

**Midwest Journalism Conference**  
**April 12 & 13, 2013**  
**Crowne Plaza Hotel, Bloomington**

**Friday, April 12, 2013:**

- 8:00 a.m.—5 p.m.      **Registration**
- 8:30—11:15 a.m.      **Making the story pitch: A perfect strike, or low and outside?** - This session will explore how to come up with strong enterprise story ideas and sell them to your boss. The first part of this session will include an interesting back-and-forth with news directors and editors who make the decisions about what stories might develop into larger projects, while the second portion will inspire you to tackle your own enterprise ideas. It features an in-depth, multimedia presentation from Star Tribune reporter Curt Brown, whose series, "In the Footsteps of Little Crow," goes into amazing detail about the Dakota chief who led a rebellion in 1862. The series, which marked the 150th anniversary of the U.S.-Dakota War when it came out in 2012, was recently turned into an e-book. Moderator: Scott Libin, Internet Broadcasting. Panelists: Laura McCallum, assistant news director, Minnesota Public Radio; Mark Pitsch, Editor-Wisconsin State Journal; Anne Wittenborg, assistant news director, KSTP-TV; and special guest speaker Curt Brown, reporter, Star Tribune.
- 11:30—1:00 p.m.      **SPJ Mark of Excellence Awards Luncheon** – Join us as we honor college students from around SPJ Region 6 (Minnesota, Wisconsin, North Dakota, South Dakota) with regional Mark of Excellence Awards. Regional winners will move on to compete for National SPJ Mark of Excellence Awards. Our keynote speakers will be KSTP-TV reporter Mark Albert and Star Tribune reporter Allie Shah. Mark and Allie recently spent two weeks in Pakistan as part of the U.S.-Pakistan Professional Partnership in Journalism, organized by the International Center for Journalists. Mark and Allie will speak about their experiences learning about the culture, media, and newsroom environment in Pakistan.
- 11:30—1:00 p.m.      **MN AP Annual Meeting**
- 1:15—5:30 p.m.      **Critiques—Print, Radio & Television** – Bring your best work (Television should be on DVD, radio work on CD, please) and have the best in the business give you feedback. Get one-on-one advice on your reporting, anchoring, writing, audio gathering and photojournalism skills from some great professionals in the region.
- 1:15—2:30 p.m.      **Intimidating Interviews (how to cope with them)** — Some journalists interview senators, governors and celebrities every day. But for those who don't, these sessions can be daunting and stressful. Our experienced panelists share tips on how to approach these interviews to make sure you get the most out of them.
- Make Your Story Sing** - Relax, there'll be no arias or free-style rap required in this session. Instead, we'll outline ways to pull your audience into the stories you tell by connecting them with your content through video, sound and writing. We'll show you examples of how making a story "sing" draws the viewer/reader in and makes your story music to their ears. *Panelists:* Jaine Andrews, Managing Editor KELO-TV; Jerry Oster, News Director, WNAX AM & FM Radio; McKenna Ewen, Multimedia Storyteller, Minneapolis Star Tribune.
- Writing Lessons from the Other Side**—Journalists know deadlines. We may not love them but we live with them everyday. It doesn't matter if you're posting to the web, writing for broadcast or have a nervous editor looking for your copy. You'll hear from journalists who face real deadlines. Join the conversation on how to manage your time while keeping your managers happy. *Panelists:* Bob Shaw, reporter, St. Paul Pioneer Press.
- 2:45—4:00 p.m.      **When the Journalist Becomes the Story** - What happens when people who are used to covering the news wind up being the story? Hear from a range of journalists who found the camera on them for a change, and what they learned from the experience.
- How Not to Get a Job!** - You'll hear the bad ideas, gimmicks and mistakes made by applicants who blew their chance at getting a great job. This is your chance to talk to hiring managers about

how to get their attention when you apply for internships and jobs. Get answers to your questions about what information to include on your resumes, cover letters, and how to develop demos/portfolios that will set you apart from the competition. These pros know how you can get your foot in the door.

*Moderator:* John (JJ) Murray, Executive Director, Upper Midwest Emmy Chapter. *Panelists:* John Bodette, executive editor, St. Cloud Times; Kevin King, News Director, KSFY-TV; and Jerry Oster, News Director, WNAX Radio.

**Make Your Own Journalism Job**—Why wait for someone to hire you for your journalism dream job? An independent journalist today has more tools and opportunities than ever before to help them establish a professional reputation and make a living. If you're organized, resourceful and persistent, it could be you. Hear from four journalists who have used grants, fellowships, crowd-funding and freelance checks to do journalism on their own terms. Katie Eggers is founder and editor of Thirty-Two, a magazine about Minnesota culture and ideas that was launched in 2012 with the help of Kickstarter.com pledges. Todd Melby is a seasoned broadcast journalist who has produced several independent documentaries, including "Rough Ride," an interactive tour of the North Dakota oil patch. Matt Peiken is a former print reporter who made the jump to multimedia entrepreneur in 2007 and has since produced multiple independent video and web projects, including 3-minute egg and MNuet. *Moderator*— Dan Haugen, who has written about energy, business and technology for several local and national publications.

4:15—5:30 p.m.

**A Unique Team Effort: Tackling Sports as a Lead Story**—Whether it is Brett Favre's not-so triumphant return to Green Bay, a mega-superstar being linked to performance-enhancing drugs or a collegiate scandal that has the NCAA knocking at the door of your city's university, sports are more and more becoming lead stories around the country. But how do you get the information you need when spokespersons, coaches, and agents refuse to comment or take your call? Learn from our panel that has fought these same battles with the athletic departments and public relations staffs in major collegiate and professional sports. You'll also learn how to use your news and sports staff to support and help each other, and stop them from passing the buck when it comes to sports stories that can be tough to report. *Panelists:* Travis Morgan, Sports Director, KCAU-TV, Sioux City, Iowa; Michael Russo, NHL/Minnesota Wild beat reporter, Star Tribune. *Moderator:* Matt Cullen, Assignment Editor, WITI-TV, Milwaukee, Wis.

6:00 p.m.

**Opening Reception**

7:00 p.m.

**MN AP Banquet** – Speaker: TBD

## **Saturday, April 13, 2013:**

7:30 a.m.

**SPJ Board Meeting**

7:30 a.m.

**NBNA Educators Breakfast**

8:30—10:00 a.m.

**MAIN SESSION: Get Your Facts Straight**—One of the most important jobs a journalists does is check facts. Accuracy is at the heart of journalism. We find facts, interpret them, and share that information with the world. Hear tips and tricks of the trade from some of the best journalists in the Midwest. From fact checking during breaking news to social media sources, the panelists will give practical techniques you can start using right away. They will also give you advice on how to deal with "no comment." *Panelists:* Mark McPherson-WKBT Anchor/Reporter La Crosse WI; Jay Kolls-KSTP-TV; Investigative Reporter Minneapolis, MN, Star Tribune---TBD

10:15—11:30 a.m.

**Social Media Trends & Tribulations**—The problems and possibilities of the latest social media trends are explored by the pros. Whether it's Twitter, Pinterest, Storify, or Instagram, we'll tell you how news operations are using the latest social media toys to broaden their reach and the trouble that can follow when it's done wrong. Also, we'll discuss who should own your social media accounts...you or your news outlet. Stop by for the latest (and bring your smart phone). *Moderator:* John (JJ) Murray. *Panelists:* Kevin King/KSFY-TV; Jen Westpfahl, deputy editor of digital news and social media, St. Paul Pioneer Press; Kaeti Hinck, digital news director, MinnPost; Katie Schutrop, digital media producer, KARE 11.

11:45 —1:00 p.m.

**RTNDA Luncheon/NBNA Business Meeting** – *Speaker:* Chris Carl—Chair Elect—RTDNA

12 Noon—4:00 p.m.

**Critiques—Print, Radio & Television** – Bring your best work (Television should be on DVD, radio work on CD, please) and have the best in the business give you feedback. Get one-on-one advice on your reporting, anchoring, writing, audio gathering and photojournalism skills from some great professionals in the region.

1:15—2:30 p.m.

**Breaking News: How to Avoid Becoming Part of the Panic and Chaos**—It is the real deal story – a

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natural disaster leaving a trail of destruction, a mass shooting leaving a number of people dead or injured, or a native of your state gets thrust into the race for the nation's president. So where do you go from here? Our panel will discuss successful strategies and coverage plans for breaking news that can help you get the information you need to hit the air or put in your story. You'll get perspective on how to handle breaking news from both public officials and newsroom managers, and learn how to get the information and details that can separate you from your competition.

*Panelists:* Tom Hayes, Director of Public Relations, Hennepin County Medical Center (MN); Joe Radske, News Director, WKOW-TV, Madison, WI; Abby Simons, reporter, Star Tribune.

**Unleash Your Inner Broadcaster**—Learn techniques so you can deliver copy in a clear, conversational manner and more effectively communicate with your audience. If you're already doing voice work, please bring either a CD, flash drive, or website with an example you'd like to work on. If not, don't worry, we'll have scripts to help you unleash your inner broadcaster.\*\*\* Note \*\*\* While this session is a great way for print journalists to develop stronger vocal ability, it's also an excellent session for radio and television broadcasters to fine-tune their skills and sound better on the air. Presenters: George Bodarky, WFUV Radio & President of Public Radio News Directors, Inc.; Amy Tardif, WCGU Radio & RTDNA Board Member.

**Tighter Writing**—Your audience wants more information in less time. Can you deliver? Learn how two award-winning journalists, Peter King, Orlando Florida bureau chief of CBS Radio, and reporter Lindsey Seavert of KARE 11, Minneapolis, create attention-getting stories with crisp, clear, and concise writing.

2:45—4:00 p.m.

**Too Much or Too Little For TV?**—You've finally gotten your big break and of course you want to look your best. Before you go into the closet to select your "favorite" sequined outfit or sit down at the make-up mirror with a trowel in hand, attend this conference session to hear from professional make-up artists and television stylists about the Do's and Don'ts of television news, weather and sports. Television cameras "see" things differently than the human eye does and our panel's advice could save you from appearing on a YouTube or Facebook blooper clip by telling you what you need to know to look like the professional you are. *Panelists:* Jaine Andrews, Managing Editor, KELOLAND TV News; Jon Charles, Owner, Jon Charles Pure Salon-Minneapolis; Bonnie Erickson, Erickson Image Consultants; Kimberly Erickson, Uptown Hair District-Minneapolis.

**Conducting Yourself in an Ethical Manner in a Digital World** – The preamble to RTDNA's Code of Ethics reads, "Professional electronic journalists should operate as trustees of the public, seek the truth, report it fairly and with integrity and independence, and stand accountable for their actions." Digital content and social media have become some of the most powerful tools to reach a large audience quickly, efficiently and effectively. But along with the power to be fast, first and out-front on a story, today's journalists are being forced to deal with ethical questions on the fly. This panel features professionals who've dealt with such dilemmas and a discussion of ways to navigate your own predicaments. *Panelists:* Chris Carl, RTDNA Chair-Elect, WDEL-AM; Jason Vincent, Morning Anchor/Executive Producer. KGAN-TV.

**Taking Your Reporting to New Heights with Data**—Data often requires some ingenuity from journalists to track down, interpret and explain. Sticking with it can mean a big payoff, as data may bring to light new angles for daily stories or inspire larger features or investigative projects. This session will hone in one newsroom as it's putting more energy into its data reporting efforts these days. This includes careful consideration for the visual side, or presenting that data, as well. James Eli Shiffer, a team leader at the Star Tribune who oversees its coverage of the city of Minneapolis and its Whistleblower column, will start out the presentation by touching on various standout data-driven projects at the newspaper. To flesh that out further, Alejandra Matos, a data visualization reporter at the Star Tribune will talk firsthand about obtaining the raw data, overcoming obstacles along the way, analyzing the information and ultimately producing colorful stories of high impact.

6:00—7:00 p.m.

**NBNA Reception and NBNF Auction**

7:00 p.m.

**NBNA Awards Banquet**—Join us for our annual Eric Sevareid radio and television awards ceremony and meet this year's winner of the Mitchell V. Charnley Award.

**REGISTER AT <http://midwestjournalism.com/registration>  
Questions? Call Christine at 605-490-3033 or email  
[contact@midwestjournalism.com](mailto:contact@midwestjournalism.com)**

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## Midwest Journalism Conference Special Guest Speakers

### Mark of Excellence Awards Luncheon—April 12, 2013—11:30 a.m.



Mark Albert is an award-winning reporter at KSTP-TV in Minneapolis/St. Paul, Minn. Mark joined KSTP in August 2005. Previously, he worked at WWMT-TV in Grand Rapids/Kalamazoo, Michigan as a reporter/fill-in anchor; KHSL-TV in Chico/Redding, California as a weekend anchor/reporter; and IMPACT Cable News in Los Angeles, California as a correspondent.

Mark is a Peabody Award-winner, recipient of the National Headliner Award, three regional Edward R. Murrow awards, and nine regional Emmys. He's been honored for his writing and reporting in numerous categories including general assignment reporting, investigative reporting, enterprise journalism, political reporting, legal reporting, documentary reporting, health/science reporting, and online reporting, including for investigative websites.

Mark's stories and investigations have taken him as far away as Kenya, Kuwait, and Japan. Mark is a graduate of the University of Southern California and is a member of RTDNA, SPJ, and IRE. He is a native of Los Angeles.

Allie Shah is a veteran journalist at the Star Tribune in Minneapolis, the largest media company in Minnesota. She has also written for the Chicago Tribune and the Philadelphia Inquirer. She currently covers immigration issues for the Star Tribune.

Shah has received awards from Columbia University's School of Journalism, the Education Writers Association, the South Asian Journalists Association, and the Minnesota Society of Professional Journalists. She authored the opening chapter of "The Authentic Voice: The Best Reporting on Race and Ethnicity," a textbook that is used in journalism schools across the U.S.A. In 2004, she taught at the University of Iowa's School of Journalism through the school's Professionals in Residence program.

In 2008, Shah was one of six American journalists chosen for the East-West Center's Senior Journalists' Seminar held in India and Malaysia. The topic was "Building Understanding between the United States and the Asian Muslim World." Shah grew up in Iowa and graduated cum laude from the University of Minnesota's School of Journalism and Mass Communications.



### MN AP Awards Banquet—April 12, 2013—7:00 p.m.—Speaker TBD

### RTDNA Luncheon/NBNA Business Meeting—April 13, 2013—11:45 a.m.

Chris Carl is a chair-elect of RTDNA national board of directors. He is also director of News and Programming for WDEL-AM in Wilmington, Del. – Delaware's most listened to radio station for news and information. Carl leads one of the more unique radio newsrooms in the country, as WDEL reporters produce daily radio, video and text reports. He also serves as managing editor of WDEL.com. Under Carl's direction, WDEL has received numerous state, regional and national awards, including Edward R. Murrow awards from the Radio Television Digital News Association. As a reporter, Carl has covered several national political conventions, hosted Gubernatorial inauguration ceremonies and moderated political debates.



## Hotel & Registration Information

Make your reservations by March 19, 2013 to guarantee the Conference room rate of \$99. for a double room or \$119. for a suite + tax per night

[Click HERE to reserve your guestroom!](#)

You can also reserve by phone at 877-227-6963 and mention MJC. The Crowne Plaza is located at 3 Appletree Square in Bloomington near the intersection of I-494 and 34th Avenue South near the Mall of America.

REGISTER AT <http://midwestjournalism.com/registration>

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