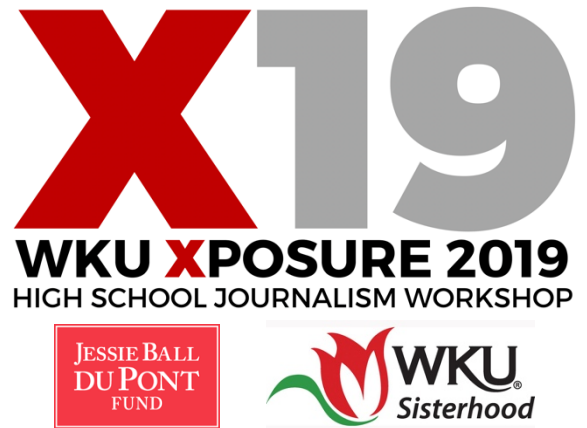


XPOSURE 2019 UPDATE

Chuck Clark
Director, WKU Student Publications

Planning is under way for Xposure 2019, the 37th year of WKU's premier high school journalism workshop. The workshop will be staged June 8-16 at the Adams-Whitaker Student Publications Center on the campus of Western Kentucky University.



The planning team of Chuck Clark (workshop director), Bob Adams (co-director), Gary Hairlson of the St. Louis Post-Dispatch (visuals director), Kathy Williams (storytelling coach) and Teresa Jameson (coordinator) is setting daily schedules that will keep the 12 participants occupied from 7 a.m. until 11 p.m. each day.

The 2019 workshop will get under way on a Saturday evening with a welcome barbecue and First Amendment Rally where students will select a focus topic that will serve as a centerpiece for their main project. The likely options are the opioid crisis and how it affects teen-agers or the rising popularity among teens of e-cigarettes and the potential health risks they pose.

On Sunday, the students will get an immersion into journalism basics, learning about the art of reporting and documentary journalism; getting a how-to rundown on how to shoot photos and videos with cameras provided by Canon USA; working on one-on-one profiles of workshopers; and designing the official workshop t-shirt.

On Monday, we've planned a morning around a tour of the WKU campus and then an afternoon focused on stories workshopers will pursue during the week for publication in print and digital formats. The day also will include a press conference with a WKU athletics coach to be named. We will also visit Chaney's Dairy for an up-close tour of the working dairy and dinner. That evening, there will be a lesson on effective storytelling across platforms.

On Tuesday, Xposure will visit Barefoot Republic in rural Fountain Run, a retreat center that brings together youth from throughout the Mid-South. At the center, students will be tasked with finding a story, reporting it and gathering all the material they need to complete the story. That evening, students will work on their story assignments, conducting interviews, doing research and, in some cases, beginning the writing process.

Wednesday will be a day looking at media companies in Louisville, and how the 21st century media environment is playing out in Kentucky's largest city. The day will include visits to InsiderLouisville.com, a nonprofit local news outlet run by a former New York Times editor; the Courier Journal, Kentucky's largest news operation; Louisville Public Media, which operates an NPR affiliate and the Kentucky Center for Investigative Reporting; and either WHAS-TV or WDRB-TV, both of which have invested heavily in local news operations. Once back in Bowling Green, the evening will include a lesson on writing ledes and structuring a story effectively.

Thursday and Friday will be spent with reporters working on their individual assignments for the WKUXposure.com website and The Limited Edition newspaper. Within the day, there also will be video

chats with Nikita Stewart of The New York Times, a workshop alum, and possibly Jerry Brewer of The Washington Post (also a workshop alum). Professionals at the workshop will engage in one-on-one coaching with the students as they gather information and begin storytelling with words and visuals. On Friday night we will take a break from the work with either dinner at Boyce General Store or a Hot Rods baseball game.

Saturday is devoted to polishing stories and designs and finishing the work of Xposure. Sunday celebrates the work with a keynote speaker, workshop alum Brian Simmons.

Students already are applying for the 12 slots, and will be chosen by the first week in May.

Professionals already committed to the workshop are:

- Bob Adams, retired director, WKU Student Publications, co-director.
- Darla Carter, health writer, InsiderLouisville.com, writing coach.
- Michael Casagrande, sports writer, AL.com, storytelling coach.
- Kayla Gollither, designer, USA TODAY network, design coach.
- Gary Hairlson, visuals editor, St. Louis Post-Dispatch (and Pulitzer Prize winner), visuals director.
- Malcolm Knox, writer, Indianapolis, writing coach.
- Toni Mitchell, founder and CEO, Express News & Views, writing coach.
- Brian Simmons, CEO, Business Education Services and Training Companies Inc., keynote speaker.
- Nikita Stewart, reporter, The New York Times, lecturer.
- Sam Upshaw, photojournalist, Courier Journal, visuals coach.
- Chuck Clark, director, WKU Student Publications.

WKU students involved in staging the workshop at this point:

- Hayley Watson, senior, Louisville.
- Lily Burris, rising sophomore, Bowling Green.