

MANER CONFERENCE CENTER & CAPITOL PLAZA HOTEL



Sept. 25 & 26, 2017

our story is
FREE DOM

for student press in Kansas
Celebrating 57 years of a free student press in Kansas



KSPA 2017 FALL CONFERENCE

Welcome to the 2017 Kansas Scholastic Press Association Fall Conference in Topeka, Kansas. Thanks for joining us to celebrate 25 years of the Kansas Student Publications Act!

MONDAY, SEPT. 25TH

REGISTRATION: 9-9:45 a.m. Packet Pick-Up

Advisers and students can begin arriving at the north doors to the Maner Conference Center to gather their adviser bags, nametags, lanyards and other fun gear.

OPENING: 10 a.m.

WELCOME & OPENING in the Sunflower Ballroom

Join the celebration of the 25th anniversary of the Kansas school publications act during this opening session extravaganza. Students will learn about the history of the law, how it has supported excellence in Kansas journalism and how they can use the law to support their journalism. State sweepstakes trophies will also be awarded.

ADVISER LUNCH: 12-1 p.m. in the Pioneer Room

Advisers will enjoy a complimentary buffet lunch included with their registration. Enjoy the time with your fellow teachers to catch up, trade ideas and celebrate this landmark event.

STUDENT LUNCH: 12-2 p.m.

The Maner Conference Center will provide lunches for students. Pulled pork sandwiches plus a vegetarian option will be provided. Students can pay using cash or credit cards.

TRADE SHOW: 12-5 p.m. in the Shawnee Room

Meet up with universities and yearbook companies in our trade show.

ON-SITE CRITIQUES: 12-4

p.m.

in the Shawnee Room

Meet up with university faculty or an adviser from another school to review your publication and your plans for this school year. This \$10 service was reserved during registration for the conference.

JEA BOOKSTORE: 12-5 p.m.

in the Shawnee Room

Browse a limited selection of the books and materials offered by the bookstore of the Journalism Education Association.

SESSION 1: 12:00-12:50 p.m.

MURDER, MAYHEM & MEDIA: COVERING CRIME

Bison Room
with Tim Hrenchir

The session will be a shortened, beginners-oriented version of the "Murder, Mayhem and Media" class I'm teaching for the fourth school year as an adjunct professor at Washburn University.

WHAT DO THEY TEACH IN A JOURNALISM SCHOOL?

Emerald Ballroom 1
with Ann Brill & Scott Reinardy

If you've wondered what a degree in journalism and mass communications is all about, come to this session and hear about "hot" topics, skills, and jobs in journalism. No homework in this session. And there will be prizes!

VISUAL DEVICES FOR THE CREATIVE PHOTOGRAPHER

Emerald Ballroom 2
with Mike Yoder

SCOTT REINARDY

Reinardy is the associate dean for graduate studies and a professor at the William Allen White School of Journalism and Mass Communications at the University of Kansas.

STEVE ROTTINGHAUS

Steve Rottinghaus is the career & outreach coordinator for the KU School of Journalism and Mass Communications and former PR director at Baker University

ANDREW SMITH

An Emmy award-winning sports broadcaster, Andrew brings 25 years of experience to his position as News Director at Kansas State University.

EMILY SMITH

Emily Smith, CJE, advises student media at Pittsburg High School. She also serves on KSPA's executive board. She loves working with and empowering her students.

SHERMAN SMITH

Sherman Smith has been with the Capital-Journal since 2004. Now the managing editor, previously responsible for developing digital audience, running the website and various special projects.

MICHAEL SULLIVAN

Michael Sullivan is a journalism teacher/advisor at De Soto High School. He is also a Public Affairs Officer in the Kansas Army National Guard.

MARY BETH TINKER

Mary Beth was one of the Tinkers in "Tinker v Des Moines." She now travels the country promoting student journalism, youth rights and youth voices.

TODD VOGTS

Todd Vogts is a Kansas Scholastic Press Association board member and journalism teacher at Sterling High School in Sterling, Kan.

ORLIN WAGNER

Wagner has been an AP staff photographer for 20 years. Based out of Kansas City Bureau. 25 years of freelance work before that.

JOHN WALTER

John Walter is a Certified Journalism Educator and The Blue Jay Online news website and Pow Wow Yearbook at Junction City High School.

JEFFREY WELCH

Wichita High School South Journalism Adviser, 11th year.

LAURA WIDMER

Widmer, the executive director of the National Scholastic Press Association, is a former high school and college adviser and owned the Salisbury, Missouri, her hometown, newspaper.

MARA WILLIAMS

Mara Williams worked 35 years as a professional journalist. Newsday & The Atlanta Journal Constitution taught free press in Kenya. Wrote viral Pittsburg HS student paper story.

MIKE YODER

For 32 years, Mike was the chief photographer for the Lawrence Journal-World newspaper. He documented everything from county fairs to National Basketball championships.

KARNA YOUNGER

Karna Younger, assistant librarian at the University of Kansas, loves using her skills to help students become better researchers.

GIVE BACK

how can you support KSPA?

Consider all KSPA does for student journalism in Kansas: scholarships, contests, awards — even this fall conference! During our opening session, we will "pass the hat" for donations.

Please bring your pocket change, Starbucks money or other donation to support the Jackie Engel Endowment, the supporting fund that ensures a bright future for KSPA. No donation is too small!

During the conference, every donation up to \$2,017 will be matched by the Jackie Engel Endowment Board and an anonymous donor. **So, your dollars get doubled by donating now!**

Want to give online? Visit www.kspa-online.org/donate. You will find a form to pay with a credit card.

Center at the KU journalism school, teaches news editing, and is the author of "The Perfect English Grammar Workbook."

GEORGE MULLINIX

George Millinix is a photographer & cinematographer working on commercial and editorial projects around the globe. George is super grateful to get to do what he loves everyday.

ANDREW NEVINS

Andrew Nevins is the Editor-in-chief of the Royal Purple yearbook at Kansas State University.

KRISTY NYP

Nyp teaches public speaking and AV Communications and advises yearbook, newspaper (print/online) and video production at MHS. She is president-elect of the KSPA Board.

SPENCER O'DANIEL

Spencer O'Daniel is the Assistant Director/ Publications Adviser with the Collegian Media Group at Kansas State University. He advises the Royal Purple yearbook and Manhappenin' magazine.

CHRIS OCHSNER

Ochsner is Visuals Editor for The Kansas City Star. He is an award-winning photographer who now directs a staff of nine award-winning photojournalists.

MARY PATRICK

Mary Patrick taught yearbook for 29 years. She has received Pioneer, Lifetime Achievement, Hall of Fame, Distinguished Adviser awards. She serves as a JEA mentor.

PILAR PEDRAZA

Pilar Pedraza is a veteran broadcast journalist with two decades in the field. The last five years he has been a political and education reporter in Wichita, KS.

RACHEL PICKETT

Pickett is a senior and EIC of Spotlight. She enjoys recreational soccer, politics and Hamilton. She plans to study journalism at MU next year.

LINDA PUNTNEY

Puntney, MJE, is retired Journalism Education Association executive director, assistant professor of journalism, Royal Purple yearbook adviser and director of Student Publications at K-State.

#KSPA2017

the hashtag of the day.

We want to hear from you.

We're on twitter at @KSPAonline and we would love to have your real-time feedback about what you have learned today and pics of your staff.

Please use #KSPA2017 so that we can retweet you, follow you and mention you.

We're on SnapChat at @kspaonline. And especially for this conference, we have created a geofilter. Check it out and show the world your #sunflowerprid in being here for this landmark event.

You can also find us on Facebook: we are — huge surprise — the Kansas Scholastic Press Association.



snapchat
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Kansas Scholastic
Press Association



hashtag
#kspa2017



Yearbook Curriculum

The only comprehensive, integrated curriculum for yearbook.



BalfourTools

The premier yearbook plug-in for Adobe® InDesign that integrates seamlessly with Adobe® Creative Cloud™



BAL4.tv

Extend yearbook coverage and transform the way students remember school with links to multimedia



ImageShare

Easy-to-use photo upload app that allows the school community to share snapshots of the yearbook



Whitney Baker
whitney.baker@balfour-rep.com
816.607.1019
Kansas and Missouri

For more information, see your Balfour representative or visit us at balfour.com/yearbooks.

Yoder will demonstrate and explain the use of simple visual techniques that should be a part of any photographers' "tool kit." Regardless of the type of camera used, these techniques can add impact and interest to photographs.

WORK IN PROGRESS

Emerald Ballroom 3 with George Mullinix

As a young professional in the multimedia industry it's vital to have multiple skills in order to be marketable. You must continue to reinvent yourself, staying current with technology, editing techniques, etc. to be able to tell stories and make compelling art that engages audiences.

THE HOOK: CRAFTING LEDES & ORGANIZING INFORMATION T

Emerald Ballroom 4 with Josh Letner

You only have one chance to grab reader's attention. Don't sell your reporting short with a vague or dry lede paragraph. A professional journalist should always be nimble in their approach to different subject matter. Is the classic inverted pyramid style appropriate for your story? How do you tell?

THE QUESTION IS HOW FAST

Emerald Ballroom 5 with Sherman Smith

A look at the importance of urgency in reporting news across digital platforms, including social media, and how we do it at CJOnline.

KANSAS STUDENT PRESS LAW: ITS BACKGROUND AND IMPACT

Homestead Room with Kristy Dekat

This presentation will discuss portions of an ongoing research project addressing the events that led up to the passing of the Kansas Student Publication Act. The presentation will also cite examples of how the law benefits students."

RESEARCHING FOR JOURNALISTS

River Room

with Karna Younger

Good reporters know what questions to ask because they do their research. In this session, we will discuss best practices for knowing where to look for information, being able to identify and decipher credible research when you find it, and the importance of documenting your research.

DECADES OF MY AP IMAGES

Sunflower Ballroom

with Orlin Wagner

Learn from dozens of photos as you hear from an Associated Press photographer with more than 40 years of experience and decades of images spanning the transition from black & white to film to digital.

NEWS 140 CHARACTERS AT A TIME

Wheat Room

with Pilar Pedraza

Twitter, and soon Snapchat and other quick-form social media sites, are taking over the news world. How do you effectively use these tools? What are the dangers of them?

SESSION 2: 1:00-1:50 p.m.

EVERYBODY HAS A STORY

Bison Room

with Dan Loving

If you don't have something to write about, all you need to do is sit down with someone and have a conversation. You'll find out that everybody has a story to tell. You just need to ask the right questions.

LIBEL IN 45 MINUTES (OR LESS!)

Emerald Ballroom 1

with Genelle Belmas

Thinking about using that quote that sounds dangerous? Should we print it? How can we know we won't get sued? Come to this session and learn about the elements of libel and how to avoid getting in trouble for what you print and broadcast.

worked as metro editor, assistant managing editor and food editor.

J.D. GARBER

J.D. Garber teaches graphic design and beginning journalism at Salina Central. Garber has been the journalism adviser at Central for nine years.

DEBORAH GLENN

Glenn teaches yearbook, newspaper, and 21 Century Journalism at Blue Valley West High School. She is a 30-year veteran with a new passion for all things journalism.

KELLY GLASSCOCK

Kelly is the executive director of the Journalism Education Association at Kansas State and has advised both high school and college publications for many years.

KATHY HABIGER

Kathy is the adviser at Mill Valley High School. She has been teaching for 22 years and is past president of KSPA.

PETER HANCOCK

Peter Hancock is a statehouse reporter covering Kansas state government, politics, elections, law, etc.

MARTIN HAWVER

Martin Hawver is a former Topeka Capital-Journal reporter/editor. Martin has spent the last 25 years as publisher of Hawver's Capitol Report, widely know Statehouse and Kansas political subscription newsletter.

MATTHEW HOFFMANN

Matthew Hofmann is a sports and politics reporter published in three daily and one weekly newspapers.

HEATHER HOOPER

Heather Hooper is the journalism adviser at Topeka High School. This is the start of her 14th year teaching, and her 13th yearbook.

TIM HRENCHIR

Tim Hrenchir covers local government for The Topeka Capital-Journal, where he started work in 1980 and became a reporter in 1986.

MARK JOHNSON

Johnson has taught First Amendment law at KU's journalism school since 2008 and election law and campaign finance KU's Law School since 2010.

RON JOHNSON

Ron Johnson directs Indiana University

Student Media and advises the Indiana Daily Student newspaper, Arbutus yearbook and Inside magazine. He edited six editions of the Best of Newspaper Design, for the international Society for News Design.

DIANA KLOTE

Diana Klote is in her sixth year of advising student publications.

HEATHER LAWRENZ

Heather Lawrenz is a digital media specialist for the School of Journalism. Her job includes technology training for classroom and anywhere/anytime use by students.

EMILY LENK

Emily Lenk is a junior and the editor of Manhappenin' Magazine. She has a great love for cats.

JOSH LETNER

Letner works as the Director of Student Publications at Pittsburg State University. He worked as a reporter for the Joplin Globe from 2011-2012.

CELIA LLOPIS-JEPSEN

Celia Llopis-Jepsen is a state government and education reporter, currently at KCUR public radio, previously at the Topeka Capital-Journal.

DAN LOVING

Dan Loving is in his seventh year as adviser of Play newsmagazine/Maizenews.com at Maize High. Prior to teaching, he spent 20 years in newspaper business.

SUSAN MASSY

Massy is the media adviser at Shawnee Mission Northwest High School and the JEA liaison to the KSPA board.

AMY MORGAN

Morgan is the student media adviser at Shawnee Mission West High School and the secretary on the KSPA board

COLLEEN MCCAIN-NELSON

Colleen is a Pulitzer Prize-winning editorial writer and former Wall Street Journal White House correspondent. She's the editorial page editor at The Kansas City Star.

JIM MCCROSSEN

Jim McCrossen is in his 27th year of advising school publications in Blue Valley and is a former professional photojournalist and current KSPA board member.

LISA MCLENDON

Lisa McLendon runs the Bremner Editing

SPEAKER BIOS

BRETT AKAGI

Brett Akagi is an award winning storyteller spanning three decades from Minneapolis, Minnesota to Kansas City. Awards include 23 regional Emmys and national NPPA awards.

MARTHA BARTLETT PILAND

Martha is the President, CEO and Founder of MB Piland Advertising + Marketing. The company builds brands, teaches innovation, and improves the health of people and communities.

GENELLE BELMAS

Teacher and lover of the First Amendment, free speech, a free press, and student journalists. Also loves games and media ethics.

GERRI BERENDZEN

Gerri Berendzen is the editorial adviser of the University Daily Kansan. She worked as a newspaper reporter and editor for 35 years.

PETER BOBKOWSKI

Peter Bobkowski is an associate professor in the William Allen White School of Journalism & Mass Communications at the University of Kansas.

JESSICA BOWMAN

As the president of the Kansas Scholastic Press Association, Jessica has fifteen years of experience advising All-Kansas winning yearbook, newspaper, and magazine staffs.

ANN BRILL

Ann M. Brill is the dean of the William Allen White School of Journalism and Mass Communications at the University of Kansas. Her areas of expertise include online journalism, online advertising, change and leadership, and effects of implementation of new technology.

DOUG BROWN

Doug Brown is chief photographer at WIBW-TV with 25 years as an award-winning photojournalist. He is a graduate of Washburn University.

JEFF BROWNE

Jeff Browne directs Quill and Scroll and served as the executive director of KSPA from 2009-2013. He has been a journalism educator for 28 years.

CAL BUTCHER

Cal Butcher is the Director of Media Crossroads at KU and liaison with KU Athletics. He is also a PA Announcer and freelances with CBS, Fox Sports, and the NFL.

CHRIS CANIPE

Chris Canipe makes data graphics for Axios and worked for The Wall Street Journal for 7 years. He lives and works in Kansas City.

JOANNA CHADWICK

Chadwick spent 20 years as a high school sportswriter at the Wichita Eagle. She now advises publications at Derby High School.

JILL CHITTM

Walsworth Yearbooks trainer Jill Chittum has advised publications at Blue Valley and Derby, and worked as a staff photographer at the Wichita Eagle.

CARY CONOVER

Cary is the journalism adviser and photography instructor at Andover High School. This is his 7th year teaching.

JULIA COPELAND

Julia Copeland taught journalism and photojournalism and advised student newspapers and yearbooks for 25 years. She is an education specialist for Balfour Yearbooks in Dallas.

KENT CORNISH

President of the KAB since 2008. Prior was VP/GM at KSAS TV in Wichita (2001-2008) and KTKA TV in Topeka (1991-2001)

CHAD CURTIS

Chad Curtis is the News Director at the University of Kansas. His 25+ year professional career includes stints at NBC and in local TV news.

JASON CURTIS

Jason teaches journalism, college speech, and English at LJSHS. He also advises the publication of the newspaper and yearbook.

KRISTY DEKAT

Kristy is an Assistant Professor of Journalism at Emporia State University. She advises the Sunflower yearbook.

LINDA DRAKE

Linda Drake, MJE, is the publications adviser at Chase County.

SUSAN EDGERLEY

KSU professional in residence, retired from The New York Times after 27 years. Susan



ADVISER MENTOR PROGRAM

WALSWORTH'S EXCLUSIVE PEER-TO-PEER MENTORING PROGRAM

An experienced yearbook adviser can provide an encouraging shoulder for a new adviser to lean on, in addition to their sales rep.

The **ADVISER MENTOR PROGRAM** is about matching experienced yearbook advisers with yearbook adviser rookies as a way to offer the new adviser additional support, camaraderie and wisdom on topics such as:

- Grading
- Working with the school's administration
- Dealing with parents
- Knowing when emotional support and a calming voice is needed

VISIT US IN THE WALSWORTH BOOTH OR CONTACT YOUR LOCAL WALSWORTH SALES REP TO LEARN MORE.



John Kelley
yearbook sales representative
john.kelley@walsworth.com
816.805.1622



Anessa Musgrave
yearbook sales representative
anessa.musgrave@walsworth.com
417.425.8197



Tracy Tuley, CJ
yearbook sales representative
tracy.tuley@walsworth.com
314.458.5643

Walsworth yearbooks

walsworthyearbooks.com

THE PHOTO SHOOT

Emerald Ballroom 2 with Heather Hooper

Photojournalists need to be storytellers. Here's how to shoot an event - from a football game to an art show. Ten different shots every photographer should know.

HOW VIDEO TELLS A STORY

Emerald Ballroom 3 with Doug Brown

Doug will explain the basics of video journalism, including shot composition and news gathering. He'll also touch on editing as well as how new media is used in television news gathering.

SPORTS REPORTING IN THE DIGITAL AGE

Emerald Ballroom 4 with Andrew Smith

Media consumption has changed markedly over the last 25 years, and sports reporting has had to change with it. How do sports journalists navigate the new ways consumers use sports content? Find out about reporting across platform, from the web, to broadcast, to print, to social media.

PROJECT MANAGEMENT AS A CAPSTONE CLASS

Emerald Ballroom 5 with Kristy Nyp

The AV Communications CTE pathway includes Project Management as an application-level course. Learn about resources and certification from the Project Management Institute's Educational Foundation and how this course can serve as the capstone of your journalism training.

INVESTIGATIVE JOURNALISM IN A HIGH SCHOOL SETTING

Homestead Room with Rachel Pickett

Learn how Pickett exposed her school's debate team for sexist practices. She'll discuss how she interviewed more than 15 sources, analyzed endless pages of transcripts and chose how to present her

story. The school's reaction will also be presented. Active Voice profiled Pickett in July 2017 for the award-winning article.

SO YOU THINK YOU KNOW SOCIAL MEDIA

River Room with Steve Rottinghaus

Just because you spend hours and hours on Instagram, Facebook and Twitter doesn't mean you know the best way to publicize your story on social media. Learn the best tactics here talking about your story!

CONTROL THE CAMERA

Sunflower Ballroom with Jill Chittum

This session is for those photographers (or non-photographers) who have been using automatic mode on their DSLRs and they're ready to step it up to being in control of the camera by using manual mode. Learn how to harness the power of your camera, and increase your "luck" factor.

WHY STUDENTS SHOULD CARE ABOUT STATEHOUSE POLITICS

Wheat Room with Peter Hancock

Learn why you -- in particular -- should care about Statehouse politics, and how learning about state and local government will enrich your lives and make you a better citizen, regardless of how you choose to further their education and careers after high school.

SESSION 3: 2:00-2:50 p.m.

DO IT YOURSELF: A NICHE PUBLICATION

Bison Room with Martin Hawver

Learn how a subscription-based political/state government newsletter gets started and operates.

CONNECTING WITH YOUR COMMUNITY THROUGH SOCIAL MEDIA

HOW I CREATED A MAGAZINE FROM SCRATCH AT MY UNIVERSITY

Wheat Room with Emily Lenk

From coming up with the idea in my kitchen to forming both a team and brand from scratch, this is the story behind creating a magazine at my university. Also, thoughts on how to be a strong leader and how anything is possible if you put in the effort.

CODE OF CONDUCT

for your stay at the hotel

As Parent/Chaperone, please make sure each member of your group understands these policies and knows that they will be enforced.

- The Atrium and guestroom corridors are Quiet areas. Running, playing, and excessive noise are all forms of prohibited behavior. Shoes must be worn at all times when in the hotel lobby or guest corridors.
 - The hotel has a curfew of 11PM. Any unaccompanied child may be brought to the front desk and the parent/Chaperone called to pick-up the child.
 - Anyone caught throwing ANY item off the balconies may be subject to instant eviction. This can be extremely dangerous and will not be tolerated for the safety of all of our guests and Associates.
 - If another guest complains of unreasonable noise or behavior of any guest or child, the hotel will provide one warning to the disruptive parties Parent or Chaperone. Should additional warnings be necessary, the hotel reserves the right to evict the disruptive party and collect room/tax charges for the entire stay.
- The hotel has to refund charges to another guest, disturbed by noise and unreasonable behavior, those charges may be charged to the disruptive party.
 - Elevators are to be used only for transportation. Excessive use or playing on the elevators is prohibited.
 - An adult must accompany all youth while in the indoor pool area. The Fitness Center is for guests 18 years and older only.
 - No outside alcohol is allowed to be consumed in any public area or parking lot, sidewalk, etc.
 - Guest or Chaperones will be responsible for any damages (to be determined). Or a cleaning fee of \$50 for any extra cleaning required by staff.
 - No furniture, tables or food service will be allowed in the guestroom hallways. See Catering to rent a Banquet Room.
 - ANYONE NOT ABIDING BY THESE POLICIES MAY BE EVICTED, WITHOUT REFUND.
- Should you have any questions regarding our policies, please feel free to contact the Front Desk of the Manager on Duty. Thank you for your cooperation with our hotel's Group Conduct and Safety Policies.

END OF CONFERENCE: NOON

Arrange for your buses and vans to pick you up at noon at the Maner Conference Center.

LOCAL MEDIA TOURS: AFTERNOON IN TOPKEA

Enjoy tours of the statehouse (including the reporting area), the nationally renowned Brown v. Board museum, the Topeka Capital-Journal, KSNT, KIBW and Washburn University. We have it all arranged for advisers who have registered. Please visit the registration desk with any questions

WE'RE ALL IN.

The most trusted partner in celebrating moments that matter is proud to celebrate this historic moment with Kansas.



Congratulations, Kansas. We're all in.
Travis Feil, Jeff Jasper, Derius Mammen,
Tom Shields, and Jake Wright

Emerald Ballroom 1 with Joanna Chadwick

Learn the importance of connecting with the school community and the community beyond the school through social media. Learn how to establish yourself and your publication on various sites, plus how to gain and interact with followers. Discuss how the interaction will benefit the journalism department -- and the school community.

A ROADMAP TO SUCCESS: KANSAS JOURNALIST OF THE YEAR

Emerald Ballroom 2 with Todd Vogts

An overview of how to apply for the Kansas Journalist of the Year contest. This presentation will include tips for creating a successful portfolio.

HOW DO I GET INTO BROADCASTING?

Emerald Ballroom 3 with Kent Cornish

A veteran of the broadcast world and the executive director of the Kansas Association of Broadcasters will give you a jump start into the world of broadcasting and video.

SO YOU WANT TO BE A LEADER?

Emerald Ballroom 4 with Diana Klote

This session is beneficial for students looking to be leaders on their publication staffs. Students will learn about leadership theories and tactics.

THEME 101: BRANDING THEMES FOR BEGINNERS

Emerald Ballroom 5 with Mary Patrick

Covers are important, but so are the ways theme is developed on the inside. Learn to look for ways to "brand" your book and create a unique take on your school year. We will look at and discuss ideas from several award winning books.

A LAWYER'S VIEW OF THE KANSAS STUDENT PUBLICATIONS ACT

Homestead Room with Mark Johnson

Get an lawyer's knowledge on what the Kansas School Publications Act means for you as an adviser or a student. How much protection does it give? What are its limits?

GAMERS, FEATURES, AND COLUMNS

River Room with Steve Rottinghaus

Providing the high school sports content your demanding readers want.

YEARBOOK THEME

Sunflower Ballroom with Linda Drake

What's more important than a yearbook's theme? Well, maybe nothing. Learn about choosing the best theme for your school year and developing a book around it.

WRITER'S BLOCK

Wheat Room with J.D. Garber

Whether you just started writing for your school publication or you're a seasoned staffer it's time to tell the story of your school, not one of another. Join me for a "Writer's Block" on how to improve the feature stories in your publications and take them to the next level.

SESSION 4: 3:00-3:50 p.m.

SO YOU WANT TO START A PODCAST?

Bison Room with John Walter

Podcasting is a great way to add multimedia to your publication. This session will provide tips and ideas to help you start producing your first podcast. We'll talk about basic equipment, apps and editing software, and content ideas.

YOU WANT TO MAJOR IN WHAT?

Emerald Ballroom 1 with Peter Bobkowski

You want to do journalism in college and beyond. But your parents (and you) worry about job prospects. Most journalism schools prepare you beyond writing and designing newspapers. Learn how strategic communication employs journalism's best practices "interviewing, writing, storytelling" and envision your future.

ENGAGING THE AUDIENCE

Emerald Ballroom 2 with Todd Vogts

This session will explore various free or low-cost methods student media can engage their audience, connecting with the students and communities they serve.

MOVING PICTURES

Emerald Ballroom 3 with Cary Conover

Taking a picture is easy. Making it come alive beyond the printed page or gallery wall is where we're headed in photography. This presentation will look at some of the ways you can take still photographs further than the traditional slideshow to create more dynamic multimedia presentations.

JOURNALISM IN THE ARMY (MILITARY)

Emerald Ballroom 4 with Michael Sullivan

Many people do not realize that the Army has public affairs specialists (journalists) that do similar jobs to what the attendees do on a daily basis with their schools. An adviser shares his experiences along with other soldiers who are Army journalists that are home, based out of Topeka.

HOW TO BUILD A BETTER BOOK

Emerald Ballroom 5 with Andrew Nevins

From coverage to design, each aspect that goes into your yearbook is important. In this session, you'll learn ways to make your yearbook even better than before.

USING PUBLIC & SCHOOL BOARD MEETINGS IN YOUR REPORTING

Homestead Room with Mark Johnson

If you think school board meetings are boring punishment, you are missing out on vital and consequential reporting. Learn where the news with tips from this lawyer who knows what's important in public meetings.

GRAPHICS TELL THE STORY

River Room with Jeffrey Welch

Looking for a better and more creative way to reach your readers? Try using Infographics. In this session you will see how to send a powerful message using creative images, bright colors and text that grabs a hold of your audience.

THE POWER OF PUBLISHING: FINDING YOUR VOICE

Sunflower Ballroom with Emily Smith

When you have the right to publish the truth, what do you do when you've been told you're wrong? Learn how the Pittsburg journalists went from being unsure to publishing a story that forced a principal's resignation and caused an international media frenzy. Take strategies back to your staff.

ALL THE THINGS PHOTOGRAPHERS SHOULD BE DOING

Wheat Room with Spencer O'Daniel

Calling all photographers: your job isn't to just hit the shutter button for your publication! This session will show how to make yourself extremely valuable to your publication, earn the respect of other staff members and add real worth to your resume as not only a photographer, but a true journalist!

diversifying yourself, how to gain experience, how to "move up" the ladder and how to write a sports recap that doesn't suck.

THE WOW FACTOR!

Emerald Ballroom 1 with Ron Johnson

When it comes to your newspaper, readers want a reason to come inside. Turn gray, text-heavy pages into an eye-popping experience that matches the quality of your content.

SAVAGE YEARBOOK CLASS PLANS

Emerald Ballroom 2 with Deborah Glenn

No question-yearbook class is fun. Yet, everyone wants that "perfect" book. Come hear about some fun lessons and organizational systems that work. Everything from bonding, theme creation, ladder construction, fonts, design, deadlines & photo. Eight units with lesson plans and handouts. Nothing is more fun than handing out an awesome book.

LIVE BROADCAST FOR STUDIO & SPORTS

Emerald Ballroom 3 with Cal Butcher

Discussion of how to get started and/or how to improve production of live events. We'll discuss student announcements, news & information programs, and sports. Video is now part of every aspect of journalism, and there is a role for everyone.

ILLUSTRATOR FOR NON- DESIGNERS

Emerald Ballroom 4 with Heather Lawrenz

Learn enough Illustrator tricks to be dangerous. Create graphs, flat graphic icons and interesting visuals using Adobe's powerful Illustrator.

WRITING FOR THE EAR

Emerald Ballroom 5 with Chad Curtis

When writing for broadcast or multimedia

news sources you have to think about not just the journalism itself, but the way the writing will be presented to the recipient. The News Director for students at KU will help you understand what changes when writing to be heard instead of read.

PHOTOGRAPHER OR PHOTOJOURNALIST?

Pioneer Room with Chris Ochsner

Kansas City Star visuals editor Chris Ochsner explains why photographers should be journalist first if they want to make images people will pay attention to.

EDITORS ROUNDTABLE

River Room with Kathy Habiger

Calling all editors in chief, let's gather for an informal roundtable where we can share successes and failures, seek advice and get new ideas for a new year.

TAKE 5 ACTION STEPS TO PERFECT PUBLICATIONS

Shawnee Room with Kelly Glasscock

The 5 P action steps "Preparation, Purpose, Participation, Progress, Persistence" are crucial tools to finding success. A project as large in scope as a yearbook or newspaper requires all five steps to excel. Create your action plan to make your publication perfect.

EDITORIAL LEADERSHIP: HOW TO WRITE COLUMNS AND EDITORIALS THAT MAKE A DIFFERENCE

Sunflower Ballroom with Colleen McCain Nelson

Do the opinion pages matter? They should. This session will look at how to write editorials and columns that have an impact. Opinion writers should be leading voices on vital issues in their schools. But tackling the right topics and setting the right tone are keys to success.

Yearbook

IT'S WHAT WE DO.



There's so much that goes into capturing the year for your school community. From brainstorming, reporting and editing to design, photography and typography, there's lots to learn. Sales, marketing, project management and leadership require attention and practice. We're here to support your efforts with powerful tools, flexible programming, unparalleled resources and knowledgeable representatives who share your passion for the process and the product.



BARRY MACCALLUM
bmacallum@herffjones.com

MOLLY BAKER
mabaker@herffjones.com

yearbookdiscoveries.com



SESSION 5: 4:00-4:50 p.m.

CONSIDER THE ALTERNATIVE

Bison Room with Julia Copeland

When does a yearbook spread call for a traditional feature story and when should you consider alternative coverage? Explore how to cover the events of the year in the best format to engage and inform your readers.

DATA, WHAT?

Emerald Ballroom 1 Peter Bobkowski

Are you intrigued but intimidated by data journalism? If so, then this session's for you. Join a data-lovin' college professor to learn when to use data, where to get data, and how to present data in your print or online publications.

YEARBOOK DESIGN: SOMETHING OLD, SOMETHING NEW

Emerald Ballroom 2 with Jessica Bowman

This session will focus on both the tried-and-true necessary design "rules" for successful yearbook layouts, as well as current design trends that will make your staff's spreads modern and relevant. Come learn how to tell your school's story with something old, something new, something borrowed and something YOU.

PHOTOGRAPHY: THE MARVELOUS MEDIUM

Emerald Ballroom 3 with Cary Conover

In this session we will take a look at some of the most seminal images made throughout the history of photography. Some iconic, some unknown, the images will span eras and genres. These are images you need to know.

WHY IS THIS SO HARD?

Emerald Ballroom 4 with Jim McCrossen

Using real-life examples, let's explore why making ethical decisions can be so

difficult. When there is no definite right nor wrong, it's really hard to know what to do. We'll discuss ways to make intelligent, thoughtful decisions that can help you when making decisions for your school publication.

COVERAGE: IT'S WHAT SELLS

Emerald Ballroom 5 with Linda Puntney

More than pretty design or expensive gimmicks, telling stories of events and people at your school will make your publication a hit. Get 100 story ideas any publication can use.

HOOKING YOUR READERS

Homestead Room with Jason Curtis

Learn writing tools and techniques to hook your readers and get them to read your story.

SAY IT FASTER WITH A GRAPHIC

River Room with Chris Canipe

The web and social media have become the primary delivery mechanism for news. One happy side effect is that data reporters and chart makers have some of the best jobs in journalism. So let's talk about graphics, how they tell stories and what it means to be a data journalist.

HOW HIGH SCHOOL JOURNALIST TAKE A DISTRICT TO TASK

Sunflower Ballroom with Mara Williams

From the reporting of a Kansas Star reporter, hear the story of the Pittsburg journalists who brought down their newly hired principal for shaky credentials and the power of the pen they wielded. Discover why professional journalist covered their story.

DON'T GET FOOLED

Wheat Room with Gerri Berendzen

Accuracy is our goal. But in the social media age, it can be difficult to know what's fact and what's not. This session will look

at some ways for journalists to verify social media and to know what information to approach with extra skepticism.

DINNER & HOTEL CHECK-IN:

5-7:30 p.m.

Time to get settled and get some dinner! If you have yet to check in, this is a great time. Also, be sure to arrange a way to feed your students during this time. Note that dinner is not provided by the hotel so you will either need to order in food to your hotel room, visit the Hy-Vee food truck outside the hotel or make a trip to a nearby restaurant using a bus or car.

KEYNOTE SPEAKER, JIM

RICHARDSON: 7:30-8:30 p.m.

Hear from world-renowned photojournalist Jim Richardson how he has captured iconic photographs that have showcased the world to National Geographic readers for decades.

STUDENT DANCE:

9-10:30 p.m.

How could it be high school without a dance? Finish off a day of journalism learning with all of your new best friends.

ADVISER RECEPTION:

9-10:30 p.m.

While your students are busy dancing, come relax with your fellow advisers for dessert and coffee. Plus, join in our auction benefiting the Jackie Engel Foundation.

STUDENT CURFEW: 11 p.m.

It's been a long day! Time to return to your room for some sleep before another day of journalism learning and anniversary celebration tomorrow.

TUESDAY, SEPT. 26TH

REGISTRATION: 8-8:45 A.M.

Packet Pick-Up

If you missed the first day of the conference, come visit our registration desk in the Manor Conference Center to check in for the second day of the conference.

KEYNOTE SPEAKER: FRANK

LAMONTE: 9 a.m.

in the Sunflower Ballroom

A warrior for student journalism, Frank LoMonte, the former executive director of the Student Press Law Center, will deliver our second keynote address, emphasizing the importance of free student expression.

SESSION 6: 10-10:50 a.m.

SO YOU ARE IN CHARGE... NOW WHAT?

**Bison Room
with Susan Massy**

So you've been named editor. Congratulations, but this is much more than just a title. We'll touch on topics relative to your role and get tips for being successful as a leader.

FINDING AND USING PUBLICLY AVAILABLE DATA ON SCHOOLS

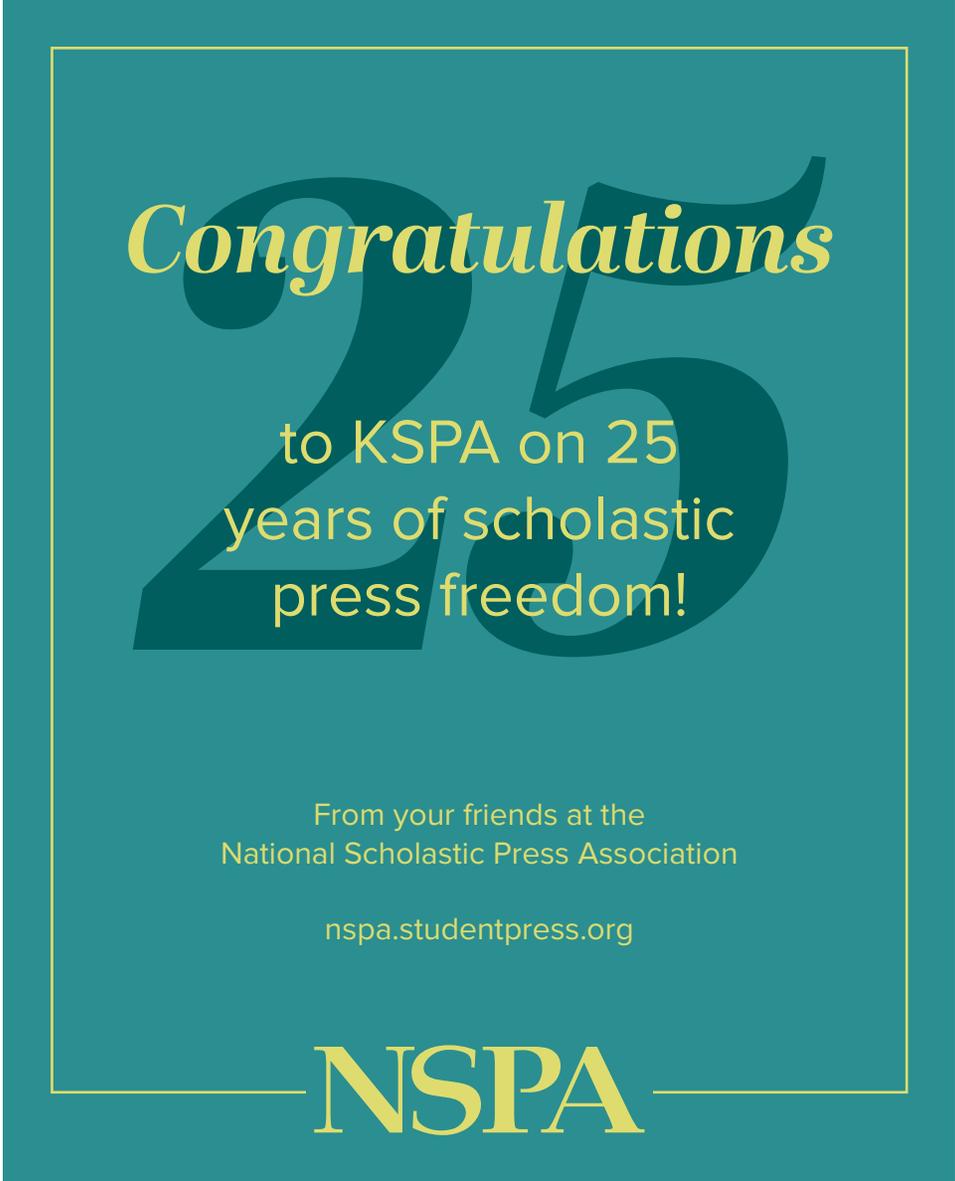
**Emerald Ballroom 1
with Celia Llopis-Jepsen**

Federal and state data sets are packed with potential stories for reporters who want to see trends at their own schools or school districts. Your school reports robust data on civil rights, spending, academic outcomes and more. Come learn about accessing that data.

TRUTH, LIGHT AND THE AMERICAN WAY

**Emerald Ballroom 2
with Jeff Browne**

Journalism is under attack, not only from the White House, but from unscrupulous purveyors of agenda-driven media who undermine the truth. Here's how you can make a difference in your school and community by returning to the basic tenets that have driven journalists for the past century.



Congratulations

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years of scholastic
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From your friends at the
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NSPA

TUESDAY BREAK-OUT SESSIONS

	Tuesday 10-10:50 a.m.	Tuesday 11-11:50 a.m.
Sunflower Ballroom: 800 seats	Step Up & Speak Up! The First Amendment Is For You! with Mary Beth Tinker	Writing Columns & Editorials That Make a Difference with Colleen McCain Nelson
Emerald Ballroom 1: 110 seats	Finding and Using Publicly Available Data on Schools with Celia Llopis-Jepsen	The Wow Factor with Ron Johnson
Emerald Ballroom 2: 110 seats	Truth, Light & the American Way with Jeff Browne	Savage Yearbook Class Plans with Deborah Glenn
Emerald Ballroom 3: 110 seats	Elevate Your Video Storytelling with Brett Akagi	Live Broadcast for Studio & Sports with Cal Butcher
Emerald Ballroom 4: 50 seats	Photoshop Voodoo with Heather Lawrenz	Illustrator for Non-Designers with Heather Lawrenz
Emerald Ballroom 5: 50 seats	Advisers' Session on Improving Journalism Teaching with Chad Curtis	Writing for the Ear with Chad Curtis
Pioneer Room: 96 seats	Career Q&A with Susan Edgerly	Photographer or Photojournalist? with Chris Ochsner
Shawnee Room: 300 seats	The Best of the Story with Linda Puntney & Laura Widmer	Five Action Steps to Perfect Publications with Kelly Glasscock
Wheat Room: 72 seats	Says Who? Sourcing, Attribution & Quotes with Lisa McLendon	How I Created a Magazine from Scratch at My University with Emily Lenk
Homestead Room: 72 seats	It's a Brand You World with Martha Bartlett Piland	
Bison Room: 72 seats	So You Are in Charge... Now What? with Susan Massy	What Being a Young Sports/News Journalist is Like with Matt Hoffmann
River Room: 72 seats	11 Tips for Better Photography with Kathy Habiger & Amy Morgan	Editors Roundtable with Kathy Habiger & Amy Morgan

ELEVATE YOUR VIDEO STORYTELLING

Emerald Ballroom 3 with Brett Akagi

Students will learn about the basics of video storytelling that apply to broadcast and digital newsrooms. They will get a better appreciation for video storytelling and the components needed to make a story great.

PHOTOSHOP VOODOO

Emerald Ballroom 4 with Heather Lawrenz

It's spooky how much you will learn from the high priestess of Photoshop! The Adobe guru for the KU school of journalism will teach you all the best new tips and tricks.

ADVISERS' SESSION: IMPROVING JOURNALISM TEACHING

Emerald Ballroom 5 with Chad Curtis

Educators: this one's just for you! This discussion-oriented session will give you a chance to learn methods for teaching journalism as well as providing a forum for asking questions and crowd-sourcing solutions. Discussion leader Chad Curtis is the News Director for students at the University of Kansas.

IT'S A BRAND YOU WORLD

Homestead Martha Bartlett Piland

Martha will address the HOWs and WHYs of personal branding and how it applies to career development and a more fulfilling personal life. Also included are resume, interviewing and networking strategies.

CAREER Q&A

Pioneer Room with Susan Edgerly

How to use your time in high school and college to prepare yourself to hit the ground running in a career in journalism.

11 TIPS FOR BETTER PHOTOGRAPHY

River Room with Kathy Habiger

You don't have to have a fancy camera to take great photos for your publications. These 11 tips will help take your photography to the next level.

THE BEST OF THE STORY

Shawnee Room with Linda Puntney & Laura Widmer

Your can't bore readers into reading, so making a verbal/visual connection is essential to draw the reader into the story. This session will look at professional and student examples to show you how to make your publication a bestseller.

STEP UP & SPEAK UP! THE FIRST AMENDMENT IS FOR YOU!

Sunflower Ballroom with Mary Beth Tinker

I will tell the "Tinker" story and give examples of students who are using their First Amendment rights today (including the students in the audience.) There will also be a Q&A for about 20 minutes.

SAYS WHO? SOURCING, ATTRIBUTION AND QUOTES

Wheat Room with Lisa McLendon

This session covers how to choose appropriate sources, how to attribute information from sources, and how to properly present quoted material.

HOTEL CHECK-OUT: 11 a.m.

If you have yet to check out of the Capital Plaza Hotel, now is your deadline.

SESSION 7: 11 to 11:50 a.m.

WHAT BEING A YOUNG SPORTS OR NEWS JOURNALIST IS LIKE

Bison Room with Matthew Hoffmann

Discover the merits of working (or not working) for free, my past experiences,

MONDAY BREAK-OUT SESSIONS

	Monday 12-12:50 p.m.	Monday 1-1:50 p.m.	Monday 2-2:50 p.m.	Monday 3-3:50 p.m.	Monday 4-4:50 p.m.
Sunflower Ballroom: 800 seats	Decades of my AP Images with Orlin Wagner	Control the Camera with Jill Chittum	Yearbook Theme with Linda Drake	The Power of Publishing: Finding Your Voice with Emily Smith & PHS students	How High School Journalists Take a District to Task with Mara Williams
Emerald Ballroom 1: 110 seats	What Do they Teach in a Journalism School? with Ann Brill & Scott Reinardy	Libel in 45 Minutes (Or Less!) with Genelle Belmas	Connecting with Your Community through Social Media with Joanna Chadwick	You Want to Major in WHAT? with Peter Bobkowski	Data, What? with Peter Bobkowski
Emerald Ballroom 2: 110 seats	Visual Devices for the Creative Photographer with Mike Yoder	The Photo Shoot with Heather Hooper	A Roadmap to Success: Kansas Journalist of the Year with Todd Vogts	Engaging the Audience with Todd Vogts	Yearbook Design: Something Old, Something New with Jessica Bowman
Emerald Ballroom 3: 110 seats	Today's young photographer/cinematographer with George Mullinix	Using Video to Tell the Story with Doug Brown	How Do I Get Into Broadcasting? with Kent Cornish	Moving Pictures with Cary Conover	Photography: The Marvelous Medium with Cary Conover
Emerald Ballroom 4: 50 seats	The Hook: Crafting ledes & organizing information with Josh Letner	Sports Reporting in the Digital Age with Andrew Smith	So You Want to Be a Leader? with Diana Klote	Journalism in the Army with Michael Sullivan	Why is This So Hard? with Jim McCrossen
Emerald Ballroom 5: 50 seats	The Question is How Fast with Sherman Smith	Project Management as a Capstone Class with Kristy Nyp	Theme 101: Branding Themes for Beginners with Mary Patrick	How to Build a Better Book with Andrew Nevins	Coverage: It's What Sells with Linda Puntney
Pioneer Room: 96 seats	ADVISER LUNCH		CLOSED FOR CLEAN UP	ADVISER & RETIRED ADVISER SOCIAL AREA	
Shawnee Room: 300 seats	TRADE SHOW & CRITIQUES & JEA BOOKSTORE				
Wheat Room: 72 seats	News 140 Characters at a Time with Pilar Pedraza	Why Students Should Care about Statehouse Politics with Peter Hancock	Writer's Block with J.D. Garber	All the Things Photographers SHOULD be Doing with Spencer O'Daniel	Don't Get Fooled with Gerri Berendzen
Homestead Room: 72 seats	Kansas Student Press Law: Its Background and Impact with Kristy Dekat	Investigative Journalism in a High School Setting with Rachel Pickett	A Lawyer's View of the Kansas Student Publications Act with Mark Johnson	Using Public & School Board Meetings in Your Reporting with Mark Johnson	Hooking Your Readers with Jason Curtis
Bison Room: 72 seats	Murder, Mayhem & Media: Covering Crime with Tim Hrenchir	Everybody Has a Story with Dan Loving	Do it Yourself: Niche Publication with Martin Hawver	So You Want To Start a Podcast? with John Walter	Consider the Alternative with Julia Copeland
River Room: 72 seats	Researching for Journalists with Karna Younger	So You Think You Know Social Media with Steve Rottinghaus	Gamers, Features & Columns with Steve Rottinghaus	Graphics Tell the Story with Jeffrey Welch	Say it Faster with a Graphic with Chris Canipe