

# 2023 WKU MEDIA SCHOLARS DAY

## SESSION 1 **STORYTELLING FOR FILM**

9:00 - 9:40

**DSU 3003/3004**

Presenter: Travis Newton, film associate professor

Want to keep your short film audiences on the edge of their seats and engaged with your characters? Learn the basic building blocks of storytelling used in the shortest of short films to the biggest of blockbusters.

## **WRITING AN OPINION PIECE FROM START TO FINISH**

**DSU 3005**

Presenter: Price Wilborn, College Heights Herald commentary editor

Walk through the process of writing an opinion piece from start to finish including idea development (figuring out what to write about), gathering information (research and interviews), actually writing the piece (style), and tips, tricks, and miscellaneous things to remember.

## **THE VALUE OF BRANDING**

**DSU 3020**

Presenters: Becky Goins & Carolyn Brunelle, Balfour

Effective branding initiates top of mind awareness in potential customers. Learn what high school publications can do to establish branding that is recognizable and will stand the test of time.

## **LOL**

**DSU 3023**

Presenter: James Kenney, photojournalism professor

Love of Light that is. When considering the most important ingredients that make up a great picture, light is right up there toward the top of the list. This session will cover the three characteristics of light and how to use them effectively in your photographs. Warning: After attending this session, you will never see the same way again!

## **CONNECTING WITH SPONSORS AND ADVERTISERS**

**DSU 3024**

Presenter: Wes Orange, Student Publications advertising adviser

Learn how to approach cold and warm leads on sponsorships and potential advertisers for print publications and how to build and maintain client relationships after initial contact.

## **SHOOTING FROM THE HIP**

**Meet outside DSU 3018**

Presenter: Tim Broekema, photojournalism professor

Take a walk with gallery curator Tim Broekema to "Shooting From the Hip," an iPhone image exhibition in Jody Richards Hall by Pulitzer Prize-winning photographer Scott Strazzante. Scott, using only his iPhone, captures the whimsy and irony, struggle and strength of everyday America. His twist on classic street photography fuses his shooting from the hip style with the serendipity of life, for a revealing vision of today's world. Start following Scott today on Instagram at @scottstrazzante and get inspired to become the image maker you always wanted to be.

## **STUDENT PUBLICATIONS TOUR**

**Meet outside DSU 3029**

Presenter: Chuck Clark, Student Publications director

Visit the Adams-Whitaker Student Publications Center, home to the College Heights Herald, Talisman, Cherry Creative and Student Publications Advertising staffs.

# SESSION 2

9:50 - 10:30

## CREATIVE USE OF LIGHT PAINTING IN PORTRAITS

**DSU 3003/3004**

Presenter: Jonathan Adams, School of Media professional-in-residence

See how you can evolve a photographic portrait into an experimental adventure by using long exposure light painting to create a unique image.

## BRINGING YOUR A-GAME IN SPORTS JOURNALISM

**DSU 3005**

Presenter: Molly St. Clair, College Heights Herald sports editor

Get a break down of the basic necessities of covering Division I athletics and find out about the depth of sports journalism beyond the game.

## KEYS TO SUCCESSFUL REPORTING

**DSU 3006/3007**

Presenter: Chuck Clark, Student Publications director

Reporting — finding stuff out — is at the heart of journalism. This session will give you tips to follow to find stories, gather key information and tell them clearly.

## SPORTS REPORTING AND ANCHORING

**DSU 3020**

Presenter: Kaden Gaylord-Day, WBKO sports reporter and anchor

Learn about the daily life of being a sports reporter and anchor and how being multidimensional will help you stand out in the world of journalism.

## DESIGN IS C.R.A.P.

**DSU 3023**

Presenter: Amelia Curry, Talisman design editor

Learn the principles of design and how you can use them to create a cohesive and visually pleasing publication.

## MEDIA (MIS)REPRESENTATIONS

**DSU 3024**

Presenter: Scott Clarke, broadcasting assistant professor

Why do the professional media rely on stereotypes of social identity groups? What can we as media producers do to change the way people are represented? This workshop will help you develop practical skills for making your media content more inclusive.

## THE ART OF EDITING MOVIE TRAILERS

**DSU 3025**

Presenter: Alysia Klein, film assistant professor

Discover the core values every movie trailer editor should know, as well as the creative and technical work behind making a great trailer.

## BROADCASTING TOUR

**Meet outside DSU 3029**

Presenter: Brad Pfranger, broadcasting associate professor

See the state-of-the-art facilities used by WKU broadcasting students producing television shows News Channel 12 and Extra Point. Tours will meet in DSU and walk together to Academic Complex.

# SESSION 3

10:40 - 11:20

## A DAY IN THE LIFE

**DSU 3003/3004**

Presenter: Ryan Dearbone, broadcasting assistant professor

Former television news reporter Ryan Dearbone will take students on a day in the life of a multimedia journalist from the time they come to work to the time that they leave for the day while also touching on breaking news and the weird and chaotic days that happen in the business.

## DEVELOPING AN EYE FOR PHOTOGRAPHY

**DSU 3005**

Presenters: Ragan Harrington & Brett Phelps, Talisman web visuals co-editors

Learn the basics of photography that make for strong visual storytelling and walk away with tips you can put to use right away as you capture photographs for your publication.

## SHORT FORM NARRATIVE NEWS WRITING

**DSU 3006/3007**

Presenter: Mac McKerral, journalism professor

Learn to tell compelling stories in 300 words or less.

## YERD POWER

**DSU 3020**

Presenters: Angela St. Clair & Lorena Estes, Herff Jones

YERD (n) - Yearbook Nerd. Lover of all things yearbook.

Do you need inspiration for your book? Need ideas to market your book? Need to grow your program and impact school spirit? If you've answered "yes" to any or all of these questions, you are already or are becoming a YERD. Join in to elevate your yearbook experience with fresh ideas and explore the power of a yearbook.

## SO YOU WANT TO WRITE AN ARTICLE?

**DSU 3023**

Presenters: Leah Hunter, Talisman executive editor & Debra Murray, Herald editor-in-chief

Learn about the process for scouting, sourcing and creating an in-depth story. This session will cover pre-reporting, pitching, interviewing, writing, editing and journalistic ethics.

## SHOOTING FROM THE HIP

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## FILM TOUR

**Meet outside DSU 3029**

Presenter: Sara Thomason, film assistant professor

See the state-of-the-art facilities used by WKU film students as they hone their craft. Tours will meet in DSU and walk together to Jody Richards Hall.

# AWARDS

11:30 - 12:15

## AWARDS CEREMONY

**DSU 3024/3025**

Find out which media outlets come out on top in the WKU High School Media Awards.