

2018 JOURNALISM SCHOLARS DAY

KENTUCKY HIGH SCHOOL MEDIA INSTITUTE

8:30 - 9:00	Information Fair
9:00 - 9:40	Breakout Session 1
9:55 - 10:35	Breakout Session 2
10:50 - 11:30	Breakout Session 3
11:40 - 12:00	Yearbook & Adviser Awards

SESSION 1 9:00 - 9:40

PUBLIC RADIO REPORTING

In an era of 10-second sound bites and 280-character Tweets, public radio continues to allow reporters to tell a broader story that brings the listener along for the ride. WKU Public Radio Station Manager Emil Moffatt will share some of the techniques public radio reporters use to gather great sound, write an engaging script and put it all together.

COVERING ENTERTAINMENT AND CELEBRITY WITH REAL JOURNALISM

Get an overview of entertainment and lifestyle reporting — and how the foundations of journalism still apply. Learn how it works from former PEOPLE magazine journalist Andrea Billups, a visiting professional-in-residence in WKU's School of Journalism and Broadcasting

TELLING STORIES THROUGH PICTURES

Talisman photo editors Emily Moses and Reed Mattison will walk students through the story making process from finding an idea, to securing a subject, and executing their creative process as photojournalists. Through examples of their own work they'll provide a window into the exciting and diverse community of Bowling Green and show how local journalism is not only important, but fun.

INDIE DOCUMENTARY FILMMAKING

Filmmakers and journalists no longer need Hollywood studios and their resources to make compelling documentary films. Learn how one team of filmmakers did that with their 2018 documentary "Dirty Laundry."

LET'S TALK ABOUT WEB

Digital is the place to be. Herald Adviser Carrie Pratt will take you on a journey of some of the sites and sounds out there to help inspire you and show you how to drive more traffic to your website.

TMI

A weak picture is often the result of trying to get too much information in the frame. Photojournalism professor James Kenney will show you how to shoot simply and cleanly so that your pictures can stand out from the crowd.

AN INTRODUCTION TO TELEVISION BROADCASTING

Learn the fundamentals of television news production on a tour of the News Channel 12 facilities. See the equipment and have your questions answered by News Channel 12 News Director Olivia Eiler and Sports Director Samuel Yaw. The group will meet outside DSU room 3029 and walk together to the News Channel 12 studio.

SESSION 2

9:55 - 10:35

MAGAZINE AND YEARBOOK DESIGN

From looking for design inspiration to conceptualizing a theme, Talisman design editor Braden VanMeteter will share design rules you can put to use in your yearbook or magazine.

COVERING SPORTS LIKE NEWS

Herald Sports Editor Jeremy Chisenhall and football beat reporter Matt Stahl will share how they provide interesting sports coverage that goes beyond simple game stories.

BOSSES ONLY

Talisman Editor-in-Chief Hannah Good will talk about finding your leadership style, managing a staff of your peers and keeping your sanity as you balance it all. Whether you're currently an editor or want to become one, this is the session for you.

TEN TIPS TO BETTER SPORTS PICTURES NOW

Do you feel like your sports photography is lacking that special sauce? Photojournalism Professor Tim Broekema will give you some simple and easy approaches to start making better sports pictures for your publication. Broekema is a former sports picture editor and the 1994 (yes, he is old but still in touch with reality) newspaper and magazine Pictures of the Year International Sports Photographer of the Year winner.

COMPOSE AND LIGHT STUNNING INSTAGRAM PHOTOS AND VIDEOS

Film Directing Professor Luke Pennington and Cinematography Professor Sara Corkern-Thomason cover every angle when it comes to lighting and composing visually captivating photos and videos, whether it's for Instagram or the big screen.

THE ART OF THE INTERVIEW

Learn tips and tricks for conducting effective interviews with a variety of sources from Emma Austin, the Herald's print managing editor.

SESSION 3

10:50 - 11:30

TWO STUDENTS: WHO GETS THE JOB?

Two students: Ms. Straight As and no internship and Ms. Straight Cs and two internships. Who gets the job? Journalism professor Pam Johnson will share how students with internships make more money and get a job faster than their peers without internships.

TO THE FEATURE AND BEYOND

Learn how to go beyond breaking news and into writing feature stories, which are often characterized by their human interest quality, depth and detail. Join Talisman magazine writing co-editor Olivia Mohr as she explains what makes a good feature story and how to write one.

ADVERTISING IN STUDENT MEDIA

Herald Advertising Adviser Will Hoagland and Advertising Manager Andrew Lee will talk about the challenges of selling advertising in student media and how your staff must keep up with evolving trends.

STORYTELLING: THE LONG AND THE SHORT OF IT

Cheryl Beckley, a director and producer with WKU's PBS station, will talk about how to discover your inner storyteller and where and how you can share those stories with an audience.

ENHANCING SOCIAL MEDIA

Explore using personal social media accounts as a journalism tool with Mason Davis, the Herald's digital managing editor. Learn how to curate a personal brand while establishing a professional presence.

THE POWER OF THE PORTRAIT

Photojournalists communicate through powerful storytelling pictures. Portraits are a prevalent type of image in magazines, newspapers and on the internet. Photojournalism professor Jeanie Adams-Smith will show strong examples of portraiture and demonstrate tips to make better portraits for your high school media.