

8:00

Registration Opens

8:45-9:40

Opening and Keynote

Room Number

256

347

346

348

345

343

9:50-10:30

News

Tips on writing leads that pop, feature stories that matter, and staff editorials that will bring change to your school.

- Jonathan Rogers, City HS

Online

Podcasting basics - This session will go over some basic formulas of putting together a podcast/radio show that your student body will enjoy, while not shying away from doing solid journalism and asking the tough questions.

- Kyle Phillips, Washington HS

Student Panel

How to transform from newspaper to news magazine?

-Johnston HS editors
Andrew Maresca and
Obsee Abbajabal

Online

SNO Therapy - Stop in at any point to talk shop with a SNO rep in person. Get the questions you have about your SNO Site answered before you forget them, inquire about starting a site with us or just wave hello.

- Alex McNamee, SNO

News

Going Underground: The Ethics of Going Undercover

- Jeff Browne, Quill & Scroll

Sports

Sports Broadcasting & Journalism - The play-by-play announcer for the University of Iowa wrestling team will discuss some of the aspects of broadcasting which are benefitted by a journalism background.

-Steven Grace

10:40-11:20

News

FIRST Up: Creating your First Amendment action plan - The First Amendment protects our freedom of expression...or does it? of media and the law. In this fast-paced session, find out the top 5 things you need to know about the First Amendment.

- Julie Roosa, Iowa State University

Sports

Sports Journalism in the 21st Century - Tips on covering sports and the importance of the interview.

- JR Ogden, The Gazette

University Life

Life as a Hawkeye - Thinking about what's after high school? This session will provide you with more information about the next steps to start thinking about as college nears. We will cover information on life as a student at Iowa, academic offerings, the application process, housing opportunities, and how to prepare to pay for college.

Online

Do It (Online) Like the Pros Do - Once you've mastered publishing content on SNO, it's time to start thinking bigger. Learn how SNO's story templates can enhance your content to a professional level, and gather new story ideas that can bring those formats to life.

- Alex McNamee, SNO

News

I'M IN CHARGE. NOW WHAT: Leading a publication can be challenging for anyone. But there are some simple techniques to make your life easier, your publications better and your staff happier. As a veteran of 30 years managing publications, I'll give you the tips necessary for a successful year.

- Gary Sawyer, JEA

News

Writing politically in 2018 This session will focus on the importance of citing credible sources in both news and opinion pieces, and talking about questions to ask before publishing a potentially controversial opinion column or blog post.

- Stacy Hayne-Moore, Kennedy HS & Kyle Phillips, George Washington HS

11:30-12:10

Yearbook

Beyond Basic Design - Re:Create , Re:Inspire, and Re:Influence with the latest in yearbook design trends from mods and stories to photos and numbers.

- Walsworth
Amanda Tillery,
Jim Straub,
Keith Hughey,
Brad Hempstead

Advisors

Advisers Meet

News

So You Want to be a Journalist? The first steps on the path to journalism.

- Molly Hunter, Daily Iowan

Online

Use Analytics to Get an Edge - So you don't know what to do to increase online readership. Google Analytics can tell you a lot about your audience. Learn your site's analytics in terms of what you're seeing, why it matters and how to apply it to grow your audience.

- Alex McNamee, SNO

News

Truth, Light and the American Way: Democracy Depends on Us

- Jeff Browne, Quill and Scroll

Sports

Wrestling With Journalism - Cody Goodwin, a University of Iowa graduate who covers wrestling for the Des Moines Register, will talk about the ever-changing world of sports journalism, sports writing and the like. Come with questions, as he hopes to include you in the discussion as well.

- Cody Goodwin, Des Moines Register

12:10-1:15 Lunch

Advisors & Speakers: Sunporch Room 188

1:20-2:00

Yearbook

AWE-INSPIRING YEARBOOKS - Pack your pages with original ideas that are sure to attract more readers. Using today's media and magazines, you and your staff will discover plenty of inspiration for your 2019 yearbook. Think outside the box as you revamp those ideas to fit your theme and your high school.

- Ginny Ordman, West HS

Journalism

America Needs Journalists - What is the role of journalists in a democracy? Are we "the enemy of the people" or the cornerstone of democracy? This session could focus on understanding, explaining, and defending journalism in a culture that is often critical of our work.

- Allison Berryhill, Atlantic HS

Video

Teaming Up to Tell Stories Through Video: Why write stories when you can show them instead? Capture the voices and actions of the school year to share online. This session will show you how to create award-winning documentaries using only a camera, microphone, and a computer — and video documentaries.

- JoAnn Gage, Mount Vernon HS

Photo

The best camera is the one you have with you - aka the iPhone - Timing is everything and sometimes the means pulling out your iPhone to capture 'the moment.' The iPhone has become essential part of every journalist's digital tool box.

- Todd Mizener, Moline Dispatch

News

Check That: Fact-Checking for High School Publications

- Jeff Browne, Quill and Scroll

Yearbook

Team Building and Recruiting - Learn techniques to search for great staff members, recruit them, and retain them. We can help build your staff, bond your staff and put the fun back in your publication room by getting your staff inspired and keeping them motivated.

- Joelle Sexton, Herff Jones

2:05-2:30

Closing and Awards Ceremony

<p>335</p> <p>Pans, Tilts, Sequences, Framing: Improve your videography in 45 minutes! - This is a intro workshop for making better videos. Students can use their phones or cameras to learn and practice five simple ways to improve their videos.</p> <p>- Allison Berryhill, Atlantic HS</p>	<p>Iowa Theater 166</p> <p>Ever wondered how to finish your yearbook before Spring break, while still having fun in the process? Get some tips from Des Moines East High School's Quill yearbook editors as they finish their second deadline of the year. Bring your questions!</p> <p>- East HS Panel</p>	<p>Main Lounge</p> <p>Covering news that matters - It is time to revisit your definition of news and how it can inform but also provoke, challenge, and inspire.</p> <p>- Jack Kennedy Colorado Student Media Association</p>	<p>North Room- 181</p> <p>Writing Contest</p>	<p>337</p> <p>Photography is the heartbeat of everything - yearbook, newspaper, web, portraits and in this session, we will begin with the basics and end with many ideas to take your photography to the next level.</p> <p>- Kyle Carter Essex, Missouri</p>	<p>351</p> <p>Social Media Storytelling - In this hands-on workshop, students will brainstorm and create a "Story" for Instagram and/or Snapchat that promotes their school or publication. We will start with learning some storytelling basics, then storyboard and create.</p> <p>- Chris Snider, Drake University</p>	<p>Black Box Theater- 360</p> <p>How to shoot video that doesn't suck - In this hands-on session you'll learn the tricks pros use to make good video and then get out of the classroom and put those skills to use. Please bring video gear with you, whatever your typical shooting set up would be, cameras, tripods, microphones, ect.</p> <p>- Kelsey Kremer, Des Moines</p>
<p>The book only matters if people buy it. Don't let those business-minded students pass on yearbook. Selling the book is everyone's job, but it helps to have someone in charge. Follow our steps to stay on budget, promote the book and keep your class running like a business.</p> <p>- Joelle Sexton, Herf Jones</p>	<p>Student Voices of the Iowa High School Press Association- Students will tell their favorite stories of award winning stories and how they used their student voice in their high school publications. The editors will also answer questions from the audience.</p> <p>- Maya Durham, Pheobe Chapnick-Sorokin, Mira Kumar and Lottie Gidal</p>	<p>Brian Ross interviewed by Sarah Watson -Editor of Daily Iowan Ethics and Politics Initiative- Join us for the dialogue!</p> <p>-Brian Ross & Sarah Watson</p>	<p>Judging</p>	<p>Photography is the heartbeat of everything - yearbook, newspaper, web, portraits and in this session, we will begin with the basics and end with many ideas to take your photography to the next level.</p> <p>- Kyle Carter Essex, Missouri</p>	<p>Social Media Storytelling - In this hands-on workshop, students will brainstorm and create a "Story" for Instagram and/or Snapchat that promotes their school or publication. We will start with learning some storytelling basics, then storyboard and create.</p> <p>- Chris Snider, Drake University</p>	<p>How to shoot video that doesn't suck - In this hands-on session you'll learn the tricks pros use to make good video and then get out of the classroom and put those skills to use. Please bring video gear with you, whatever your typical shooting set up would be, cameras, tripods, microphones, ect.</p> <p>- Kelsey Kremer, Des Moines</p>
<p>Looking for journalism opportunities that go beyond your school paper? Learn about out-of-state programs like the LA Times HS Insider, Free Spirit, and WJMC. Also, Skype with Pulitzer Prize winner/Washington Post reporter David Fahrenthold!</p> <p>-West Side Story Editors</p>	<p>Getting the story, even when a state legislator says you can't</p> <p>- Sophia Schillinger and Sabine Martin, Cedar Falls HS</p>	<p>Don't forget about our social media contest!</p> <p>Your chance to win an America Needs Journalists T-Shirt Post to Instagram or Twitter using #ihspa18</p>		<p>Photography is the heartbeat of everything - yearbook, newspaper, web, portraits and in this session, we will begin with the basics and end with many ideas to take your photography to the next level.</p> <p>- Kyle Carter Essex, Missouri</p>	<p>Social Media Storytelling - In this hands-on workshop, students will brainstorm and create a "Story" for Instagram and/or Snapchat that promotes their school or publication. We will start with learning some storytelling basics, then storyboard and create.</p> <p>- Chris Snider, Drake University</p>	<p>How to shoot video that doesn't suck - In this hands-on session you'll learn the tricks pros use to make good video and then get out of the classroom and put those skills to use. Please bring video gear with you, whatever your typical shooting set up would be, cameras, tripods, microphones, ect.</p> <p>- Kelsey Kremer, Des Moines</p>

On your own- Explore the city! See some options on Page 7!

<p>How to Bring Spark with Adobe Spark Digital Storytelling Apps.</p> <p>- Jonathan Rogers, City HS</p>	<p>Sports^3 (Sports Cubed) -Using Twitter for all sports coverage? Learn some other platforms to diversify your coverage of events and broaden your audience.</p> <p>-Iowa City West Panel</p>	<p>Your 'defaults' need to be pushed - It is normal to rely on the strategies with which we are familiar, but advisers, editors, reporters (even administrators) need to explore more options.</p> <p>-Jack Kennedy Colorado Student Media Association</p>	<p>Just wait ...</p> <p>There is more!!</p>	<p>A Republican columnist in Iowa's Democratic stronghold- Learn from a columnist and editorial writer who is a life-long Iowan and previously worked as a news reporter, public relations manager, and political organizer.</p> <p>-Adam Sullivan, The Gazette</p>	<p>Tagging to Build Your Street Cred - CJE and MJE certification can help you gain credibility with key stakeholders in your program and lead to professional advancement.</p> <p>- Gary Lindsay, JEA One of the two Journalism Education Association Mentors for Iowa</p>	<p>Student Voices of the Iowa High School Press Association - A panel of students will tell their favorite stories of award-winning stories and how they used their student voice in their high school publications. The editors will also answer questions from the audience.</p> <p>-Forrest Saunders</p>
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Safe Travels! Don't forget to keep up with news from IHSPA on our website: www.ihspa.org