

Midwest Journalism Conference
March 30 & 31, 2012
Crowne Plaza Hotel, Bloomington

Friday, March 30, 2012:

- 8:00 a.m.—5 p.m. **Registration**
- 8:30—9:45 a.m. **“You Want Me To Do WHAT???”** - Today, journalists are asked to be everything to everyone. You’re expected to be photographer/videographer, reporter, writer, editor, and web editor. How can a journalist keep up with the demand of this multi-media world and stay sane? Join Scott Libin of Internet Broadcasting, Mitch Pittman, Boyd Huppert and Dave Berggren who will share tips on how to keep up with the demands of this ever-changing field. *Sponsor: Internet Broadcasting*
- 10:00—11:15 **Social Media and the 2012 Elections: What to Expect on the Campaign/Facebook/Twitter Trail** - If you thought Facebook and Twitter were big during the 2008 Presidential election, wait until this November rolls around. In fact, political reporters are already getting a workout using social media tools while tracking the candidates' every moves. How can you best put social media tools to use if you're covering candidates on the local, state, and national levels? Join this lively discussion as we get closer and closer to Election Day 2012. *Panelists:* Tom Hauser, chief political reporter, KSTP-TV, Patrick Lalley, columnist, Sioux Falls Argus Leader, Jon Gordon, social media & mobile news editor, MPR; Mary Spicuzza. *Moderator:* Rod Peterson, WHO—TV.
- 11:30—1:00 p.m. **SPJ Mark of Excellence Awards Luncheon** —*Speaker:* Bao Vang, reporter/anchor, WBAY-TV, Green Bay, Wis. *Sponsor: Minnesota Public Radio*
- 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. **Tech Tips**—In this session, tech-savvy journalists give an update the latest on the tools of the broadcast news trade. *Sponsor: MN Associated Press*
- Quality Sports Reporting: 5 Percent Personality, 95 Percent Writing, Nat Pops, and Avoiding Cliches Like the Plague** - A spot in the sports journalism world involves so much more than crafting a catchphrase and standing on the sidelines at the big game. In this session, you’ll get the meat and potatoes of being an effective sports reporter, from improving your writing skills to techniques for being a better photographer and learning how to avoid bad interviews (and answers like “We’ll let the chips fall where they may.” Wait, what?) Our panelists will teach you how to avoid common mistakes, and tips for getting a job in sports. *Panelists:* John Gross, KSTP-TV. *Moderator:* Matt Cullen, NBNA Vice President
- Student Media Showcase**—Come see what other student media outlets are producing and what it takes to win awards. Students will show off their work for a student-to-student peer review session and professionals will be there to tell you how to improve. The student-lead panel will discuss best practices in producing stories, weekly newscasts, sports shows, promos and online content. Find out what other universities are doing and steal their best ideas. *Moderator:* Robin O’Callaghan-Winona State University *Sponsor: NATAS—Upper Midwest*
- 2:45—4:00 p.m. **Your Own Best Editor** - Minnesota Public Radio editor Bill Wareham shares ideas on how reporters can be their own best editor in preparing their copy, with strategies and techniques for avoiding common writing pitfalls and sharpening copy.
- How to get better quicker** – You’ve gotten the job, now how do you make the most of it? Whether you are a student about to take that first step into the business, or a professional who’s been working the beat for the past few years, our panel of seasoned professionals in both radio and television will share what they’ve learned about how to improve your interviews; develop story ideas; and work the beat more effectively. Their secrets to success are sure to get you better quicker. *Panelists:* Jaine Andrews, Managing Editor KELO-TV; Jerry Oster, News Director, WNAX Radio; Mark McPherson, Anchor/Reporter WKBT-TV.
- Innovative strategies for making your political coverage more meaningful**—Hear from a couple of reporters who work in traditional and multimedia platforms about ways to give your political coverage an edge, and jump-start story ideas with an overview of the legislative races, new voting laws and ballot measures to stay tuned to.

- 4:15—5:30 p.m. **Award Winning Storytelling:** Excellence knows no market size. This session sponsored by the Upper Midwest Emmy® Chapter will show you award-winning multimedia journalist, feature and general news stories and let you talk with industry professionals about what makes ordinary stories extraordinary. The focus is content, creativity and execution. The same areas of focus for judges during most award competitions. *Presenters:* Liz Collin 2011 Upper Midwest Regional Emmy® Recipient and Weekend Anchor/Reporter WCCO-TV in Minneapolis. John Murray Executive Director NATAS – Upper Midwest. *Sponsor:* NATAS—Upper Midwest
- 6:00 p.m. **Opening Reception**
- 7:00 p.m. **MN AP Banquet** – Speaker: Norm Ornstein
- Saturday, March 31, 2012:**
- 7:30 a.m. **SPJ Board Meeting**
- 7:30 a.m. **NBNA Educators Breakfast**
- 8:30—11:30 a.m. **MAIN SESSION: Google 101 for Journalists** - Google has become an essential tool for journalists digging for more information. In this session, you'll learn how to get the most from Search and other free Google tools. Whether you're in print, broadcast, or digital journalism, this session will introduce ways you can search smarter, keep better tabs on your beat, see what's hot and what's not, add a visual edge to your online content, and use Google on the go when you're reporting in the field. Walk away with tips and tricks and an online resource — for GoogleSearch, Hot Trends, Insights, Reader, News, Maps, and more. *Presenter:* Jake Parrillo, Google.
- 10:15—11:30 a.m. **Making Google Work for You in 2012**—During the second half of the session, see how you can put Google's tools to use for reporting during the 2012 Election.
- 11:45 —1:00 p.m. **RTDNA Luncheon/NBNA Business Meeting** – *Speaker:* Mike Cavendar—Executive Director, RTDNA/F
- 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. **S.O.S for Visual Storytellers:** "Mayday," you need feedback and your boss or professor is busy! This session will demonstrate a way for you to objectively critique your own work and directly measure your results. The Story Objective System tracks more than 50 focus elements for producing a quality story covering writing, photography, audio, editing and production. Session volunteers can show a story and use the S.O.S. to see what they are doing well, and learn objective techniques to improve their skills on even the most mundane stories. *Presenter:* John Murray has worked as a reporter, photographer, producer, executive producer and news director. Murray now owns his own media coaching business Twin Cities Media. *Sponsor:* Twin Cities Media
- How Not to Get Fired for Doing Something Stupid!**—Ethics isn't just a college course, for journalists it's an everyday decision-making process. Students and Pros will work together to review cases and decide what to do when faced with a dilemma that could get them fired...or worse. Come take the Ethics challenge and network with the pros. *Moderator:* Joseph Radske, WKOW-TV Madison *Panelists:* Chuck Baldwin, Journalist-in-Residence, USD; Mike Cavender, Executive Director RTDNA; Michelle Van Maanen, USD.
- 2:45—4:00 p.m. **The Art of Access: Strategies for Acquiring Public Records** – You heard all about the Freedom of Information Act in your Media Law class in college, but have you given it much thought lately? Chances are the next time you're stymied by a restrictive clerk of courts or a tight-lipped board member, you might not be getting access to all the information that could be available for your story. In this session, you'll learn how to acquire public records, overcome denials, even reduce your copy fees. (Dave Cuillier, Society of Professional Journalists)
- Your 21st Century Resume:** The days of shipping a resume and a DVD to find a job are as outdated as analog. Today's 21st century job-seekers still have to know the basics: cover letters, resumes and demos. But now they have to market that information in new and engaging ways. This session will demonstrate video & web resume's, networking tools like Branch Out & LinkedIn, and give you ideas and suggestions to find ways to get your product directly in front of those who do the hiring. *Panelists:* Pauleen Le, WKBT, LaCrosse, WI; Jacob Schwarzwinger, Winona State University; Jaime Andrews – Managing Editor KELO-TV Sioux Falls, SD. *Moderator:* John Murray

What's the Work-Around? - So your source won't go on camera; won't answer your questions; won't even take your calls or emails? Whether you've been "shut out" by a coach, public official, or even the businessman down the block, this panel has some ideas for how to avoid showing up at the boss' desk empty handed. Hear helpful ways to work the story without that "key" source. Find out what other ways are there to get the information or "sweet talk" your way back into their good graces. *Panelists:* Tom Hayes, Hennepin County Medical Center, Kevin Smith, Minnesota Twins. *Moderator:* Joe Radske, WKOW TV

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. *Sponsor:* *National Association of Broadcasters.*

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

Midwest Journalism Conference Special Guest Speakers

You Want Me To Do WHAT???—8:30 a.m.—Friday, March 30

Scott Libin is Vice President of Content Management for Internet Broadcasting. He's a 25 year broadcast and digital journalism veteran who has served as a television news director at a number of stations including WCCO and KSTP in Minneapolis. He also spent seven years as a resident faculty member at the Poynter Institute for Media Studies in Florida.



MOE Luncheon—11:30 a.m.—Friday, March 30

While most people are sleeping, Bao Vang is hard at work covering the latest overnight news for Northeast Wisconsin on Action 2 News This Morning. Bao joined the station in fall 2011 after spending five years as a morning anchor and evening reporter at WSAW-TV in Wausau, Wis.

Vang is a native of St. Paul, and graduated from the University of St. Thomas in 2006 with degrees in broadcast journalism and Spanish. During college, she completed two internships and worked as the Saturday morning news writer at KARE-11-TV.

In 2011, Vang received an RTDNA/UNITY Award for her commitment to covering the cultural diversity of Central Wisconsin and its strong Hmong population. She also received the Wisconsin "Friend of Education" award and the ATHENA Young Professional Award in 2010.



Your Own Best Editor—2:45—4:00 Friday, March 30

Bill Wareham has held a variety of positions since joining Minnesota Public Radio in 1982, including news director, deputy news director and a senior editor in the Minnesota Public Radio newsroom. He covered the state Capitol and politics for Minnesota Public Radio and The Associated Press. When he wasn't reporting on politics, he could often be heard reporting on sports (including the World Series, Super Bowl, Stanley Cup, Final Four and U.S. Open golf tournament) and pop music. He graduated from St. Olaf College, where he majored in political science. Wareham grew up in Minneapolis and lives in St. Paul.



Minnesota AP Banquet—7:00 p.m.—Friday, April 8—Speaker Norm Ornstein

One of the nation's top political scholars brings his keen eye back home to Minnesota to dissect the never-ending presidential campaign and American politics in general. Norm Ornstein, a resident scholar at the American Enterprise Institute in Washington, writes a weekly column for Roll Call and serves as an elections analyst for CBS News. He's written or co-written many books, including "The Broken Branch: How Congress is Failing America and How to Get it Back on Track," and participated in a working group of scholars that helped shape the campaign finance reform law that became known as McCain-Feingold.



<http://midwestjournalism.com>

Google 101 (for journalists!) - 8:30 a.m.—Saturday, March 31

Jake Parrillo is Google's Midwest Manager for Global Communications and Public Affairs. He has managed communications, public policy and community affairs for Google across the Midwest since 2007. Jake has given his "Google 101 for Journalists" presentation to groups including Minnesota SPJ, Madison SPJ and at SPJ National conventions in Las Vegas and New Orleans. Prior to Google, Jake was at FeedBurner (Acquired by Google) and formerly worked for the Office of the Minority Leader in Illinois.

RTDNA Luncheon Speaker—11:30 a.m.—Saturday, March 31

Emmy Award-winning news veteran Mike Cavender was named Executive Director of the RTDNA/F after more than 20 years in virtually every board capacity, including Chairman, of this international electronic news professional association and its educational foundation.

Cavender has deep experience in broadcast and online news, having served as Vice President of News at several major and large market CBS affiliates, including Atlanta, Washington, DC, Tampa-St. Petersburg and Nashville. Prior to his management career, he was an anchor, reporter and documentary producer at stations in Texas and Illinois.

His career also includes news consulting work abroad and serving as a start-up consultant to the Associated Press on several statewide video networks.



Hotel & Registration Information

Make your reservations by **March 6, 2012** to guarantee the Conference room rate of **\$93. for a double room or \$113. for a suite + tax per night**

Call the Crowne Plaza in Bloomington, MN to make your room reservations at

952-854-9000. Mention the Midwest Journalism Conference.

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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