



Student
Publications
Inc.



KANSAS SCHOLASTIC
PRESS ASSOCIATION

FALL
CONFERENCE

SEPT. 27, 2011
KANSAS STATE UNIVERSITY



Welcome to the 2011 Kansas Scholastic Press Association Fall Conference at Kansas State.

Designed with you in mind, the information you get today will help you make your publication what you want it to be. You'll hear great ideas from journalism educators, professional journalists and student journalists.

Staffs are encouraged to get together to plan the day's activities and sessions. It's recommended that staff members attend a variety of sessions and are prepared with a second choice in case seating in the first session is at capacity.

8 a.m. Check-in — Union Courtyard

8:45 a.m. - 9:45 a.m. Opening session

— Union Forum Hall

“Why is why the most important word in journalism — and our lives?” Rethink how we think about journalism and life.

Mark Newton, president, Journalism Education Association; journalism teacher, newspaper and yearbook adviser, Mountain Vista High School, Highlands Ranch, Colo.



Mark Newton,
JEA president

Session I

9:55 a.m. - 10:40 a.m.

Publication exchange and idea forum — Concourse

If you brought publications to share, drop them off here and pick up exchange publications from other schools.

Advisers meeting and hospitality — Union 206

If you are trying to figure out the best way of thriving this school year, this session may offer what you need. You'll hear the most recent updates in journalism education in Kansas, including information about state contests and CTE funding as well as discover a network of resources so you don't have to do the job alone. This room is reserved all day for advisers and presenters to relax, enjoy some light refreshments and discuss issues with others. *Jeff Browne, executive director, Kansas Scholastic Press Association; and Linda Puntney, professor emeritus, A.Q. Miller School of Journalism and Mass Communications*

Multimedia storytelling tips — Big 12 Room

Learn methods to make your audio slideshows and video shine through following these important steps. *Andy Nelson, R.M. Seaton Visiting Professor, A.Q. Miller School of Journalism and Mass Communications*

How to prepare for a career in the media — Cottonwood Room

A mass communications degree won't get you a job unless you also learn how to be a communicator. Find out the keys to turning your education into a job. *Steve Wolgast, director of Student Publications Inc., assistant professor, A.Q. Miller School of Journalism and Mass Communications; Joye Gordon, associate professor, A.Q. Miller School of Journalism and Mass Communications; Thomas H.P. Gould, associate professor, A.Q. Miller School of Journalism and Mass Communications*

Beyond the written page — Union 213

Find out how you'll need to adapt your writing style when you go from print to podcasting or video news. *Ginger Loggins, assistant professor, A.Q. Miller School of Journalism and Mass Communications*

EP!C journalism — Flint Hills Room

A look at top-notch stories and a challenge to produce epic journalism. *Mark Newton, president, Journalism Education Association; journalism teacher, newspaper and yearbook adviser, Mountain Vista High School, Highlands Ranch, Colo.*

Publication critiques — K-S-U Ballrooms

If you previously signed up for a publication critique, please check the critique schedule, which was distributed at check-in.

Got ads? — Union 207

Ever see an ad that really impresses you? Want to know how to catch the eye of your reader? Learn about simple ways to make your ad stand out from the rest. We'll discuss how to promote the right way, and you'll find out how fun advertising can be. *Kat Lopez, graduate student, A.Q. Miller School of Journalism and Mass Communications*

Session II

10:50 a.m. - 11:35 a.m.

Publication exchange and idea forum — Concourse

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Tips for new advisers — Union 204

Publications advisers wear a multitude of hats, from teacher to coach to confidant to financial wizard. This veteran adviser will give you tips on balancing all of those roles and getting things done in fine fashion. We'll discuss classroom management, deadlines and using your staff members to their maximum potential. *Linda Drake, newspaper and yearbook adviser, Chase County High School*

New delivery methods for your message — Big 12 Room

With hundreds of media choices, your audience is accustomed to getting content on their terms. See examples of new and improved ways to

deliver your message. *Steve Smethers, associate director for graduate studies, A.Q. Miller School of Journalism and Mass Communications*

Headlines worth reading — Cottonwood Room

This session will give you an overview of what makes great headlines and how you can create them for your publication. *Joye Gordon, associate professor, A.Q. Miller School of Journalism and Mass Communications*

Driving mash ups, finding old friends, creating new ones — Sunflower Room

The environment of social networks within the online world of numerous software platforms represents a significant step away from the way your parents communicated. It may even be a step away from the way your older siblings communicate today. Your generation will be the creators and heirs to a fascinating and, at times, challenging world of journalism, public relations and advertising. Some industry pros will chat with you about what's here and what's coming in the great new world of social networks. *Thomas H.P. Gould, associate professor, A.Q. Miller School of Journalism and Mass Communications*

Create a buzz with spring delivery — Flint Hills Room

If you are looking for a way to increase yearbook sales, listen to one yearbook staff's story of how it did just that. *Erica Rickard, newspaper and yearbook adviser, Newton High School*

Investigative and depth reporting — Union 213

This session outlines types of stories, ways of strategizing reporting, how to get information from documentary and human sources and how to organize, write and present an investigative or depth report. *Todd Simon, professor, A.Q. Miller School of Journalism and Mass Communications*

Advisers hospitality — Union 206

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Publication critiques — K-S-U Ballrooms

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Session III

11:45 a.m. - 12:30 p.m.

Publication exchange and idea forum — Concourse

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The state of scholastic journalism — Union 207

With a severe budget crisis in education and journalism on the chopping block, the Journalism Education Association and thinkSJI are designed to help advisers save scholastic journalism. *Mark Newton, president, Journalism Education Association; journalism teacher, newspaper and yearbook adviser, Mountain Vista High School, Highlands Ranch, Colo.*

Instilling teamwork as an adviser — Union 204

This session will help you understand and apply effective teamwork styles through coaching of writing and the Maestro concept. No matter the size of your staff, these concepts will help you make deadlines, improve coverage and empower your students. *Linda Puntney, professor emeritus, A.Q. Miller School of Journalism and Mass Communications; and Linda Drake, newspaper and yearbook adviser, Chase County High School*

Thinking photojournalism —Big 12 Room

To be a better photographer, you need to think about what you are doing ahead of time. *Andy Nelson, R.M. Seaton Visiting Professor, A.Q. Miller School of Journalism and Mass Communications*

Copyright law — Sunflower Room

Before you start taking images from Google for your publication, learn some important rules that guide copyright law. *Louise Benjamin, professor, A.Q. Miller School of Journalism and Mass Communications*

Video 101 — Union 213

Learn the basics of capturing quality video. With these simple tips, your staff will be able to create professional-looking content in no time. *Rachel Urban, senior, A.Q. Miller School of Journalism and Mass Communications*

Easy tricks for writing better — Cottonwood Room

Learn 20 tips that will dramatically improve your writing overnight.

Todd Simon, professor, A.Q. Miller School of Journalism and Mass Communications

Advisers hospitality — Union 206

This room is reserved all day for advisers and presenters to relax, enjoy some light refreshments and discuss issues with others.

Tinker, Hazelwood and you: The First Amendment for Kansas student journalists — Flint Hills Room

Did you know that Kansas is just one of seven states that grants students its full First Amendment rights? And with those rights come the responsibility to publish thoughtful, accurate and useful information in your yearbooks, newspapers and websites. Learn how to balance your rights with the responsibilities required of Kansas student journalists.

Jeff Browne, executive director, Kansas Scholastic Press Association

Publication critiques — K-S-U Ballrooms

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Session IV

12:40 p.m. - 1:25 p.m.

Publication exchange and idea forum — Concourse

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Show me the money — Union 204

Use the journalism-related skills you've taught your students to make money for your media program. This session will show how you can expand the learning experience, improve teamwork on staff and help pay for your publications. *Matt Weller, newspaper and yearbook adviser, Chapman High School*

Libel red flags — Sunflower Room

If you're doing your job as a journalist, you are probably going to eventually make a source angry. Learn the warning signs to protect your publication and yourself. *Vern Wirka, faculty adviser, KSDB-FM*

Mastering your writing — Union 213

Break apart the pieces of the story-writing process and learn how you can improve them individually. With strong interviewing, writing and editing skills, you will create more polished products. *Sarah Rajewski, senior, A.Q. Miller School of Journalism and Mass Communications*

Ideas to get inspired — Big 12 Room

Finding new ideas for your yearbook may be an issue for your staff. This session will show you how to use issuu.com and other sites for ideas to stretch your ideas for design, graphics and quick reads. *Sharon Martin, CJE, newspaper and yearbook adviser, Wichita East High School*

Advisers hospitality — Union 206

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Moving online is EZ — Flint Hills Room

Producing information online sounds daunting to those of us who are skilled at producing newspapers and yearbooks. However, if you're willing to invest just a little bit of time and money, you can begin to produce online content that makes a difference in your schools. *Jeff Browne, executive director, Kansas Scholastic Press Association*

We kick ads — Union 207

Need ideas? We can help you come up with advertising promotions for your newspaper. We'll even give you ideas of whom to sell them to. *Jackie Harmon, advertising adviser, Kansas State Collegian*

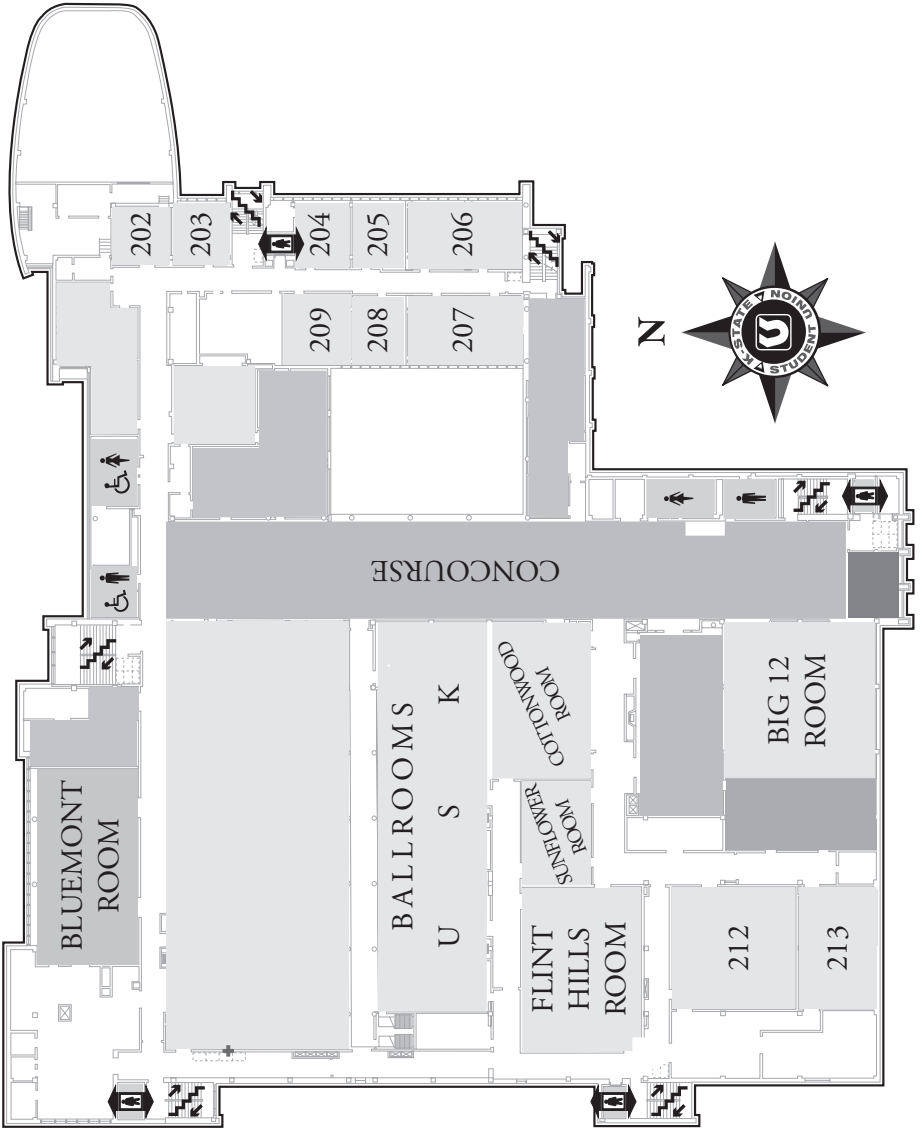
Writing 360 — Cottonwood Room

This session gives you the nuts and bolts on how to write a story — including the interview process — from start to finish. *Colleen Quinn, senior, A.Q. Miller School of Journalism and Mass Communications*

Publication critiques — K-S-U Ballrooms

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Union Map



ROOM	9:55 a.m.-10:40 a.m.	10:50 a.m.-11:35 a.m.
Ballroom K	Publication critiques	
Ballroom S	Publication critiques	
Ballroom U	Publication critiques	
Big 12 Room	Multimedia storytelling tips	New delivery methods for your message
Concourse	Publication exchange and idea forum	
Cottonwood Room	How to prepare for a career in the media	Headlines worth reading
Flint Hills Room	EP!C journalism	Create a buzz with spring delivery
Sunflower Room		Driving mash ups, finding old friends, creating new ones
Union 204		Tips for new advisers *
Union 206	Advisers meeting and hospitality*	Advisers hospitality
Union 207	Got ads?	
Union 213	Beyond the written page	Investigative and depth reporting

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Big 12 Room	Thinking photojournalism	Ideas to get inspired
Concourse	Publication exchange and idea forum	
Cottonwood Room	Easy tricks for writing better	Writing 360
Flint Hills Room	Tinker, Hazelwood and you	Moving online is EZ
Sunflower Room	Copyright law	Libel red flags
Union 204	Instilling teamwork as an adviser *	Show me the money *
Union 206	Advisers hospitality	
Union 207	The Scholastic Journalism Institute	We kick ads
Union 213	Video 101	Mastering your writing

* Advisers with fewer than five years' experience are especially encouraged to attend these sessions.

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2011-12 Dates to remember

Sept. 30: First Story of the Month, Photo of the Month and Design of the Month deadline

Oct. 1: All-Kansas Yearbook deadline

Oct. 31: Second Story of the Month, Photo of the Month and Design of the Month deadline

Nov. 17-20: JEA/NSPA Fall National High School Journalism Convention, Minneapolis

Nov. 30: Third Story of the Month, Photo of the Month and Design of the Month deadline

Dec. 10: Executive Board Meeting in Wichita

Jan. 31: Fourth Story of the Month, Photo of the Month and Design of the Month deadline

Feb. 23: Regional Competition: Emporia, Hays, Manhattan, Pittsburg, Wichita (Specific school assignments TBD)

Feb. 24: Regional Competition: Lawrence

Feb. 29: Fifth Story of the Month, Photo of the Month and Design of the Month deadline

March 10: All-Kansas Newspaper deadline

March 10: All-Kansas Website deadline

March 30: Sixth Story of the Month, Photo of the Month and Design of the Month deadline

April 12-15: JEA/NSPA Spring National High School Journalism Convention, Seattle

April 30: Seventh Story of the Month, Photo of the Month and Design of the Month deadline

May 4: KSPA Executive Board Meeting at University of Kansas

May 5: State Contest, University of Kansas in Lawrence

July 9-12: JEA Advisers Institute, Las Vegas, Nev.