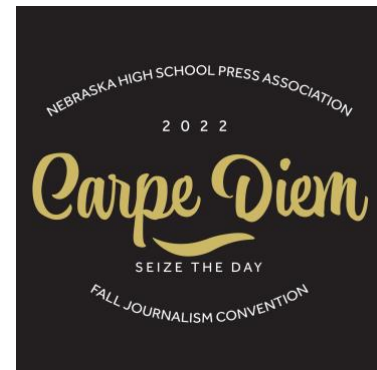


Dear Presenters and Vendors:

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.



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

Where should I park? Parking is free if you use the Larsen Building garage, 1317 Q St., 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 parking validation coupon 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 or [online here](https://go.unl.edu/nhspa_schedule) -- go.unl.edu/nhspa_schedule.

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](https://nhspa.org).

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

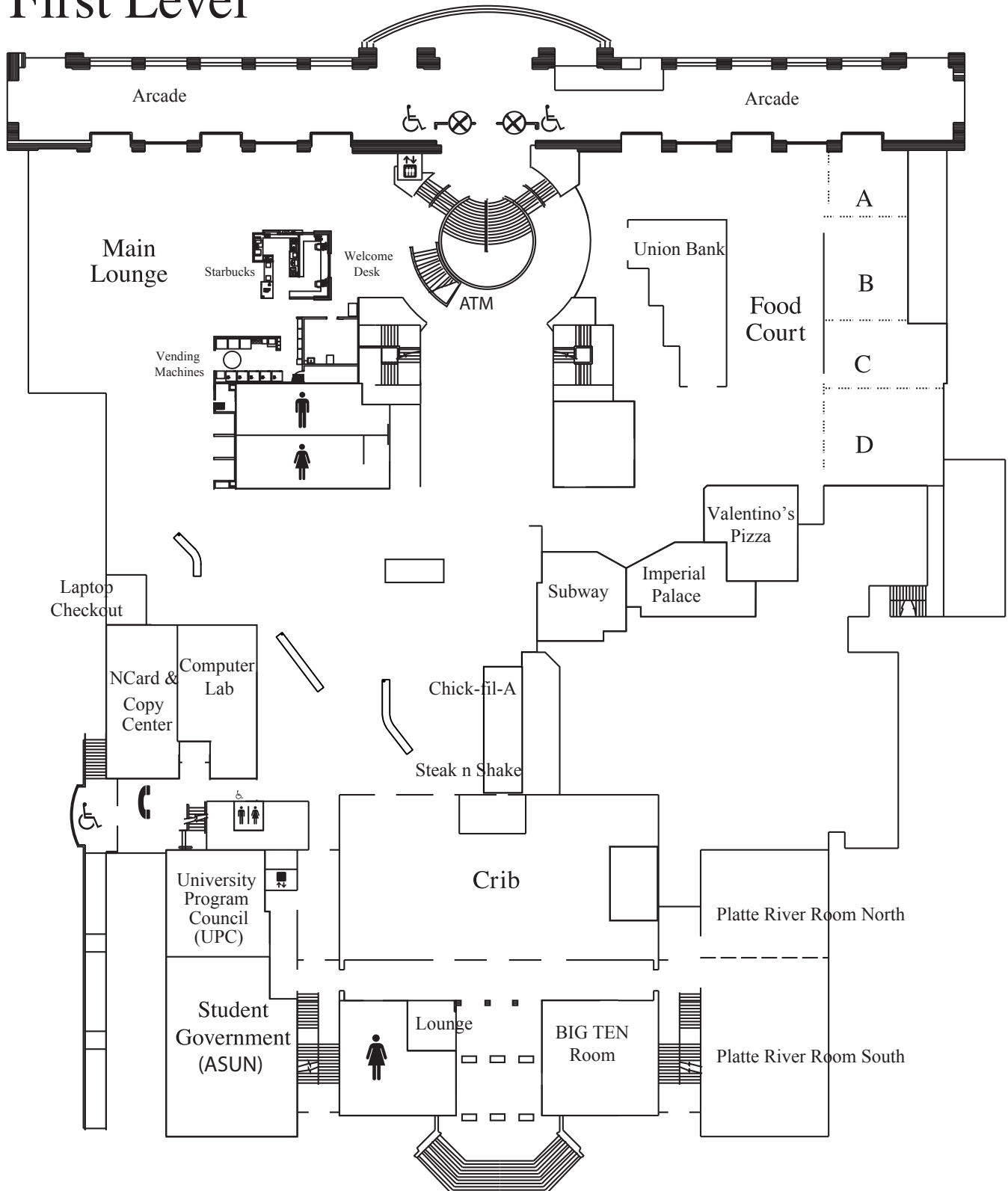
1. Use the Q Street entrance to park at the [Larsen Building garage](#), 1317 Q Street.
2. Be sure to take a ticket at the gate and keep it in a safe place.
3. You will receive a parking coupon when you check in at the convention registration desk to use when you exit the garage. When exiting: insert the original ticket, then insert the coupon.

First and last name	Session time	Room
Kristian Anderson	10:15 a.m. to 10:45 a.m.	Centennial
Cassi Helleberg	10:15 a.m. to 10:45 a.m.	Ballroom
Alyssa Schukar	10:15 a.m. to 10:45 a.m.	Auditorium
Jason Stamm	10:15 a.m. to 10:45 a.m.	Unity
Zach Hammack	10:15 a.m. to 10:45 a.m.	Heritage
Elizabeth Rembert	10:15 a.m. to 10:45 a.m.	Ubuntu
Jill Johnson	10:15 a.m. to 10:45 a.m.	Regency B
Zekiel Williams	10:15 a.m. to 10:45 a.m.	Regency A
DeWayne Taylor	10:15 a.m. to 10:45 a.m.	Chimney Rock
Kris Hemry	11 a.m. to 11:30 a.m.	Centennial
Z Long	11 a.m. to 11:30 a.m.	Auditorium
	1:30 p.m. to 2 p.m.	Auditorium
Anna Reed	11 a.m. to 11:30 a.m.	Auditorium
	12:45 p.m. to 1:15 p.m.	Auditorium
	1:30 p.m. to 2 p.m.	Auditorium
Chris Machian	11 a.m. to 11:30 a.m.	Auditorium
	12:45 p.m. to 1:15 p.m.	Auditorium
	1:30 p.m. to 2 p.m.	Auditorium
John Shrader	11 a.m. to 11:30 a.m.	Unity
Matt Olberding	11 a.m. to 11:30 a.m.	Heritage
Jill Martin	11 a.m. to 11:30 a.m.	Ubuntu
Kelli Boling	11 a.m. to 11:30 a.m.	Regency B
Kerry Hoffschneider	11 a.m. to 11:30 a.m.	Regency A
Kyle Phillips (via Zoom)	11 a.m. to 11:30 a.m.	Chimney Rock
Greg Adams	12:45 p.m. to 1:15 p.m.	Centennial
Barbara Soderlin	12:45 p.m. to 1:15 p.m.	Ballroom
Jessica Coody	12:45 p.m. to 1:15 p.m.	Unity
Cole Miller	12:45 p.m. to 1:15 p.m.	Heritage
Katie Nieland	12:45 p.m. to 1:15 p.m.	Ubuntu
	1:30 p.m. to 2 p.m.	Ubuntu
Angela Wolfe	12:45 p.m. to 1:15 p.m.	Regency B
Alex Fernando	12:45 p.m. to 1:15 p.m.	Regency A
	1:30 p.m. to 2 p.m.	Ballroom
Kelley Lange	1:30 p.m. to 2 p.m.	Centennial
Eileen Meslar	1:30 p.m. to 2 p.m.	Auditorium
Lily Smith	1:30 p.m. to 2 p.m.	Auditorium
Kevin Sjuts	1:30 p.m. to 2 p.m.	Unity
Allen Vaughan	1:30 p.m. to 2 p.m.	Heritage
Dave Bundy	1:30 p.m. to 2 p.m.	Regency B
Jim Timm	1:30 p.m. to 2 p.m.	Regency A

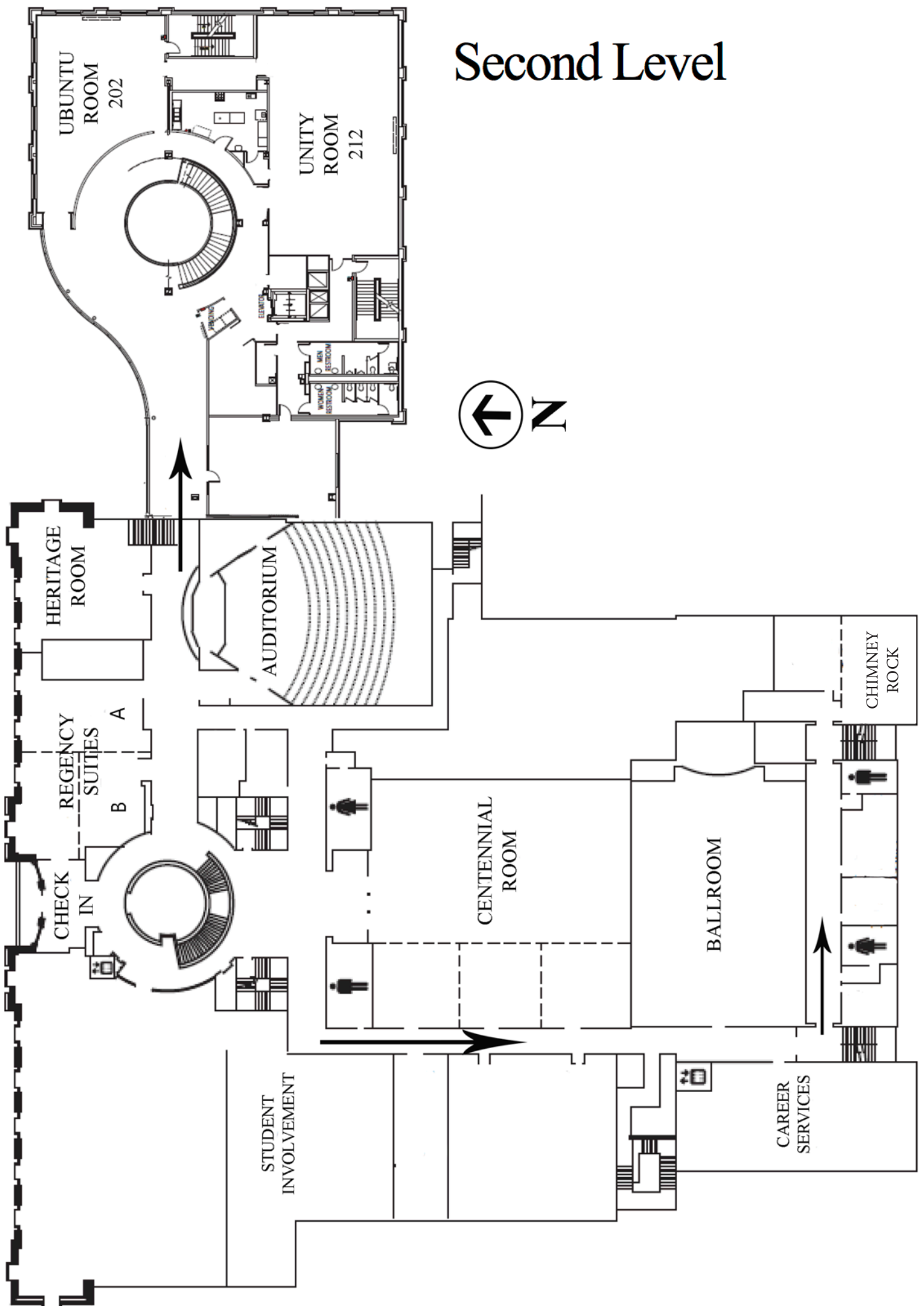


NEBRASKA UNIONS

First Level



Second Level



Nebraska Union

Technical instructions for computer/projection equipment

Technical assistance: 402-472-4505

Michelle Hassler: 402-580-5816

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 **402-472-4505**, the number for Steve Blum, the convention's technical support person who can 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.

All of the computers in the Union have internet access. If you'd like to log in to wifi on another device, here is the info:

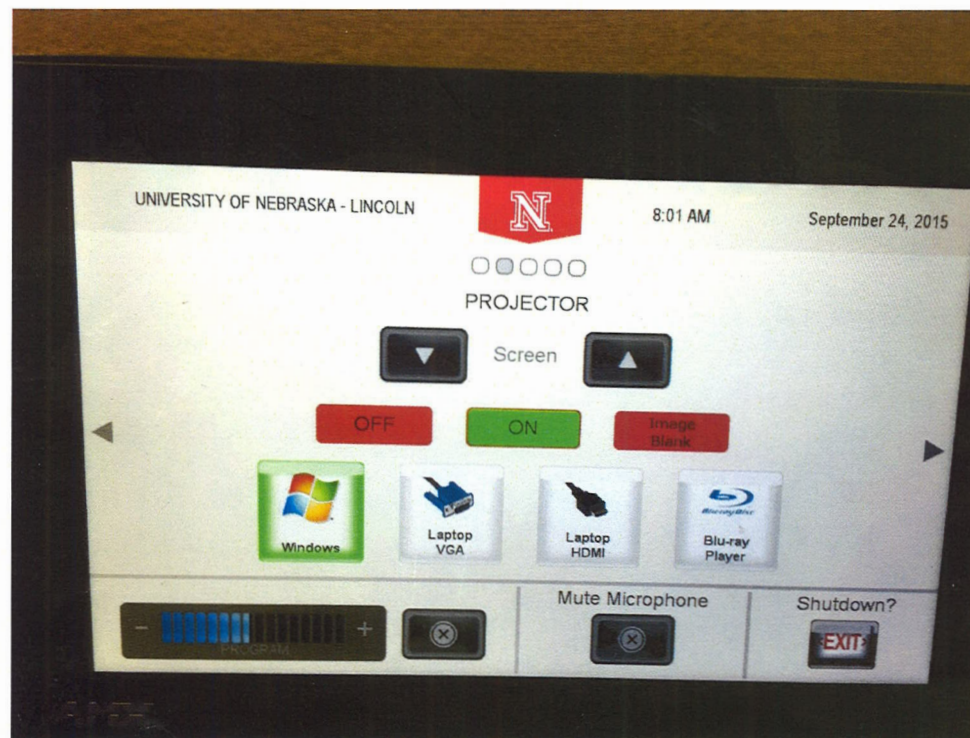
Username: nhspa2022

Password: seizetheday

Please scroll down to see additional instructions for using the audio/visual equipment in the rooms.

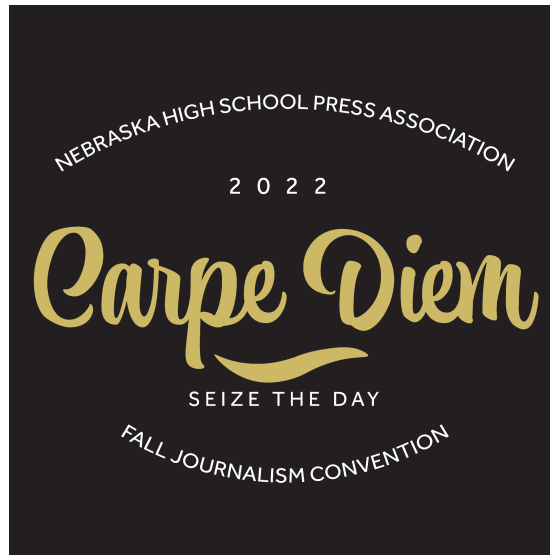
Copies of these instructions will be in your assigned rooms.

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.





Oct. 17, 2022 | University of Nebraska Student Union

Wifi access

Username: nhspa2022

Password: seizetheday

Schedule of Events

Registration | 8-9 a.m., Fischer Lounge, 2nd floor, Nebraska Union

Welcome | 9-10 a.m., Centennial Room, 2nd floor, Nebraska Union

- Mark Hilburn, NHSPA president
- Michelle Carr Hassler, UNL & NHSPA executive director

Keynote presentation: Alyssa Schukar, a Washington, D.C.-based photojournalist, writer and educator who is a frequent contributor to the New York Times and whose work has also appeared in The New Yorker, The New York Times Magazine, National Geographic, the Atlantic and TIME magazine.

NHSPA Awards | Brandi Benson and Angela Wolfe, NHSPA board members

Announcements | Michelle Carr Hassler

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)

Award-winning producer and UNL adjunct professor Kristian Anderson shares his professional secrets for shooting quality video stories.

Writing for yearbook

(Ballroom)

Whether it's headlines, features or captions, Cassi Helleberg of Walsworth has plenty of tips to help you sharpen the writing in your book.

Where to begin?

(Auditorium)

How do you approach people whose story you want to tell? How do you "find" a story? Keynote speaker and professional photographer Alyssa Schukar shares her answers to these common questions.

Sports writing and storytelling

(Unity)

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

Developing great ideas

(Heritage)

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.

The art of the interview

(Ubuntu)

Nebraska Public Media reporter Elizabeth Rembert shares her top techniques for asking the right questions and getting sources to talk. Rembert, a former breaking news reporter for Bloomberg in New York, covers food, energy and agriculture for NPM.

Social media smarts

(Regency B)

Improve your social media skills! Jill Johnson of Class Intercom shares her insights about best practices for social media.

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 Zekiel Williams and his staff answer your questions – from how to build a strong team to how to create in-depth news reporting projects.

Life of a DJ

(Chimney Rock)

Hear about the behind the scenes of radio broadcasts as D-Wayne (DeWayne Taylor) talks about his job as a professional disc jockey and entertainer at sporting events.

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: Visual and verbal storytelling

(Centennial)

Bring your yearbook to life with visual and verbal storytelling. Kris Hemry of Walsworth will show you how.

Sports photography

(Auditorium)

Learn how to thrive on the sidelines. Omaha World-Herald photographers Z Long, Chris Machian and Anna Reed share their secrets for winning sports shots.

Going live with sports

(Unity)

UNL professor and former professional sportscaster John Shrader shares his favorite broadcasting tips for calling a live game.

Power up your news writing

(Heritage)

What does it take to report and write a Page One news story? Veteran Lincoln Journal Star reporter Matt Olberding will discuss how to improve your news writing skills.

Get their attention!

(Ubuntu)

Learn how to craft yearbook, newspaper and web headlines for maximum impact. UNL journalism professor Jill Martin shares her tips.

Podcasting 101

(Regency B)

Want to create a podcast but don't know where to start? UNL professor Kelli Boling discusses how to create engaging and successful podcasts.

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.

Be effective online

(Chimney Rock)

Learn the best ways to write and present news for your online publication. Kyle Phillips of SNO Sites discusses strategies you can use to reach and keep online audiences.

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.)

Yearbook: Captivating coverage

(Centennial)

Learn how to weave your theme throughout your book. Walsworth's Greg Adams shares his techniques and tips.

Fun and fabulous features

(Ballroom)

What does it take to write an engaging feature story? Barbara Soderlin, a former reporter who has written features for several Nebraska news organizations, shares her insights.

Portraits and feature photography

(Auditorium)

Learn how to shoot creatively when you're creating portraits and feature photos. Omaha World-Herald photographers Chris Machian and Anna Reed show you how.

Sports interviewing and features

(Unity)

Hear from Jessica Coody of the Huskers Radio Network on her approach to a long-form interview and her techniques for turning that interview into a compelling feature story.

Broadcast news

(Heritage)

Learn what it's like to be a TV news anchor. Cole Miller shares his insights and experiences as anchor for 10/11 News.

Getting design right

(Ubuntu)

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

Student journalist rights

(Regency B)

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.

Career Talk: Journalism, Advertising and PR

(Regency A)

Learn about the exciting jobs available in the world of journalism, advertising and public relations. UNL recruiter Alex Fernando explains what those careers might look like for you.

Next-Level Critiques

(Platte River South – first floor)

Previous sign-up required to attend. Advisers will be on hand to provide on-site critiques of your school's publications.

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

Yearbook: Design do's and don'ts

(Centennial)

Kelley Lange, award-winning Ralston High School yearbook adviser, shares her tips for yearbook design in this session.

CoJMC and you

(Ballroom)

Join UNL recruiter Alex Fernando for a tour of the College of Journalism and Mass Communications. Meet him in this room, where you'll begin a short walk to the building.

Shooting sports

(Auditorium)

Pick the brains of the Omaha World-Herald photojournalists Z Long, Chris Machian, Anna Reed, Lily Smith and Eileen Meslar. They'll answer your questions about sports photography and video.

Sports broadcasting

(Unity)

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.

Building an audience

(Heritage)

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, offers his ideas and practical tips.

Infographic magic

(Ubuntu)

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.

Taking a stand

(Regency B)

Dave Bundy, executive editor of the Lincoln Journal Star, offers his professional tips and pointers for writing persuasive editorials and columns.

Career Talk: Broadcasting

(Regency A)

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.

Next-Level Critiques

(Platte River South – first floor)

Previous sign-up required to attend. Advisers will be on hand to provide on-site critiques of your school's publications.

Help us make your fall convention the best it can be! Please share your feedback by filling out this brief online evaluation or use the QR code:

<https://go.unl.edu/pmpm>



Save the date!
Next year's fall
conference will be on
Monday, Oct. 16, 2023

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



Special thanks to these organizations for their support:

Walsworth Publishing Co.

University of Nebraska-Lincoln College of Journalism and Mass Communications