



Fall Conference

8:00 a.m. - 2:30 p.m.
October 21, 2021

Iowa Memorial Union
Iowa City

**IHSPA**

Fall Conference, 2021

Iowa High School Press Association**Keynote Speaker:****Charity Nebbe**Gen Z Saves the Planet
No Pressure

8:45 a.m. in the Main Lounge

In 2010, Charity Nebbe became the host of the daily interview program on Iowa Public Radio "Talk of Iowa". It was a homecoming for her as she moved back to her native state. She began her career in public radio at WOI Radio in Ames, Iowa when she was a student at Iowa State University and has been working in public radio ever since. Previously she created the nationally syndicated public radio show "Chinwag Theater". Nebbe produced and co-hosted the show with well-known author Daniel Pinkwater. Additionally, Nebbe spent ten years as a host and producer at Michigan Radio in Ann Arbor, Michigan.

In addition to her award winning radio work, Nebbe hosts the Emmy Award winning show "Iowa Ingredient" on Iowa PBS. She also is the author of the children's book "Our Walk in the Woods" which was published in 2008.

**Coffee available for
advisers**

8:45 a.m - 12:10 p.m.

Room 349

**Check-in starts at 8 a.m. in the
Hubbard Commons****KRUI Tour: 9:50-10:30 a.m.**

Meet in Hubbard Commons prior to tour

DI Tour: 11:30-12:10 p.m.

Meet in Hubbard Commons prior to tour

Vendors Open:

8:00-2:00 p.m.

Big Ten Lobby - 3rd floor

**Award ceremonies will take place in
the Main Lounge from 2:10-2:30 p.m.**

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Session 1 | 9:50-10:30 a.m.

Topic	Description	Speaker	Room #
<i>How to cover tragedy</i>	Sarah Lerner, CJE, adviser at Marjory Stoneman Douglas High School, will take you through the steps of covering the Parkland Shooting in the yearbook. She will also share how those stories went on to become part of "Parkland Speaks".	<i>Sarah Lerner, CJE, adviser at Marjory Stoneman Douglas High School</i>	Main Lounge
<i>Why did THEY win?</i>	Reviewing Quill and Scroll Contest Winners	Jeff Browne, <i>Quill & Scroll</i>	347 - Old Capitol Room
<i>Editorial leadership</i>	Media student from Iowa City High	Student Panel, <i>Iowa City High School</i>	348 - Big Ten Theater
<i>Tour of KRUI</i>	Get an exclusive tour of the KRUI	Kelly Soukup, <i>KRUI</i>	Hubbard Commons
<i>How to shoot better video – fancy gear not required</i>	<i>Des Moines Register's</i> Kelsey Kremer talks all things video: from shooting on an iPhone to a DSLR and making editing fast and painless.	Kelsey Kremer, <i>Des Moines Register</i>	166 - Iowa Theater
<i>One-hour photo</i>	A 40-minute hands-on crash course in photojournalism with veteran visual storyteller Todd Mizener, of the <i>Dispatch/Argus</i> and <i>Quad-City Times</i> .	Todd Mizener, <i>Moline Dispatch</i>	Black Box Theater
<i>"Tell good stories"</i>	J.R. Ogden has been at <i>The Gazette</i> in Cedar Rapids for more than 40 years and has spent more than half that time as Sports Editor. He has covered college wrestling for over 20 years, and in that time has covered billiards to water skiing and everything in between. Ogden is active in high school journalism and has worked with students for the past 10 years.	J.R. Ogden, <i>The Gazette</i>	337 - MGC
<i>Staff Infection</i>	Learn how to inspire "infectious" team morale within publications. Yearbook is more than a class, club, community or team. It's a team of journalists, small business leaders, and PR specialists for the school. Come and learn how to create an enthusiasm that spreads!	Joelle Sexton, <i>Herff Jones</i>	346 - 47 Things Room
<i>Writing trending news</i>	How to use social media to find stories, sources, etc.	Linh Ta, <i>Capitol Dispatch</i>	256 - Academics

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Topic	Description	Speaker	Room #
<i>Chasing journalistic respect</i>	Being a journalist during a time when there is so much distrust of the media makes it all the more important to flip the narrative. This session will include covering sensitive issues in respectful ways, using the “why” to guide writing, being respectful to sources and the truth, and writing out of passion rather than obligation.	Maureen Dyer, <i>Pleasant Valley</i>	256 – Academics
<i>Teaming up to create video documentaries</i>	Capture the voices and actions of the school year through video instead of writing about them. Learn to create award-winning documentaries on a budget using only a camera, microphone, and a computer--and of course, friends.	Joann Gage, <i>Mount Vernon High School</i>	Black Box Theater
<i>So, you are new to advising? Welcome to the toughest job you'll ever love!</i>	Session for new advisers Gary Lindsay, MJE will lead this interactive session to answer questions and share insights gained in his 50-year career in teaching and advising students and mentoring journalism teachers.	Gary Lindsay, <i>retired mentor</i>	337 – MGC
<i>Ed board: where publication inclusion begins</i>	Diversity and Inclusion are key components to a publication's success and it all starts with the editorial board. Hear about West Side Story's editorial board writes editorial pieces, botes on topics of equity, and more.	Caroline Mascardo, <i>Iowa City West</i>	346 – 47 Things Room
<i>Listen and learn</i>	Raise Your Interview IQ	Charity Nebbe, <i>Iowa Public Radio</i>	166 – Iowa Theater
<i>FIRST UP: Creating your First Amendment action plan</i>	Can a high school cheerleader be punished for dropping an f-bomb on Snapchat? The U.S. Supreme Court says no. Can a high school principal censor articles about teen pregnancy and divorce in the student newspaper? The U.S. Supreme Court says yes. Confusing? Yes. In this session, learn the top 5 key points a journalist needs to know about the First Amendment.	Julia Roosa, <i>Iowa State University</i>	347 – Old Capitol
<i>Opinion writers need to be reporters, too</i>	Everyone has an opinion but not every opinion is worth putting in the newspaper. Columnists and editorial writers are best when they offer fresh perspectives informed by the facts. The best ways to do that is to go back to the basics of reporting. Adam Sullivan is an opinion columnist at <i>The Gazette</i> in Cedar Rapids and a former news reporter.	Adam Sullivan, <i>The Gazette</i>	343 – Herky Room
<i>Life as a Hawkeye</i>	Thinking about life after high school? This session will provide information on the next steps as college nears and provide you with more information and next steps as college nears; including student life at Iowa, academic offerings, the application process, housing opportunities, and paying for college.	Kate Bolton, <i>Admissions</i>	348 – Big Ten Theater

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Iowa High School Press Association**Session 3 | 11:30 – 12:10 p.m.**

Topic	Description	Speaker	Room #
<i>Podcasting</i>	It's more than just interviews	Jeff Browne, <i>Quill & Scroll</i>	256 – Academics
A marketing/social media plan that is one for the books	Learn how to mobilize a hybrid marketing strategy to add some sizzle to sales.	Brand Hempstead, <i>Walsworth</i> Kaitlin Haynes, <i>Walsworth</i> Sarah Lerner, <i>adviser</i>	166 – Iowa Theater
<i>Do the right thing</i>	A look at why media ethics make reporting better.	Julia Roosa, <i>Iowa State University</i>	347 – Old Capitol
<i>Build your personal brand</i>	Defining a personal brand is the first step in standing out in the saturated world of influencers and YouTube stars. This workshop will teach the basics of personal branding and how that translates to being a more interesting person on social media.	Chris Snider, <i>Drake University</i>	Black Box
<i>Know your school</i>	Learn what public records are available and deciphering what they say about the school. Also, be cautious on making comparisons to other school districts.	Gary Sawyer, <i>Iowa State University</i>	348 – Big Ten Theater
<i>Daily iowan tour</i>	Tour the <i>Daily iowan</i> Newsroom & Adler Journalism Building	<i>Daily iowan</i> tour	Hubbard Commons
<i>Adviser meeting</i>	Advisers please meet in Room 337. Leslie Shipp will talk about changes in Iowa Code.	Adviser Meetings	337 – MGC

Lunch will take place from 12:10 – 1:15 p.m.**Please review the next page for food recommendations****Advisers' lunch will be on the Sun Porch**



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Iowa High School Press Association

IHSPA would like to thank the University of Iowa School of Journalism and Mass Communication for its generous financial contributions.

Fall Conference Badge Contest

This summer, IHSPA hosted a contest that allowed students across Iowa to submit their designs for our annual fall conference badge and program cover. We were impressed with all the submissions, but want to give a huge thank you and congratulations to Ayrianna Sherwood from Kennedy High School.

So happy you could represent IHSPA's amazing students at our centennial conference!

GOOD EATS GUIDE

12:10 - 1:15 p.m.

Old Capitol Town Center

- Buffalo Wild Wings (\$\$)
- Chipotle (\$\$)
- Noodles & Co (\$)
- T. Spoons Coffee (\$)

Downtown

- Mesa Pizza (\$)
- Pancho's (\$)
- Subway (\$)

Downtown cont.

- Z'Mariks (\$)
- Tiki Tacos (\$\$)
- Heirloom Salad Company (\$\$)
- Jimmy Johns (\$\$)
- Nodo (\$\$)

Iowa Memorial Union

- Union Station (\$\$)
- River Room Cafe (\$\$)
- Java House (\$)

Desserts

- Yotopia (\$)
- Molly's (\$)

Street Hawk food truck will be located in Hubbard Park outside the IMU

IHSPA also thanks these conference supporters:

- *The Daily Iowan*
- *The Des Moines Register*
- Drake University
- *The Gazette*
- Herff Jones
- Iowa State University
- Jostens
- Quill & Scroll International Honor Society
- Walsworth Yearbook

IHSPA Leadership

President — Natalie Niemeyer,
Des Moines East High School

Sara Whittaker, Iowa City West High School
Maureen Dyer, Pleasant Valley High School
Beth Basinger, ADM High School
Johnathan Roger, Iowa City High School
Lyle Muller
Marc Havnen, Herff Jones
Colleen Arneson, Jostens
Leslie Shipp, retired adviser
Sarah Hamilton, Hoover High School

IHSPA Office

Executive Director — Paul Jensen
Office Assistant — Maddie Huntley

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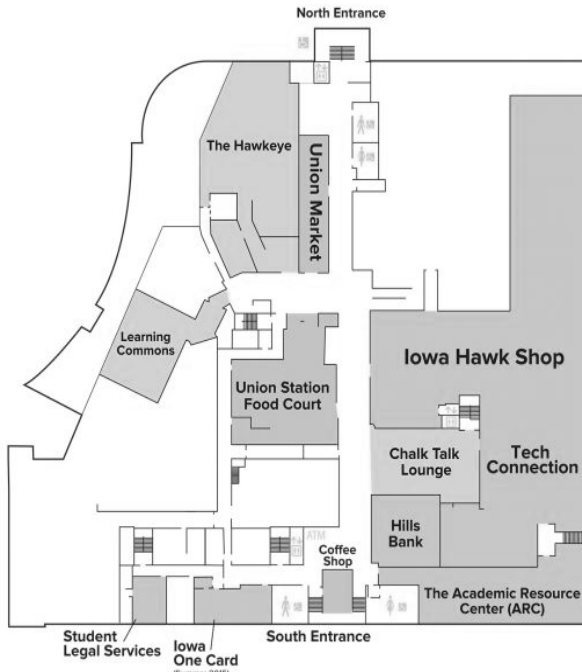
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Iowa High School Press Association**Session 4 | 1:20 – 2:00 p.m.**

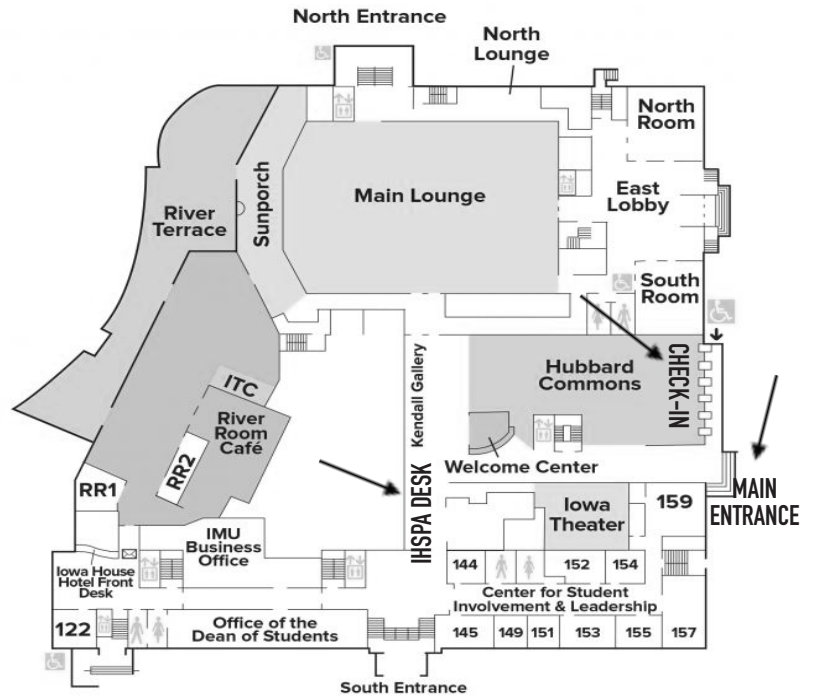
Topic	Description	Speaker	Room #
<i>How to interview Iowa law-makers</i>	Sabine Martin and Natalie Dunlap, editors at <i>The Daily Iowan</i> and contributors to PolitiFact Iowa, share tips for securing interviews with state Representatives and Senators and creating quality political journalism.	Natalie Dunlap and Sabine Martin, <i>Daily Iowan</i>	337 – MGC
<i>Maximizing staff strengths/ leadership</i>	For advisers, lead editors, and students who want to rise to leadership roles in their publications.	Allison Berryhill, <i>Atlantic High School</i>	343 – Herky Room
<i>Sports coverage in the digital age</i>	<i>The Des Moines Register's</i> Cody Goodwin hosts a discussion on what it's like to cover sports in the 21st century. He offers some ideas on how to best combine the likes of Twitter, Instagram, podcasts and more with the game story, game previews, and other longtime sports journalism traditions.	Cody Goodwin, <i>Des Moines Register</i>	348 – Big Ten Theater
<i>22 yearbook trends for 2022</i>	Find inspiration that will bring new ideas and designs to Yearbook 2022. Learn where to find inspiration and how to build a showstopper spread.	Brand Hempstead, <i>Walsworth</i> Kaitlin Haynes, <i>Walsworth</i> Sarah Lerner, <i>adviser</i>	160 – Black Box Theater
<i>"What it feels like"</i>	In this session, journalists will learn how to produce work that puts readers in the shoes of your interviewees by combining different elements of storytelling: written, heard, and seen. Come learn how to develop long interviews, write from feelings, and help give voices to the voiceless.	Patrick Johnson, <i>PhD Student and former high school journalism adviser</i>	256 – Academics
<i>Battling fear to master beat reporting</i>	Learn from a first-generation University of Iowa graduate's journey to overcome fear through covering the UI administration and leading <i>The Daily Iowan</i> . Now in her second year as <i>The Gazette's</i> Cedar Rapids government reporter, she will share how she battled fear again to tell the stories of Iowa's second-largest city at age 22.	Marissa Payne, <i>The Gazette</i>	347– Old Capitol
<i>How to be awesome</i>	Ever wonder how to engage teenage audiences? Win big awards? Write an epic story? Take the awesome photo? Be a powerful student leader of your program?	Jonathan Rogers, <i>Iowa City High</i>	345 – Homecoming Room
<i>A not-so-glamorous career in broadcasting</i>	The lights, camera and action that people may expect in television news is usually far from it, especially when you're getting started. Mikhayla will touch on the importance of not being afraid to get down and dirty to get a good story, and the lessons she has learned in local TV news. Learn what it takes to make a story come together on a deadline, the importance of local news, and whether it's a career path to pursue.	Mikhayla Hughes-Shaw	163 – Iowa Theater
<i>How to finish a book by spring break</i>	Students from Des Moines East will share their insights.	Student Panel, <i>East High</i>	346 – 47 Things Room

Please pick up award certificates after the event at the IHSPA conference desk

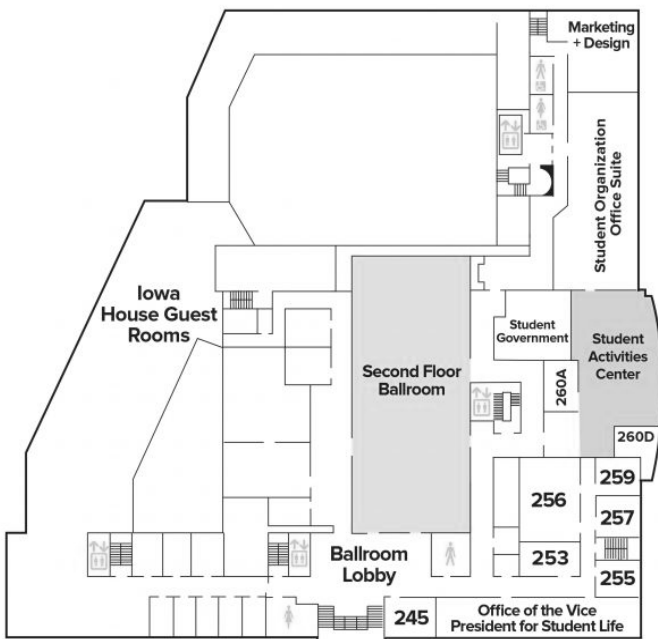
IMU MAP



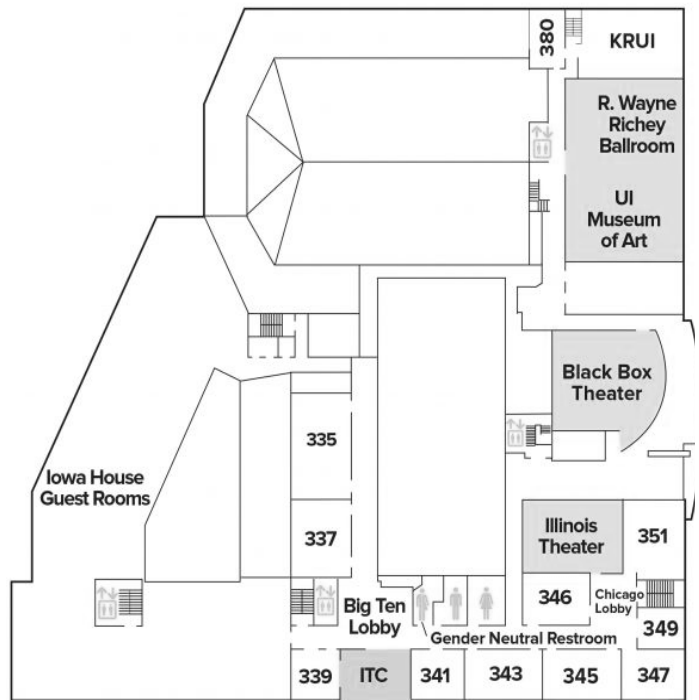
Ground floor Hawk Shop
Union Station
Java House



First floor



Second floor



Third floor