



9:00 WELCOME Jonathan Rogers - IHSPA president

9:10 to 9:40 KEYNOTE 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

9:45 to 10:25 Second floor ballroom

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 Illinois 348	DIGITAL STORY FOR DIGITAL TIMES: Today's journalists 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 Lucas Dodge 256	HOW TO BE AEWWSOME: Localize, digitize and be aggressive. - Jonathan Rogers Penn State 337	THE SOCIAL MEDIA WHY. - Kyle Phillips Michigan 351	IT ISN'T ALL FOOTBALL, BASKETBALL and BASEBALL John Campbell Indiana 346	STUDENT PANEL: Award Winning Student Designers Award winning student designers from around the state of Iowa will talk about their award winning work and then take questions. Minnesota 347	UPGRADE: Taking Your Yearbook to the Next Level. Matt Baltes Mich. St 349	CURRICULUM: A look at the curriculum JEA is building to help members align their own programs with the Common Core. - Holly Soboroff Ohio St. 343	CRITIQUES: Drop in for feedback Round tables Second Floor Ballroom
---------------	--	---	---	---	---	---	--	--	---

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 Illinois 348	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 Lucas Dodge 256	GO DIGITAL: How to start a high school newspaper website - Jonathan Rogers Penn State 337	How to create video podcasts (or vodcasts) using WeVideo, an online video editing software that allows for collaboration from any computer. - Joann Gage & Suzette Kragenbrink Michigan 351	PINTEREST AND YOUR PUBLICATION: Taking the social network beyond cute nails and funny quotes. This session will look at what reach their audiences. - Holly Soboroff Indiana 346	STUDENT PANEL: Award Winning Student Writers Award winning student writers from around the state of Iowa will talk about their award winning work and then take questions. Minnesota 347	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. - Natalie McDermott Mich. St 349	GOOGLE DOCS: Organize your Staff with Google Docs - Gina Rogers Ohio St. 343	CRITIQUES: Drop in for feedback Round tables Second Floor Ballroom
----------------	---	---	--	--	---	---	--	---	---

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 Illinois 348	IOWA STUDENT-PRESS LAW: 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 Lucas Dodge 256	PUBLIC RELATIONS: for your publication and as a Career - Rachel Young Penn State 337	DIGITAL JOURNALISM: Thought processes and tips for making your data and storytelling sing online. - Max Freund Michigan 351	SPORTS WRITING: How to write a good sports story - JR Ogden Indiana 346	TOUR: Take a tour of the University of Iowa Adler Journalism building and Daily Iowan Meet Maggie & Casey at the Registraion desk on second floor Adler Journalism Building	ANNUAL IHSPA MEMBER MEETING Ohio St. 343	
----------------	--	--	---	--	--	--	---	--

12:00 to 1:10 LUNCH Students - on your own - Check listing on pages 6-7 for suggestions  
Adviser/speakers -Nebraska Room 335 - Memorial Union

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? -Daniel Mancoff Illinois 348	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! Lucas Dodge 256	HOW TO PHOTOGRAPH (ALMOST) EVERYTHING - Liz Martin Penn State 337	STILL A PLACE FOR INVESTIGATIVE JOURNALISIM - Lyle Muller Michigan 351	SPORTS REPORTING: How to interview an athlete. - Nate Kaeding Indiana 346	TIPS FROM the TOP: Whether it's a tip coming from a high school yearbook journalist, advice from former national Yearbook Advisers of the Year or wisdom from you as a member of this session's audience, come gain insight on how your yearbook program can be even better. Moderator - Ann Visser Minnesota 347	CONFLICT: Managing Conflict in your newsroom - David Schwartz Mich. St 349	LIFE AS AN ADVISER: Are you nuts? - Stacy Haynes-Moore Ohio St. 343	CRITIQUES: Drop in for feedback Round tables Second Floor Ballroom
--------------	--	---	--	---	--	--	---	--	---

2:00 to 2:30 AWARDS & FINAL REMARKS: Jonathan Rogers - IHSPA president  
Second floor ballroom