

2011 Fall Conference Session Descriptions

9:55-10:40

Careers in Sports: More than Sports Writing *with Max Utsler (KU)*

Most high school look at careers in sports from a news background, newspaper beat writer, radio play-by-play, or 6 and 10 p.m. TV sports. While those jobs do exist, they are quite competitive. Another huge job market exists for students interested in careers in sports. This presentation will help you understand the job possibilities in sports marketing, sales, promotions and public relations.

Critiques *with John Hudnall and Peter Bobkowski (KU)*

Journalism School Tour *with Wayne Larson (KU)*

Larson, a KU journalism graduate and current journalism school recruiter will take students on a tour of Stauffer-Flint and Dole to see the classrooms, newsroom and multimedia equipment.

Careers in Journalism *with Patty Noland (KU)*

Learn about all of the exciting career options available to students who study and practice journalism on both the News and Information and Strategic Communications side.

Tips for Feature Writing *with Travis Feil*

Video Storytelling *with Terry Bryant (KU)*

How to Produce and Sell Effective Advertising *with Bob Basow and Kelli Helms (KU)*

Basow and Helms will use their professional experience in advertising to help students bring in more ad revenue for their publication.

Q&A Session *with Thad Allender*

Allender will answer questions students have after hearing his keynote presentation.

10:05-11:35

Storytelling through photojournalism *with Jim McCrossen*

Learn how to use photojournalism skills to better tell a story visually.

Critiques *with John Hudnall and Peter Bobkowski*

Screenchangers *with Tim Shedor (KU)*

Competing for your audience's attention with a hundred other websites can be impossible for a school publication. Learn how to easily create and/or maintain a strong online presence using multimedia, mobile apps and staff unity.

Love the Law *with Kathy Habiger & Amy Morgan (Mill Valley, SMW)*

This interactive session will help clarify students' legal and ethical rights and responsibilities as student journalists.

1 in 1,000: Everyone has a Story *with Laurie Folsom (Free State HS)*

Discover a multimedia alternative to the personality profile story. Highlight regular students at your school and what makes each unique by creating a "1 in 1,000" series for your school. This project makes a great way of creating unique content for your publication website and will draw the attention of students as well as community members.

How the Professionals use Multimedia *with Shaun Hittle (LJ World)*

This session will discuss the essential skills even "print" journalists need today, and take a look at how reporters in the field are using video and audio.

Staff Motivation *with Travis Feil*

Using Alternative Story Forms *with Doug Ward*

This workshop will look at how to use alternative story forms to present information in ways you might not have considered before.

Untitled *with Tien Lee*

11:45-12:30

Photo Basics *with Jim McCrossen (BVNW)*

Students will learn about the basics of photography including basic camera functions, composition and lighting.

Critiques *with Peter Bobkowski*

Empowering Your Editors *with Travis Feil*

What's the Big Idea? *With Susan Massy (SMNW)*

It compares the way businesses create logos and promote their brands to create a yearbook theme. It also includes basic information on the concept of a yearbook theme.

Find Your Inspiration *with Kathy Habiger (Mill Valley HS)*

Use this session to help generate ideas for yearbook and newspaper designs. This will include a lot of visual examples.

Guidelines for Video Editing *with Heather Attig*

This session will address the basics of video editing and how to use the medium effectively to tell stories visually.

Leadership Basics for Leading Your Staff *with Susan Massy (SMNW)*

How to be a Journalist with Style: AP Grammar and Style *with Sue Novak (KU)*

This session is a fun and lively overview of AP Style and the importance of spelling, grammar and punctuation in writing and editing.

Making the Transition from High School to College Journalism *with Gretchen Hess and Christina Khamphilay (KU)*

Hess and Khamphilay, two KU journalism students, will lead a roundtable discussion about the similarities and differences of high school and college journalism. Students should come prepared with questions.

12:40-1:25

Hot Tips for Yearbook Design *with Carol Holstead (KU)*

How many typefaces can you use on one spread? Where should you put photos? What is white space and how do you use it? This session will give you the answers and teach you something about what makes good design.

Broadcast Tips for TV and Web *with Gina Ford (KU)*

Exposure and Composition Fundamentals *with Travis Feil*

Stop Taking Pictures of Landscape *with Jill Chittum (BVH)*

Jill will emphasize the point that environmental portraits are NOT landscape photos. If you've ever heard the term "environmental portrait" but aren't sure what that means, this session is for you.

Yearbook Copy Writing *with Becky Tate (SMN)*

How to liven your yearbook copy. We'll turn to Phineas and Ferb for lessons about concrete writing; then look at some examples in contemporary yearbooks.

Preparing Video for the Web *with Heather Attig (KU)*

This session will explore best practices and technical considerations for processing and posting videos on the web via different platforms.

Ethical Journalism *with Sue Novak (KU)*

Why do we need to be "ethical" journalists when so many people seem to be abandoning the concept? We'll talk about what one ethical slip can do to your career, your company and even the profession, and how you can take steps to make sure that you are doing your best to be an ethical journalist.

Design, Headlines and Interviews *with Kristin Baker (Andover HS)*