Catalyst), Omaha Marian High School (The Network), North Platte High School (The Bulldogger) and Millard North High School (The Hoofbeat).

The following schools won Cornhusker Awards in the online news category: Gretna High School (Gretna Media), Millard West High School (The Catalyst) and Omaha Westside High School (Westside Wired).

In the broadcast category, Scotus Central Catholic High School (Scotus Central Catholic Media) was awarded a Cornhusker.

Major sponsors of the convention and its annual awards include the Nebraska Broadcasters Association, School Newspapers Online sites and the Nebraska Press Association.

The NHSPA is open to all high school instructors of journalism and/or advisers of student publications in Nebraska. For more information, including how to join, visit <http://www.nhspaonline.org>.

# # #

**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.

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**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**

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

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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**

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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:

major



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



# **Welcome!**

## **Nebraska High School Press Association Fall Convention**

**Find the schedule online via your mobile device:**

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



**To access wifi:**

Username: nhspa2021  
Password: extra!

**Give us your feedback:**

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





## Parking at the NHSPA fall convention

### Garage parking

1. 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.

### Oversized vehicles and vans parking

*If you have ordered parking for oversized vehicles that can't negotiate the garage, here are the procedures:*

Pick up a permit from a parking attendant who will be standing in front of the Nebraska Union, 1400 R Street. (The attendant will be there from 6:30 a.m. to 9:30 a.m.)

This permit allows you to park in **Lot 52 (1600 Court Street)** near the Devaney Sports Center. Please make sure the permit is visible through the windshield.

There is a StarTran #22 bus to Henzlik Hall that is free and runs every 7 minutes. The [bus stop](#) is located on Court Street on the north side of the south side of the Devaney Sports Center. Look for the Route 22 bus route sign. From Henzlik, follow 14<sup>th</sup> Street south to the City Union.

If you choose the 22-minute walk, find the MoPac bike path at the west end of the lot and head south. You'll follow it under some train tracks and Salt Creek Roadway and then head west (see map) and follow the path until you reach 14<sup>th</sup> Street, which you'll follow south all the way to campus and the Union.





This permit allows you to park in **Lot 52** at **1600 Court Street**.

The best route for drivers after leaving the Union is to head toward get P Street. Turn left on P Street (travelling east) then turn left at North Antelope Valley Parkway. Traveling on North Antelope Valley Parkway, traverse four traffic lights and move over to the right lane, and at the fifth light of Military Road/Transformation Drive, you must turn right. As you travel east, take the next right and move along the west side of Devaney as the street curves to the south side of Devaney, where you will find the drives to Lot 52 (1600 Court Street.)

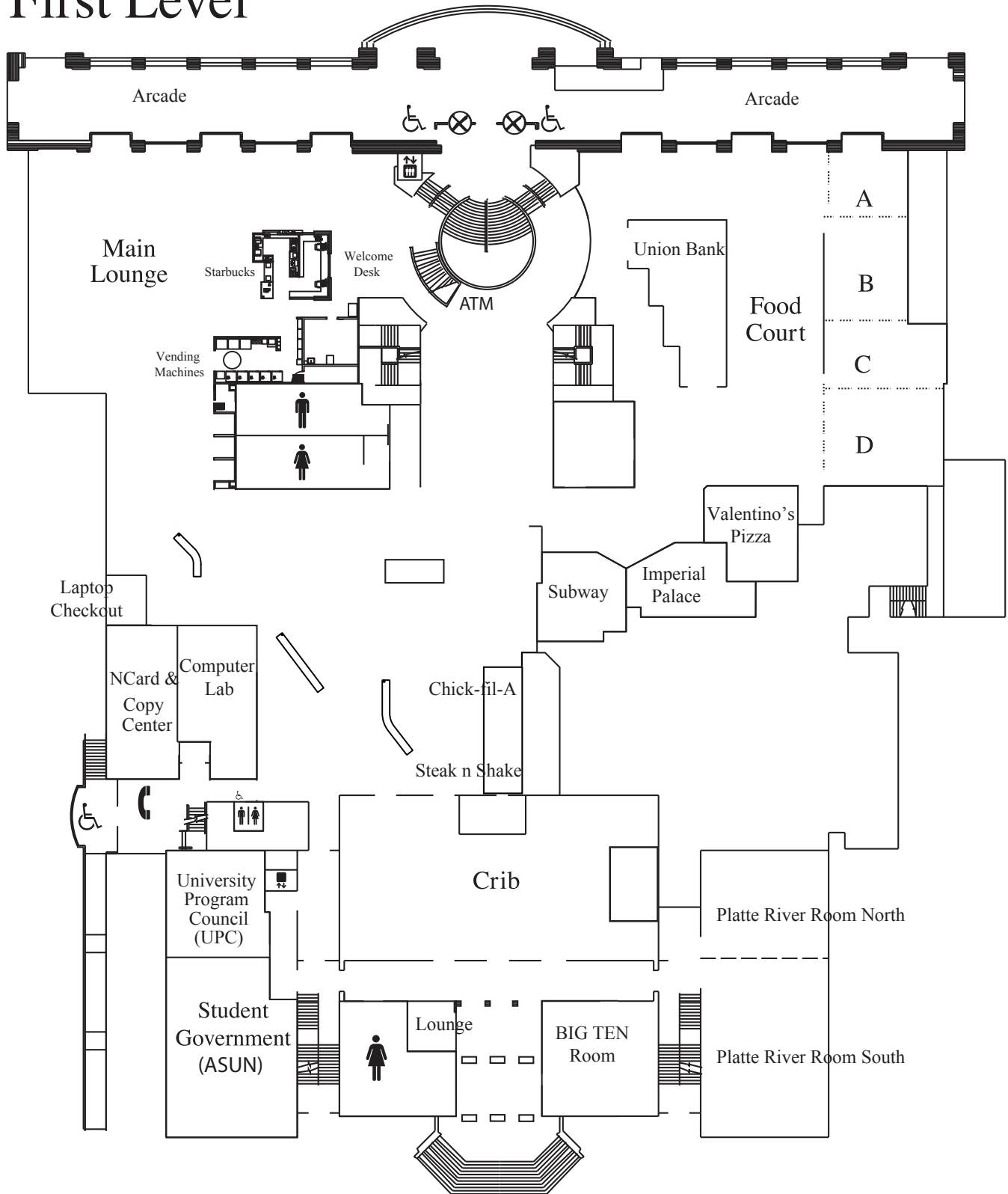
Contact 402-472-8436 for questions.



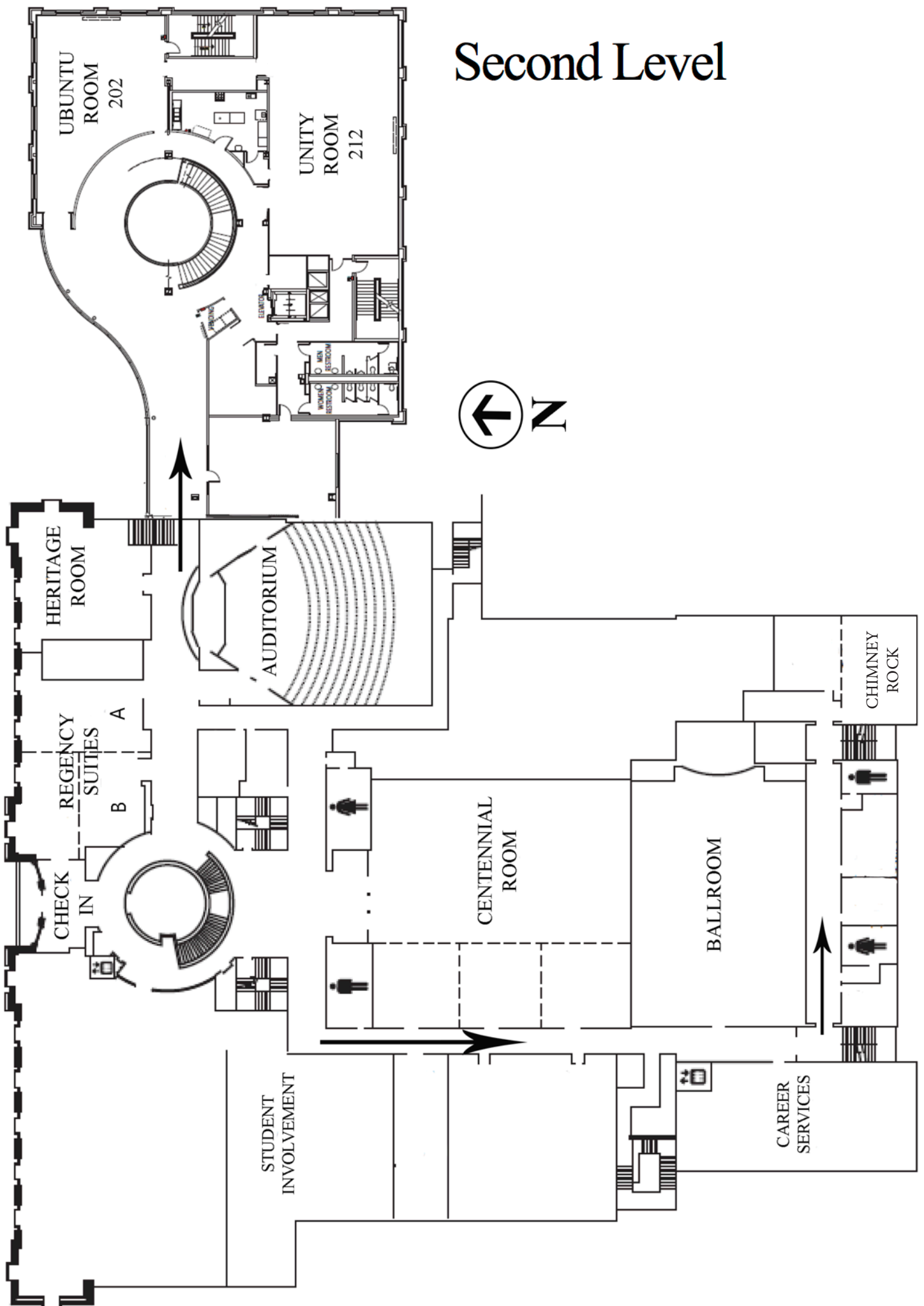


NEBRASKA UNIONS

## First Level



# Second Level



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



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<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
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Katie	Nieland	Regency B-C	12:45-1:15 p.m.	Getting design right
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Mark	Onwiler	Unity	12:45-1:15 p.m.	Talking sports
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Ngozi	Ramsay	Regency A	12:45-1:15 p.m.	Social storytelling
Margaret	Reist	Unity	10:15-10:45 a.m.	Feature writing
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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



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#### **Fighting fake news**

(Regency A)

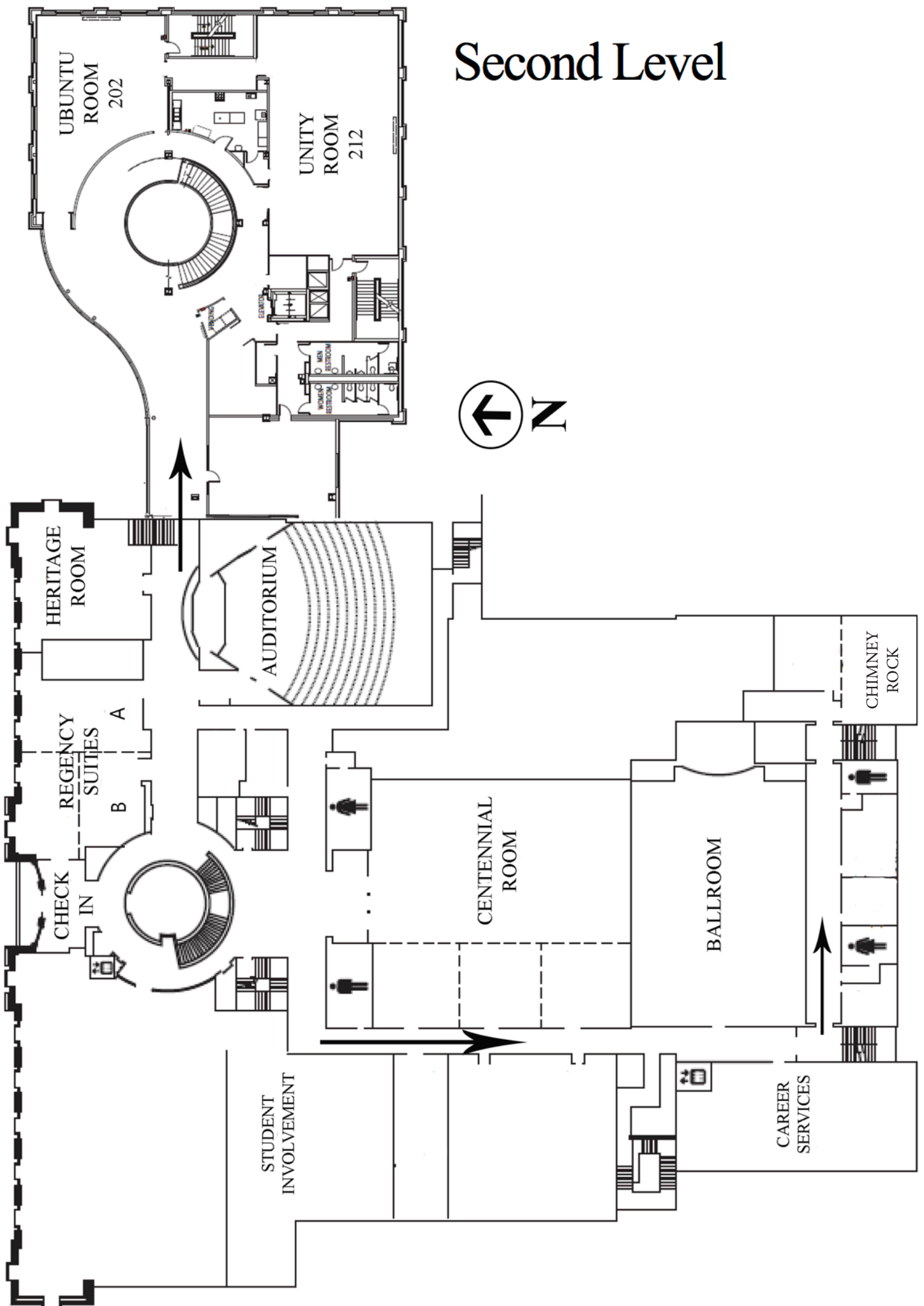
Kerry Hoffschneider of the Nebraska Press Women helps you strengthen your news literacy skills and determine the difference between credible and non-credible sources.

#### **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.

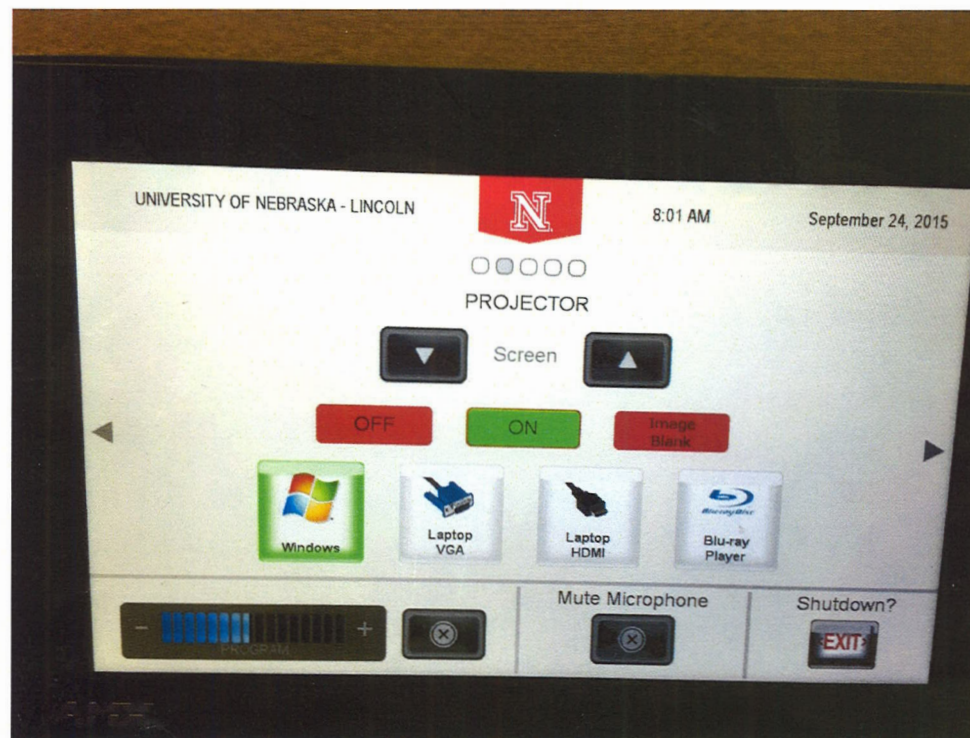
If you need help with the Union equipment, the quickest option is to call **402-472-8056** and ask for the technical support person on duty to come to your assigned room.

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.

