

# SEMINAR SCHEDULE

## 2010 Washington Journalism Education Association State Conference

March 13 – Mountlake Terrace High School

### SESSION ONE – 9 a.m. to 10 a.m. (for advisers and non-contestants)

| <b>Room</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Topic</b>            | <b>Session Name</b>                                                                                    | <b>Presenter</b>                                      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------|
| 220                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Investigative Reporting | <b>Why Watchdog Reporting Will Save Journalism</b><br>(Session is repeated at 10:15 a.m.)              | <b>Steve Miletich</b><br>The Seattle Times            |
| <p>Whether in newsprint or on new devices, people want watchdog journalism. So what is watchdog reporting? And how do you ask all those tough questions? Learn how it works and some tips on interview techniques. The advice is based on more than 32 years of reporting for The Journal-American of Bellevue, the Seattle Post-Intelligencer and The Seattle Times. Miletich is a two-time finalist for the Pulitzer Prize.</p>                                                                         |                         |                                                                                                        |                                                       |
| 221                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Press Law               | <b>Using The Public Records Act For Investigative Reporting</b><br>(Session is repeated at 10:15 a.m.) | <b>Donald Austin</b><br>PBFL&K Law Firm               |
| <p>This presentation addresses how Washington journalists have used public records laws in order to obtain primary source information for investigative reporting on public entities such as the state, counties, cities, and special districts. The presentation covers the basics of the Washington Public Records Act (PRA) and the key court cases interpreting the PRA as they apply to journalists.</p>                                                                                             |                         |                                                                                                        |                                                       |
| 222                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | New Media               | <b>Podcasting &amp; New Media</b><br>(Session is repeated at 10:15 a.m.)                               | <b>Travis Petershagen</b><br>Microsoft/crapmonkey.com |
| <p>It is easier now than ever to make your voice heard... literally! The Internet has removed most barriers to entry and you no longer need a printing press or a broadcast tower to find an audience. In this session you'll be introduced to podcasting, webcasting and the changing face of content publishing.</p>                                                                                                                                                                                    |                         |                                                                                                        |                                                       |
| 227                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Writing                 | <b>Journalism and Storytelling</b>                                                                     | <b>Dave Boling</b><br>The News Tribune                |
| <p>Dave Boling, Tacoma News Tribune sports columnist and author of international best-selling novel "Guernica," discusses the application of prose techniques in newspaper writing, including "character-building" in features, "plotting" longer feature pieces, and creating a dramatic structure that dismantles the old traditional inverted pyramid style of reporting.</p>                                                                                                                          |                         |                                                                                                        |                                                       |
| 228                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Sports/Writing          | <b>If I Can Make It, Anyone Can!</b>                                                                   | <b>Jim Moore</b><br>SeattlePI.com                     |
| <p>Moore will show you what's worked for him as a sports columnist, from choosing topics to writing an entertaining and, hopefully, humorous column. It's unconventional and not necessarily Journalism 101. You'll learn tricks of the trade that have sort-of worked for him – i.e., allowed me to fool enough people to keep getting work. He's been a sportswriter for almost 30 years now ... and three decades in which he's contributed next to nothing in terms of anything truly meaningful.</p> |                         |                                                                                                        |                                                       |
| 229                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Opinion Writing         | <b>Opinion With A Bite</b>                                                                             | <b>Bruce Ramsey</b><br>The Seattle Times              |
| <p>Bruce Ramsey, editorial writer and columnist at the Seattle Times, will talk about how to find ideas, think out a column, and present it to the reader. Also he will have some thoughts about writers' bias and distinguishing between opinion and facts and developing a style.</p>                                                                                                                                                                                                                   |                         |                                                                                                        |                                                       |

## SESSION TWO – 10:15 a.m. to 11:15 a.m. (for advisers and non-contestants)

| <b>Room</b>     | <b>Topic</b>            | <b>Session Name</b>                                                                                  | <b>Presenter</b>                                                                                                                                                                                                                                                                                                                                   |
|-----------------|-------------------------|------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Staff<br>Lounge | Advising                | <b>Scholastic Journalism Update</b>                                                                  | <b>Vince DeMiero and Kathy Schrier</b><br>Washington Journalism Education Association                                                                                                                                                                                                                                                              |
|                 |                         |                                                                                                      | Come sit in with the WJEA president and executive director as they update you on all the goings on in Washington and abroad. They'll also provide a forum for you to discuss your pressing issues and needs as you hit the home stretch. Come network!                                                                                             |
| 227             | Ethics/Leadership       | <b>TAO of Journalism</b><br>(Session is repeated at 1:30 p.m.)                                       | <b>John Hamer</b><br>Washington News Council                                                                                                                                                                                                                                                                                                       |
|                 |                         |                                                                                                      | A Commitment to Transparency, Accountability and Openness. You will be more trusted, more credible, and more ethical. Your readers will like you more – and it will make you better journalists. Learn how it works from John Hamer of the Washington News Council ( <a href="http://www.taofjournalism.org">www.taofjournalism.org</a> ).         |
| 228             | Business                | <b>Advertising Sales During Challenging Times</b><br>(Session is repeated at 1:30 p.m.)              | <b>Terry Fain</b><br>Pacific Publishing                                                                                                                                                                                                                                                                                                            |
|                 |                         |                                                                                                      | Advertising sales is tough to begin with, especially during these tough economic times. During this session you will learn, how to prospect for possible advertisers, questions to ask to ask them that can lead to a sale and how to handle possible objections. Bring along your current marketing material/rate card, challenges and questions. |
| 229             | Design/Production       | <b>Printing at Speed</b><br>(Session is repeated at 1:30 p.m.)                                       | <b>Richard Fazakerley</b><br>Pacific Publishing                                                                                                                                                                                                                                                                                                    |
|                 |                         |                                                                                                      | The object of this session is to be an introduction to the newspaper printing process, with some general and InDesign-specific information. This is intended to help in the preparation of final PDF files for submission to your printer. If you have specific questions, we will try to answer some of them as well..                            |
| 220             | Investigative Reporting | <b>Why Watchdog Reporting Will Save Journalism</b><br>(Session is repeated from 9 a.m.)              | <b>Steve Miletich</b><br>The Seattle Times                                                                                                                                                                                                                                                                                                         |
|                 |                         |                                                                                                      | See description at 9 a.m.                                                                                                                                                                                                                                                                                                                          |
| 221             | Press Law               | <b>Using The Public Records Act For Investigative Reporting</b><br>(Session is repeated from 9 a.m.) | <b>Donald Austin</b><br>PBFL&K Law Firm                                                                                                                                                                                                                                                                                                            |
|                 |                         |                                                                                                      | See description at 9 a.m.                                                                                                                                                                                                                                                                                                                          |
| 222             | New Media               | <b>Podcasting &amp; New Media</b><br>(Session is repeated from 9 a.m.)                               | <b>Travis Petershagen</b><br>Microsoft/crapmonkey.com                                                                                                                                                                                                                                                                                              |
|                 |                         |                                                                                                      | See description at 9 a.m.                                                                                                                                                                                                                                                                                                                          |

### 11:15 a.m. to 12:25 p.m. – LUNCH

### 12:30 p.m. to 1:25 p.m. – Keynote Speaker

**Jesse Jones**  
KING-5 television news

## SESSION THREE – 1:30 p.m. to 2:25 p.m.

| Room                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Topic          | Session Name                                                             | Presenter                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|--------------------------------------------------------------------------|---------------------------------------------------|
| 201                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | New Media      | <b>Social Media Networks and Future of Journalism</b>                    | <b>Peter Magelssen</b><br>Herff Jones             |
| <p>Social networking sites have changed the way people communicate with one another. Journalists of the future need to know and understand how the cultural shift of social media is impacting the industry of Journalism. People want to get their news from people they know and trust, not from a reporter that is disconnected. Join this session if you would like to be a part of the conversation regarding the future of journalism.</p>                                                                                                  |                |                                                                          |                                                   |
| 202                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | New Media      | <b>Twitter for Journalists</b><br>(Session is repeated at 2:30 p.m.)     | <b>Kathy Gill</b><br>University of Washington     |
| <p>What's all the fuss about Twitter? In this workshop, we'll learn how to get started with Twitter, how journalists are using Twitter, and some Twitter best practices.</p>                                                                                                                                                                                                                                                                                                                                                                      |                |                                                                          |                                                   |
| 204                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Review Writing | <b>Everyone's a Critic</b><br>(Session is repeated at 2:30 p.m.)         | <b>Moira McDonald</b><br>The Seattle Times        |
| <p>Well, almost. A movie critic discusses the art of reviewing, which is not so much about plot summary (the #1 mistake) but more about finding a way – and a voice – in which to share an experience with your readers. (And she'll tell a few stories about interviewing movie stars, too.)</p>                                                                                                                                                                                                                                                 |                |                                                                          |                                                   |
| 205                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Design         | <b>What Are You Thinking?</b>                                            | <b>Matt Anderson</b><br>University of Puget Sound |
| <p>Design can be one of the easiest ways to get people to pick up your paper and – surprise! – actually read it. That fact, however, seems to be overlooked by many high school publication staffs. Every now and then, an ambitious (or crazy) staff member will come along and decide that he or she wants to ruffle some feathers – wants to change the mundane by redesigning the publication. This session will attempt to give a method to the madness and help them through the trials and tribulations of a typical redesign process.</p> |                |                                                                          |                                                   |
| 209                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Press Law      | <b>© That!! Copyright Law 101</b>                                        | <b>Mike Hiestand</b><br>Student Press Law Center  |
| <p>In this session created specifically for student journalists and their advisers, we skip the boring fine print and nitty-gritty details of copyright law and cut to the chase: What is copyright law? What music, images, written works can I use? What can't I use? (Oh, and what about the Internet — lots of great stuff there?) You won't leave an expert, but it should keep you out of most trouble.</p>                                                                                                                                 |                |                                                                          |                                                   |
| 212                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Reporting      | <b>Becoming the Super Reporter</b><br>(Session is repeated at 2:30 p.m.) | <b>Chris Carter</b><br>Central Kitsap Reporter    |
| <p>In today's cash-strapped, new media newsrooms it is vital that journalists can do more than just jot down quotes in their notebook. We'll look at how reporters can take covering a story to a new level including videography, photography, blogging and of course, writing. Being a jack of all news trades makes you that much more marketable to future employers looking to hire someone capable of doing the job of two or three people.</p>                                                                                             |                |                                                                          |                                                   |
| 210                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Writing        | <b>Creative Storytelling: Rethinking Inverted Pyramid</b>                | <b>Amy Rolph</b><br>The Everett Herald            |
| <p>As a journalist, you're a storyteller. In this session, we'll take a look at projects that exemplify creative storytelling and explore techniques you can use right now to tell better stories. This session isn't just for writers; we'll also talk about multimedia projects and photojournalism.</p>                                                                                                                                                                                                                                        |                |                                                                          |                                                   |

220 Leadership **Challenges of Editorial Leadership** **Pam and W. Joe DeMiero**  
POP Arts Marketing

Leading your high school publication is a difficult task. Led by a pair of former high school editors in chief, we'll take a look at a few strategies for recruiting good people, keeping them and getting the most out of your staff.

221 Reporting **What You Do Now Will Matter In The Future** **Gale Fiege and Jon Bauer**  
The Everett Herald

We'll talk about tips on reporting and editing that can be used now in their student publications, such as listening for good quotes, describing a scene, editing for clarity and writing headlines. But we also want to take a few minutes to remind them that no matter what the future holds for newspapers, journalism will remain an important part of everybody's life and there will always be a need for reporters and editors.

222 Yearbook **What To Do When Your Book Is Finished** **Susan Holihan**  
Mt. Si High School

It's almost yearbook final deadline, but there's months left of school. Learn several options to keep a yearbook staff busy – and refining their yearbook skills – through the end of the school year.

227 Ethics/Leadership **TAO of Journalism** **John Hamer**  
(Session is repeated from 10:15 a.m.) Washington News Council

See description at 10:15 a.m.

228 Business **Advertising Sales During Challenging Times** **Terry Fain**  
(Session is repeated from 10:15 a.m.) Pacific Publishing

See description at 10:15 a.m.

229 Design/Production **Printing at Speed** **Richard Fazakerley**  
(Session is repeated from 10:15 a.m.) Pacific Publishing

See description at 10:15 a.m.

### SESSION FOUR – 2:30 p.m. to 3:25 p.m.

| Room | Topic     | Session Name                       | Presenter                             |
|------|-----------|------------------------------------|---------------------------------------|
| 201  | Yearbooks | <b>Column Design for Yearbooks</b> | <b>Peter Magelssen</b><br>Herff Jones |

If your yearbook is ugly, this session will help you. There are three types of design; ugly, good, and great. If you want your yearbook to stop being ugly, you need to learn column design. Column design is a set of principles that will help guide your designing process. Your school deserves better than yearbooks that look like scrapbooks. Column design is the answer.

205 College Journalism **Making the Transition: Journalism 101** **Matt Anderson**  
University of Puget Sound

The transition from high school to college is already a daunting task. With that in mind, it is understandable why journalism might fall to the wayside. Don't let it happen. From where to go to who to meet, you will find out the differences between high school and college journalism and get advice on making a smooth transition.

220 Business **Building A Better Business Department** **Pam and W. Joe DeMiero**  
POP Arts Marketing

Need to sell more ads? Build your staff? Increase your readership? Then it's time to create a business department for your publication. We'll go over practical ideas for increasing revenue, increasing circulation and motivating the unmotivated to contribute to your publication's fiscal wellbeing.

- 209 Press Law **Student Media Rights: A Legal Roller Coaster** **Mike Hiestand**  
Student Press Law Center
- The court cases of three censored students have largely defined the First Amendment rights of America's high school student media. Hear about their stories and find out what their cases mean to you today in defending your free press rights.
- 210 Reporting **So You Want To Be A Journalist?** **Amy Rolph**  
The Everett Herald
- The news industry is a tough business to break into right now, with newspapers closing and jobs becoming increasingly hard to come by. We'll talk strategies for finding a job and what they'll look like in the future.
- 214 New Media **Web Only: Taking Your Newspaper Online** **Steve Matson**  
Charles Wright Academy
- Taking your publication to the Web could help you remedy several problems: budget cuts, small staffs, stale news, confined space. Going online could also provide new benefits. And compared to the cost of print, online publishing is practically free. Of course, it also has disadvantages we will also discuss. This session will help you determine if it is time to convert your publication to Web site and will help you get started on the right foot.
- 227 Leadership **Living With Prior Review** **The Commoner Staff with Principal Scott Brittain**  
Gov. John R. Rogers High School
- Your district or building administrators have determined the most efficient way to manage student publications is to oversee and "correct" their content, leaving you with the feeling you are working for the school district rather than your fellow students. This session led by student editors, their adviser and their principal will explore ways to build rapport – not antagonism – to encourage responsible student control of content.
- 228 Interviewing **Taking Control of the Interview** **Sandra Coyer**  
Puyallup High School
- Once you know the basics of interviewing, what next? We've got important information regarding what not to lose sight of but also what to watch out for.
- 229 Sportswriting **Take Your Sports Coverage to the Next Level** **Jeff Nusser**  
Gov. John R. Rogers High School
- High school sports writers often struggle with how to write compelling sports stories that people actually will read. We'll talk about solutions that can make sports stories more readable and coverage more comprehensive.
- 221 General Journalism **Ask An Editor** **Robert Frank**  
The Everett Herald
- Ever been stuck on a decision and not known where to turn? Bring your toughest dilemmas to this session with the City Editor of the Everett Herald. He'
- 202 New Media **Twitter for Journalists** **Kathy Gill**  
(Session is repeated from 1:30 p.m.)  
University of Washington
- See description at 1:30 p.m.
- 204 Review Writing **Everyone's a Critic** **Moira McDonald**  
(Session is repeated from 1:30 p.m.)  
The Seattle Times
- See description at 1:30 p.m.
- 212 Reporting **Becoming the Super Reporter** **Chris Carter**  
(Session is repeated from 1:30 p.m.)  
Central Kitsap Reporter
- See description at 1:30 p.m.