

Part A				
8:00	Registration open			
8:45 - 9:40	Opening & Keynote - Seung Min Kim - Main Lounge			
Room number	335	343	351	345
Capacity	120	40	36	40
9:50 - 10:30	<b>NEWS</b> "Going Underground: The Ethics of Going Undercover" - Jeff Browne, Quill & Scroll	<b>SOCIAL MEDIA</b> Social Media Tools as Journalism Tools You can use Instagram, Twitter, Facebook, Snapchat to do more than tell people about your dog or your BFF. Use them to gather, report, distribute and promote news content. This journalism professor will show you how. - Brian Steffen, Simpson College	<b>NEWS</b> How to amaze your friends by knowing more than they do (in-depth reporting) - Lyle Muller, IowaWatch	<b>ONLINE</b> Website Must Haves - Before you get lost in the details of trying to build a perfect, modern website, first make it functional. This beginners session gives you a checklist of to-dos to get you back to the basics of understanding what makes a news site work. - Alex McNamee, SNO
10:40 - 11:20	<b>VIDEO</b> 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 on a budget, using only a camera, microphone, and a computer — and of course, your friends. We will talk about story topics, group roles, interviewing, editing, and publication of video documentaries. - Joann Gage, Mount Vernon	<b>NEWS</b> Journalism in the 21st Century — Careers in Media & Beyond - Brian Steffen, Simpson College	<b>IOWA</b> 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.	<b>ONLINE</b> How to Read Analytics - Google Analytics tells you a lot about your audience (sometimes too much). This session will show you what, where, why and how to use that information to fulfill and grow your readership online. - Alex McNamee, SNO
11:30 - 12:10	<b>NEWS</b> "Truth, Light and the American Way: Democracy Depends on Us" - Jeff Browne, Quill & Scroll	<b>NEWS</b> FIRST Up: Creating your First Amendment action plan - The First Amendment protects our freedom of expression...or does it? Recent headlines and social media posts show that the First Amendment remains one of the most confusing and confounding areas of media and the law. In this fast-paced session, find out the top 5 things you need to know about the First Amendment. Then turn the talk into action by creating a First Amendment action plan for your school or community. - Julia Roosa		<b>ONLINE</b> SNO Therapy - Rather than a lecture, stop into this session with your laptop for some unstructured one-on-one time with a SNO trainer. Bring your questions; we have answers. - Alex McNamee, SNO
12:10 - 1:15	12:10 - 1:15 -Lunch - Advisers on the Sun Porch - Students on your own check options on page seven			
1:20 - 2:00	<b>SPORTS</b> "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 Sports	<b>YEARBOOK</b> 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	<b>OPINIONS</b> Democracy on the opinion page Good op-ed sections strive to be community forums. At their best, they reflect the diverse audiences they serve - both demographically and ideologically. - Adam Sullivan, The Gazette.	<b>NEWS</b> "What's Up, Doc? Produce a Short Documentary in Five Easy Steps" - Jeff Browne, Quill & Scroll
2:05 - 2:30	Awards - Main Lounge			