



**Oct. 17, 2022 | University of Nebraska Student Union**

### **Wifi access**

**Username:** nhspa2022

**Password:** seizetheday

### **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
- 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 Henry 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**

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

[go.unl.edu/nhsa\\_survey](https://go.unl.edu/nhsa_survey)

**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