

8:15	Registration								
9:00 a.m.	Welcome								
9:10 to 9:40	Keynote Speech Bobby Hawthorne - STORY TIME. The road to journalism hell is paved with dumb quotes, pie charts, goofy lists, and dead-on-arrival articles that plagiarize the Internet and/or regurgitate the obvious. Give readers what they can't find anywhere else: a great story.								
Session 1 9:45 to 10:25	MUSCULAR DEVELOPMENT. A dozen or so tips on taking your writing — newspaper, yearbook, college entrance essay, whatever — from vague to va-va-voom, from weak-knee to weapons-grade. Bobby Hawthorne	How to be Awesome: Localize, digitize and be aggressive - Jonathan Rogers	The Social Media why - Kyle Phillips	DIGITAL STORY for Digital TIMES - Today's journalists and communication professionals need to be comfortable using a variety of digital platforms to best tell the stories their audiences want to (need to) hear. We'll discuss how you can start getting your toes wet in multimedia storytelling. - Brian Ekdale is an Assistant Professor in the School of Journalism and Mass Communication. His research and teaching focuses on digital media production.	It isn't all football, basketball, & baseball- John Campbell	Award Winning Student Designers In this session award winning student designers from around the state of Iowa will talk about their award winning work and then take questions. Moderator: Jonathan Rogers or Sara Whitaker or Kyle Phillips or Ben Graeber	"Taking Your Yearbook to the Next Level." Matt Baltes	How the JEA Curriculum Commission Can Help You A look at the curriculum JEA is building to help members align their own programs with the Common Core. We can also discuss building curriculum in general. – Holly Soboroff	Spot Critiques
Session 2 10:30 to 11:10	ONLINE FIRST: Making it work Learn to organize your digital newsroom to publish news updates online first. Develop a structure to manage the writing, editing and publishing workflow using collaborative tools. Daniel Mancoff Riverside Brookfield High School, Riverside, IL	Dunk the Deadlines:using your noodles, marbles & more. To keep your staff energized and unified, participate in team building activities and share yours with all in attendance. - Betty Christian	Go digital! How to start a high school newspaper website - Jonathan Rogers	How to create video podcasts (or vodcasts) using WeVideo, an online video editing software that allows for collaboration from any computer. These videos can be embedded on your school's website to provide in-depth news reports. – Joann Gage & Suzette Kragenbrink	Pinterest and Your Publication: Taking the social network beyond cute nails and funny quotes This session will look at what makes Pinterest unique and ways professional journalists are using it to promote their publications and better reach their audiences.- Holly Soboroff	Award Winning Student Writers In this session award winning student writers from around the state of Iowa will talk about their award winning work and then take questions. Moderator: Jonathan Rogers or Sara Whitaker or Kyle Phillips or Ben Graeber	Creative Photography: Take your photography to a new level and learn how to use leading lines, angles, framing and close ups to turn an ordinary photo into a work of art. These tricks are so easy, even photographers using a point-and-shoot can do them! – Natalie McDermott	Organize your Staff with Google Docs - Gina Rogers	Spot Critiques
Session 3 11:15 to 11:55	WHO READS YEARBOOK COPY? No one. And why should they? It's rarely written to be read. It's written to fill a hole on a spread, which is sad because you cannot capture the truth of the year without interesting, insightful text. - Bobby Hawthorne	Iowa Student-Press Law Teaser: An introduction to the law surrounding common student-press issues, including censorship, obscenity, how to protect yourself from a libel lawsuit, and how to request government documents. - Tyler Buller, Assistant Iowa Attorney General	PR for your publication and as a Career - Rachel Young		How to write a good sports story - JR Ogden	Digital tool tops and opportunities - Max Freund	Tour the University of Iowa Adler Journalism building and Daily Iowan with Maggie & Casey	Members meet	
12:00 to 1:10	Lunch	Students on your own for lunch						speakers/ adviser Awards lunch - adviser of the year & administrator of the year	
Session 4 1:15 to 1:55	Web 2.0 in an Online Newspaper: So you have your web site set up and you've been generating photos, videos, and stories. What else is there? Explore Web 2.0 tools that allow your student journalists to enter the world of digital storytelling in innovative ways. Try free Web tools like Vuvox, CoverItLive, and more in the context of online journalism. All tools shared will either be free or available for minimal subscription costs and easy to set up and implement. Riverside Brookfield High School, Riverside, IL	Can We Report That? Don't shy away from controversial stories. Learn about ways your school can cover tough stories in responsible, professional ways. AHSneedle.com editors Meghan Plambeck, Sierra Smith and Lillie Zablocki will share their experience reporting on their school district's questionable handling of a teacher's nude Twitter post. Are there stories you'd like to cover but aren't sure how to do so? This session will light the fire in your belly!	Everything you want to know about photography - Liz Martin	Still a place for investigative journalism – Lyle Muller	How to interview an athlete - Nate Kaeding	Award Winning Yearbook Editors In this session award winning student yearbook editors and staff from around the state of Iowa will talk about their award winning work and then take questions. Moderator: Ann Visser or Leslie Shipp	Managing Conflict in your newsroom – David Schwartz	Life as an Adviser: Are you nuts? – Stacy Haynes-Moore	Spot Critiques
2:00 to 2:30	Awards								