



MINNESOTA HIGH SCHOOL PRESS ASSOCIATION

Minnesota State Journalism Convention

Thursday, Oct. 10, 2019

Coffman Memorial Union
University of Minnesota

Walsworth[®]

SNOsites


HUBBARD
SCHOOL OF JOURNALISM
& MASS COMMUNICATION

UNIVERSITY OF MINNESOTA

SCHEDULE

8-9 A.M. Great Hall entrance

Convention registration and check-in

Check in or register for the convention here and receive your name badge, program and more. If you have questions or need help, this is your convention information center.

Best of Show entries

The MHSPA Best of Show contest is available to all publications that have students attending the convention. Bring your newspaper, yearbook, magazine, website URL or broadcast URL to registration by 9 a.m. to enter. Winners will be announced during the awards ceremony. The entry fee is \$10.

Exhibit tables

Browse companies and schools offering services and products for student-media programs.

9-9:45 A.M. Great Hall

Keynote: Visual Storytelling, Sara Quinn

Great visuals have the power to help people understand our increasingly complex world.

A world-renowned visual journalist and speaker, Sara will explore what we know about how people read, watch, click, scroll, interact, share and remember through powerful visual stories.



Sara Quinn

9:55 A.M.-12:15 P.M. Various rooms

Breakout Sessions

Pick and choose which sessions will benefit you most from the chart to the right. Don't be afraid to sample sessions. If a session doesn't suit you, leave quietly and find one that does.

11:35 A.M.-12:15 P.M. Presidents Room (L3)

Adviser Luncheon

For advisers only. Chat over lunch at this informal roundtable lunch hosted by MHSPA. We would like your feedback on how MHSPA can better serve you and will be happy to answer any questions you might have. Lunch will be provided. Sponsored by University of Minnesota School of Journalism and Mass Communication and SNO Sites.

12:30-1 P.M. Great Hall

Awards Ceremony

MHSPA will present awards for Minnesota Journalism Educator of the Year, Gold Medallions and Best of Show.

BREAKOUTS		9:55-10:35 a.m.
Mississippi Room (Level 3)	Beat 101	Learn how to develop compelling stories at your school all year-round — both short-term and in-depth enterprise articles. <i>Kelly Smith, Star Tribune</i>
Theater (Level 1)	Better by Design	Let's examine the trends and essentials in publication design, with examples from top 2019 literary/specialty magazines, newspapers and yearbooks from across the country. <i>Gary Lundgren, National Scholastic Press Association</i>
Room 303	Storytelling Across Platforms	Great ideas for your stories — on newsprint, in the yearbook, online and on social media — everywhere your audience expects to find your very best work. This session includes resources, free apps and inspiration. <i>Sara Quinn, University of Minnesota</i>
Room 319	Four levels of storytelling	There's more than one way to tell a story and this session will explore four types of stories every publication should have. <i>Laura Widmer, National Scholastic Press Association</i>
Room 323	Adviser hospitality	Come in and have coffee and pastries, and talk yearbook with Walsworth representatives. <i>Sponsored by Walsworth Publishing</i>
Room 324	Student Voices Matter	Censorship does not belong in schools. This session will introduce the grassroots student free-expression legislation pending in the Minnesota legislature and show how you can become involved. <i>Lori Keekley, St. Louis Park High School</i>
Room 325	Learning from BuzzFeed	With all of its varied past, BuzzFeed serves as a case study for emerging scholastic journalism programs to learn from. This session will look at BuzzFeed's history and what it can teach us as journalism students. <i>Kari Koshiol, Benilde-St. Margaret's</i>
ROOM 326	See the possibilities for art+lit magazine	Does your school have an art and literature magazine? Do you want to start one? Come to this session to talk, write, create and get energized! We'll explore ideas, themes and central design elements. <i>Kathryn Campbell, adviser Quinn Christensen, editor, St Paul Academy and Summit School</i>

10:45-11:25 a.m.	11:35 a.m.-12:15 p.m.
<p>Ten quick design fixes Are your newspaper and yearbook designs outdated? Struggling with awkward type and design furniture that doesn't work? We'll offer some suggestions — for the short term and the long term. <i>Ron Johnson, National Scholastic Press Association</i></p>	<p>From print to digital (and everything in between) Star Tribune digital designer Anna Boone walks through her career in journalism and how she went from a writer to a print designer to a digital designer and coder. She'll share samples of all stages of her work (even ones she might rather forget). She'll also talk about her job now and describe projects she's worked on. It's a casual presentation and discussion, so feel free to ask questions during and after. <i>Anna Boone, Star Tribune</i></p>
<p>Where do you want to wake up tomorrow? Our story ideas are stale. New teachers? Foreign exchange students? Football? Those aren't stale. They smell. How do we find ideas that keep the staff motivated to do great stuff, and readers motivated to read it? Well, it's a secret. So show up early. (We'll also have a thumb wrestling tournament.) <i>Scott Winter, Bethel University</i></p>	<p>Show some #*\$(@& character I know you, Donald, you're the kind of president who I know you, Karl, you're the kind of player who All our magazine, yearbook and broadcast stories are driven by character(s). Let's talk about how to find good ones, how to surprise our readers with real characters and how to change our communities by producing stories with real character. <i>Scott Winter, Bethel University</i></p>
<p>Staying relevant: The importance of digital/online In a world of declining print readerships and multi-platform distributions, a newsroom's new foundation needs to be its website. We'll discuss the importance of using your site and other digital products to increase engagement, enhance your print editions and remain relevant to your readership. <i>Charlie Weaver, Minnesota Daily</i></p>	<p>Staying relevant: Using social media for reader engagement Once you've shifted to a digital-first system in your newsroom, what's next? You maximize engagement and reach through the relevant social media platforms, of course. We'll discuss ways to cover your communities (schools) in a real-time fashion that gives your readers a reason to like, follow and subscribe to stay up to date. <i>Charlie Weaver, Minnesota Daily</i></p>
<p>How to win at sports coverage Whether you're expanding your sports coverage or giving it a kick start, Michael Hughes, of the Northfield News, has helpful advice on planning coverage, working with sources, live tweeting and meeting deadlines. <i>Michael Hughes, Northfield News</i></p>	<p>Newspaper/online roundtable <i>For student newspaper and online editors only.</i> Meet with fellow editors to discuss what is happening with your staff and media outlet. This is a great time to brainstorm with your peers. <i>Editors Marta Hill and Isabel Kjaer, St. Louis Park Echo, and Quinn Christensen and Melissa Nie, St. Paul Academy and Summit School Rubicon</i></p>
<p>Adviser roundtable <i>For advisers only.</i> MHSPA advisers will discuss issues related to media staffs, new staff development, classroom techniques and overall production. <i>Lori Keekley, St. Louis Park High School, and Kathryn Campbell, St. Paul Academy and Summit School</i></p>	<p>Nominate your adviser for 2020 MHSPA Journalism Educator of the Year. Get all the info at mnpres.org.</p>
<p>Dancing with the stars Star Tribune TV and comedy critic Neal Justin offers tips on how to cover and talk to celebrities. Interviewing tips will be included. <i>Neal Justin, Star Tribune</i></p>	<p>Website must-haves Before you get lost in the details of trying to build a perfect, modern website with SNO, just make it functional. This beginner's session gives you a checklist of to-dos to get you back to the basics of understanding what makes a news site work. <i>Alex McNamee, SNO</i></p>
<p>Don't just offer an opinion. Sell it! This session includes clear strategies to construct clear opinion and editorial articles and have a professional voice and mature message. Editorial samples will be presented. This is a hands-on session, so be prepared to write and share. <i>Rachel Steil, Stillwater High School</i></p>	<p>Being present: The key to feature writing Box scores, injury reports, trade news. Sportswriting can be a grind, as you try to make your work stand out in a sea of competition. But sports also provide the opportunity to write stories that transcend athletics, from human interest to social issues to business enterprise. <i>Megan Ryan, Star Tribune</i></p>
<p>Improve your photography Photography just so-so in your publications? Hear tips on how to improve the composition and quality of your images and see some great examples of student photography. <i>Laurie Hansen, Stillwater High School</i></p>	<p>Yearbook roundtable <i>For student yearbook editors only.</i> Meet with your peers to discuss what is happening with your staff and discuss your successes and challenges so far this year. <i>Yearbook editors Alessandra Costalonga and Ashley Su, St. Paul Academy and Summit School Ibid</i></p>

Sometimes, after two weeks of reporting social justice magazine stories in Guatemala, you just need to celebrate on top of a volcano. You could be on the next trip...

...to India.
...to Taiwan.
...to Nepal.

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PHOTO BY MORGAN PETERSON



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