

**JOURNALISM: Because we need to know**  
(Designed with you in mind)  
**Kansas Scholastic Press Association Fall Conference**  
**Kansas State University**  
**Sept. 23, 2008**

**Opening — 9-9:15 a.m.**

Union Forum Hall (600)

Welcome to the KSPA Fall Conference at K-State. Designed with you in mind, the information you get today will help you know what to do to make your publication what you want it to be. You'll meet featured speaker Aaron Manfull who will help you motivate your staff and keep you up-to-date on the latest trends in design and having a Web presence. You'll hear great ideas from journalism educators, professional journalists and student journalists. You can get your publications and your photography critiqued and you can share your publications and ideas with others. It's a Journalism day — because we all need to know.

Staffs are encouraged to sit together to plan the day's activities and sessions. It is recommended staff members attend a variety of sessions and are prepared with a second choice in case seating in the first-choice session is at capacity. Room capacities are listed in parenthesis to assist in planning.

**Featured speaker**

**Aaron Manfull**, MJE, is the media adviser at Francis Howell North High School in St. Charles, Mo., where he oversees the Excalibur yearbook, North Star newsmagazine, North Star podcast and North Star online edition. He is in his 10th year of advising and his students have been recognized on the national and state levels for their work.

His mother, also a journalism teacher, fostered his love for student publications as he grew up in the publications staff room

**SESSION I — 9:30-10:30 a.m.**

**Tips for effective design — Aaron Manfull, featured speaker**

Union Forum Theater (600)

Design is more than just looking at good examples, it's about taking an overall approach to the process. Here you will be given 10-steps to create effectively designed pages and an overall consistent look for your publication.

**Publications Exchange**

Union 203 (12)

If you brought publications to share, drop them off in 203 and pick up exchange publications from other schools. We've added some creativity motivators for design and story ideas. Take a minute and see if there's anything in the room you can adapt for your publication.

**Yearbook editors roundtable — Ashley Frey, junior in print journalism**

Union 204 (14)

Here's your chance to discuss your successes and challenges. Learn problem-solving strategies, get content and design ideas or hit on other topics that affect you and your staff.

**Tips for advisers — Travis Feil, Sterling High School**

Union 205 (14)

There's no reason to reinvent the advising wheel when there are those who will share what they've learned about classroom and staff management, grading, meeting deadlines and keeping your staff motivated all year long. **This session is for advisers only.**

**Maestro your way to better story telling — Alex Yocum, senior in print journalism and 2009 Royal Purple editor**

Union 206 (42)

Three brains are better than one when it comes to generating new ways to cover the same old story. This session will show you a coverage process that can eliminate missed deadlines, unite your staff and give your readers fresh stories they want to read.

**Newspaper design basics — Sarah Rasmussen, senior in print journalism and Collegian designer**

Union 207 (50)

Take a look at solid newspaper design that is guaranteed to make your newspaper or newsmagazine an easy read. With these basics anyone can design a reader-pleasing page.

**It's all about convergence — Steve Smethers, assoc. director, A.Q. Miller School of Journalism and Mass Communications**

Union 208 (12)

Journalism today isn't one dimensional. Print, broadcast and new media techniques have changed the way stories are told. This session will show you how story packages use a multitude of skills and techniques to create and deliver the message, and how you can converge your own student media.

**Headlines and cutlines— Linda Drake, Chase County High School**

Union 209 (30)

The most read parts of your publications are often little more than an afterthought by the staff. Designing and writing headlines and cutlines to serve your reader are skills this session will teach you.

**Design Trends — Kathy Habiger, Mill Valley High School**

Union 212

Newspaper and yearbook staffs should be looking for the best in professional and scholastic publications to give this year's publications a new look. This session will show you how to adapt the trends to better tell the stories of your school. A must attend if you're looking for that special look.

**Getting out the fluff — Jacque Haag, senior in print journalism and Collegian news editor**

Union 213 (50)

The best writing is direct, action packed and to the point. This experienced writer and copy editor will show you how to make every word count.

**Basic camera handling — Nathaniel LaRue and Lisle Alderton, sophomores in print journalism and Student Publications Inc photographers**

Union Sunflower (40)

It's all in the way you treat and understand your camera. In this interactive session you'll learn techniques to help you take better pictures and get the most from your camera.

**There's more than one way to tell a story — Martin Puntney, K-State adjunct faculty, senior editor AIB**

Union Cottonwood (80)

This session will help you enhance stories by using infographics. Some things are best told in words but other things lend themselves to maps, charts, diagrams, lists and a handful of other graphic techniques.

## **SESSION II — 10:40-11:40 a.m.**

**Photo picks of the year — K-State Student Publications Inc. photographers, Matt Binter, Collegian photo editor, Joslyn Brown, Royal Purple visuals, Nathaniel LaRue, Matt Castro, Chelsy Leuth, Jonathan Knight**

Union Forum (600)

The slide presentation of the K-State photographs favorite sho will be shown and photographers will discuss what they liked about the photos and what it's like to be on a college photography staff.

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### **Newspaper editors roundtable — Hannah Blick, senior in print journalism and Collegian Edge editor**

Union 204 (14)

Here's your chance to discuss your successes and challenges. Learn problem-solving strategies, get content and design ideas or hit on other topics that affect you and your staff.

### **How to make that sale — Jesse Brown, senior in marketing and Collegian ad manager**

Union 205 (14)

Selling advertising can be profitable, fun and a service to the students, the publication and the merchant. The presenter has daily experience in selling ads for the Kansas State Collegian newspaper. Let them show you how it's done. (Last year they sold more than \$850,000 in advertising.)

### **Sports: Getting the real story — Steve Berkland, Collegian sports writer**

Union 206 (42)

Covering sports is all about the details and the game. No need to impress readers with the many sports clichés you may know. Telling the real story of the game and its players will be more than enough to capture their interest.

### **Moving your publications online — Aaron Manfull, featured speaker**

Union 207 (50)

The trend today is to move publications online. For some, it's a scary prospect, for others it's exciting uncharted territory. There are a variety of ways you can move your publication online, depending on your level of comfort and your budget -- or lack thereof. Here you will get some tips ranging from how to slowly move online all the way to how to increase your online presence.

### **Video into Web — Bill Adams, K-State Miller School**

Union 208 (12)

The world of communication and journalism is changing at the speed of light. This session will discuss the challenges Web sites are creating for television networks.

**Training new teachers — Linda Drake, Chase County High School and Travis Feil, Sterling High School**

Union 209 (30)

This session is designed to provide new or newly assigned journalism teachers with some hints and advice to make the transition into the publications classroom. We will look at classroom management, money matters, law/ethics, publications writing for the new adviser and much more. Resource materials will be provided. **This session is for advisers only.**

**Theme Development — Kathy Habiger, Mill Valley High School**

Union 212 (120)

A good theme can be your best friend when it comes to giving your yearbook personality and helping you organize your coverage. This session will show you step by step how to create a theme and will show you successful themes from award-winning publications.

**Featuring the feature — John Hudnall, KSPA executive director, University of Kansas State University**

Union 213 (50)

Learn to work with human-interest elements within a story. Strong feature writing demands strong content.

**1-2-3 Focus on leads — Lindsay Porter, Derby High School**

Union Sunflower (45)

Discover how to spice up your stories by refining your leads. We'll look at lead styles, read some great examples and develop a pre-writing strategy to start your writing strong.

**Advertising for fun and profit — Tom Winski, Emporia State University**

Union Cottonwood Room (80)

Neither a sales presentation nor a design workshop, this session will explore options for the creative use of advertising by student newspaper staffs. Why sell candy bars and t-shirts when you can sell advertising and get more journalistic experience?

**Session III — 11:50 a.m. – 12:50 p.m.**

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**On-site critiques**

Union 204 (14)

K-State students will give 30-minute critiques of your publications. Please come with your publication for this on-the-spot look at your newspapers or yearbooks.

**Q & A on selling ads — Jesse Brown, senior in marketing and Collegian ad manager**

Union 205 (14)

Selling ads can be intimidating but this session will take all your fears away. Come with questions and problems that made it hard or impossible to sell ads and Jesse will give you tips based on daily ad sales experience.

**Careers panel — Steve Smethers, associate director Miller School; Todd Simon, Public Relations Sequence head, Charles Pearce, Advertising Sequence head, Fred Brock, print and Stacy Neumann, electronic**

Union 206 (42)

If you think you might be interested in pursuing a career in any of the journalism areas, these professors who have all worked in the professional world, will tell you what you need to know to be successful, job opportunities, pros and cons of the field and what you can expect to be paid. This is real-world information you are certain to use.

**Newspaper design that works—Anna Kearns, senior in journalism education**

Union 207 (50)

It doesn't matter how well your paper is written if it's ugly. The truth is, people won't read ugly. This session will show you how to create newspaper design that engages readers and draws them into the stories.

**Photo critiques — Bill Adams, K-State Miller School, Joslyn Brown, senior in graphic arts and 2009 Royal Purple visuals editor**

Union 208 (12)

Bring your publications or your photos to this session where you'll receive a one-on-one critique. Learn what this photography instructor thinks of your work and take back tips and tricks to make your photo work even better for the rest of the year.

**KSDE funding — Marie Hall, State Department and Linda Drake, Chase County High School**

Union 209 (30)

Funding is available to help your publications program. Hear what KSDE can do for you and your publications. **This session is for advisers.**

**Photos and more — Kathy Habiger, Mill Valley High School**

Union 212 (120)

Capturing the moment is more than being in the right place at the right time. This session will discuss what to look for in a great photo — lighting, angle, cropping and composition. Whether you're a photographer or someone who helps select the images for publication, this is a must-attend session.

**Definitive opinion — John Hudnall, KSPA Executive Director, University of Kansas**

Union 213 (50)

Everyone has an opinion but communicating it to others isn't easy. This session will show you how to create an inviting, effective editorial that will influence your readers.

**Funky camera tricks — Matt Binter, sophomore in print journalism and Collegian photo editor and Chelsy Lueth, freshman in print journalism and Student Publications photographer**

Union Sunflower (40)

How did they do that? Creative techniques can give your photos new perspective and interest. These photographers will show you their favorite and best techniques to get that photo you've always wanted.

**Just your style — Owen Kennedy, senior in business management and Collegian managing editor**

Union Cottonwood (80)

Want to put a stop to those embarrassing errors that glare at you from the printed page? This session will cover editing mistakes and how to avoid them. You'll also learn some tricks on how to remember correct AP style and spelling.

**SESSION IV — 1-2 p.m.**

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**Advertising. Getting to yes – Matt Draznik, Manhattan Mercury**

Union 206 (42)

Point of contact sales is a real art and requires skill to close the deal. This session, taught by a professional ad sales representative who started as a student sales rep will give you tips and tricks on getting the merchant to say "Yes."

**Life after high school journalism – K-State student journalists**

Union 207 (50)

If you love working on your student publication in high school, there's no need to stop once you graduate. Opportunities abound wherever you go to college for continued involvement in student media, and you could get paid for it. These college students will share how life on publications can continue after high school.

**Photo critiques – Bill Adams, K-State Miller School, Joslyn Brown, senior in graphic arts and 2009 Royal Purple visuals editor**

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**The power of positivity – Travis Feil, Sterling High School**

Union 209 (30)

It's been said that attitude determines altitude and this session will show you just how far you can go and good you can be if you put these tips on being positive in place.

**Reporting and writing – Deb Skidmore, Public Information Officer, Fort Riley/Miller School adjunct faculty**

Union 212 (120)

It all starts here. A solid newspaper depends on solid reporting and writing. This professional communicator and journalism educator will show you how to get the information and put it in a format to serve your readers.

**Team building and management – Caitlin Burns, sophomore in print journalism and 2009 Royal Purple assistant editor**

Union 213 (50)

Learn to help your publications build a team so they can work together to get the job done. Discover how to be a leader and solve problems.

**Typography introduction – Lindsay Porter, Derby High School**

Union Sunflower (40)

Need to know what fonts to use for headlines? Captions? Body copy? This session will look at the best fonts for various type selections. Then, we'll look at what fonts work well together and how use type styles from a few families to keep publications consistent but not repetitious.

**Training editors to be effective leaders – Aaron Manfull, featured speaker**

Union Cottonwood (80)

Too often advisers choose great editors and then don't give them the tools to succeed. I was guilty of this early on. It wasn't until I started given them the tools they needed to succeed that they became the leaders I knew they could be. Editors and Advisers are welcome in this session

PERHAPS FOR THE BACK COVER

Important dates to remember

Sept. 24	KSPA Fall Conference, Hays
Oct. 3	Deadline for entering yearbooks in All-Kansas Critique
Nov. 13-16	JEA/NSPA Fall National High School Journalism Convention, St. Louis
Feb. 19	Regional Competition at Hays, Manhattan, Pittsburg and Wichita
Feb. 22	Regional Competition at Lawrence and Emporia
March 6	Deadline for entering newspaper in All-Kansas Critique
April 16-19	JEA/NSPA Spring National High School Journalism Convention, Phoenix
May 2	State Competition in Lawrence