

	Student Center- Branigan Room	Student Center - 245 (30)	Hamilton Library- 309 (30 computers)	Hamilton Lib- ELC (30)	Hamilton Lib - 311 (24)	Johnson Center- 101 (48 stadium seats)	Johnson Center-102 (43 stadium seats)	Johnson Center-103 (30)	Johnson Center-104 (36)	Chapel Wymer Rm. (35)
10:00-10:45	Adviser Roundtable Discussion with Ed Clere & Ed Delaney	The Write Stuff: Your Skills are in Demand with Holly Vonderheit (W,G)	The Business of Sports Broadcasting with Larra Overton (B)	From Another Perspective with Rachel McCarver (L)	Use Alternative Story Forms, Not Alternative Facts with Brian Hayes (W)	Everyone Has a Story with Gregg Doyel (W)	Calling All Advisers with Kari Whisler & Phil Page (A, Y)	Staff Building 101 with Kim Green (A, L)	Adapted from the Pros with Sarah-Anne Lanman (V)	10 ways to improve your print design with Ron Johnson (V)
11:00-11:45	Adviser Membership Mtg.	Student Membership Meeting with April Moss	Write This, Not That with Claire Burke (W)	#yearbookproblems with Kelly Short (Y)	Compose Impactful Photographs with Lisa Keene (P)	The First Amendment & Religious Freedom with Judith Cebula (G)	Student Journalists and Political Coverage with Corey Eliot (G)	Writing? It's as Easy as 1,2,3... 4,5,6 with Terry Nelson (W)	Hear from the "Sports Anchor/News Director/Higher Ed PR Guy" with Chuck Carney (G)	What's in a Design Theme? with Roth Lovins (V)
12:00-12:45	Adviser Luncheon	Student Board open forum	Visual Storytelling and Using Your Smartphone for Exceptional Video with Derik Hughes (P, V)	Editors Only with Kari Whisler (Y)	Boost your Yearbook Sales with Marketing! with Jared Wojtas (Y)	We're All Storytellers with Phillip B. Wilson (W)	What Does Journalism Look Like in College? with Indiana collegiate journalists (G)	Finding Good Sports Stories (It Doesn't Always Work) with Dakota Crawford (W)	Finding Your Shot: Stepping Out of your Comfort Zone with Breanna Daugherty (P)	Clear, Concise Writing with Keesha Hughes (W)
1:00-1:45			Photography Free for All with Jeff Gabbard (P)	Keeping Coverage Fresh with Kris Brown (W)	Yearbook Fixer Upper with Lauren Wagner (Y)	Pictures Worth a Thousand Words with Sarah Verpooten (P)	Covering Politics Now with Rachel Hoffmeyer (G)	Public Records & Hard-Hitting News with Kathleen Schuckel (G)	The Photojournalist as Advocate with Martin Smith-Rodden (V, P)	

Key: A=Adviser W=Writing V=Visuals&Design P=Photography Y=Yearbook L=Leadership G=General Interest B=Broadcast

10-10:45 a.m.

Adviser Roundtable Discussion

*Ed Clere & Ed Delaney, Representatives to the Indiana General Assembly
Student Center - Branigan Room*

Representatives Clere and Delaney, co-sponsors of HB1130, the "New Voices" legislation, along with members of the IHSPA Board of Directors will facilitate discussion about our continued efforts to secure student press rights in Indiana. Learn about ways you can support the cause! [#newvoices](#)

The Write Stuff: Your Skills are in Demand

*Holly Vonderheit, IU School of Medicine, Director of Strategic Communications & Marketing
Student Center - 245*

I started my career as a journalist and found the skills that I honed in demand in the marketplace -- from fund raising, to tourism, to health care, to higher education and beyond. I'll walk through examples of roles that call for copywriting skills and how the work students do today prepare them for these positions tomorrow.

The Business of Sports Broadcasting

*Larra Overton, Sports Reporter & Anchor, Fox59 & CBS4
Hamilton Library - 309*

Veteran sports broadcaster Larra Overton discusses breaking into sports media and how to gain the versatility to succeed on multiple media platforms including hosting, anchoring, sideline reporting, and utilizing social and digital media.

From Another Perspective

*Rachel McCarver, Adviser, Columbus North High School
Hamilton Library - ELC*

Do you ever wonder how everyone else seems to have so much less (or more) work than you? Surprise--they don't! Come prepared for interaction and a chance to get a taste of how "the other half" feels, works and leads.

Use Alternative Story Forms, Not Alternative Facts

*Brian Hayes, Instructor, Ball State University
Hamilton Library - 311*

Alternative story forms help connect readers to important content they might otherwise pass up. They fill a void written stories cannot provide and improve the visual appeal of printed publications and websites. In this session, we'll discuss how to brainstorm and create alternative story forms your audience will read.

Everyone Has a Story

*Gregg Doyel, sports columnist, IndyStar
Johnson Center - 101*

How to report a story, and how the reporting is more important than the actual writing. And how to report it. Everyone has a story worth telling. Everyone.

Calling All Advisers

*Kari Whisler & Phil Page, Jostens
Hamilton Library - ELC*

From grading to deadlines to motivating busy high school students, we all know that yearbook advising isn't like any other job in the building. Please join us to learn the top 15-20 best practices of advising a yearbook class.

Staff Building 101

*Kim Green, Director, BSU Journalism Workshops
Johnson Center - 103*

Being on a staff. Belonging to a staff. There is a difference! And that difference directly affects what your staff produces! We'll look at effective ways to build a dynamic staff that works and plays its way to excellence!

Adapted from the Pros

*Sarah-Anne Lanman, Adviser, Munster High School
Johnson Center - 104*

Stuck on how to make professional designs work for your staff? Want your publication to look trendy without plagiarizing? Join this design session meant for both yearbook and newspaper staffs to see examples and get inspired.

10 Ways to Improve Your Print Design

Ron Johnson, Director, IU Student Media

Chapel Wymer Room

Outdated newspaper and yearbook designs? Struggling with old type and design furniture that just doesn't fit any more? The Design Doctor has some suggestions — for the short term and the long term.

11-11:45 a.m.

Adviser Membership Meeting

Denise Roberts, IHSPA President & Ryan Gunterman, IHSPA Executive Director

Student Center - Branigan Room

Annual business meeting of the Indiana High School Press Association. Hear the state of the association from the Executive Director, discuss new initiatives, and elect officers for the coming year.

Student Membership Meeting

April Moss, IHSPA Vice President

Student Center - 245

Up to two students from each member publication are invited to attend this meeting and help elect the IHSPA Student Board. Students who are running for board seats must attend this session.

Write This, Not That

Claire Burke, Newspaper & yearbook adviser, Lawrence Central HS

Hamilton Library - 309

Does your copy lack zing and pep? At this session, we will discuss how to hook your readers and keep them engaged in your stories. Finding a unique angle, word choice and alternative copy will be covered, so you can amaze your audience from beginning to end!

#yearbookproblems

Kelly Short, Adviser, Clarksville High School

Hamilton Library - ELC

In this session yearbook staffers can get answers to their yearbook problems from making deadlines to staff relations. Prior to the start of the session, students will fill out cards with their questions and have those questions answered by the facilitator with input from the other staffers in attendance.

Compose Impactful Photographs

Lisa Keene, Yearbook Adviser, Crown Point High School

Hamilton Library - 311

Everyone can snap a picture, but it takes skill to consistently compose impactful photos that interest viewers and reveal emotions. This session shares composition tricks and tips on how to be at the right place at the right time to create dominant-worthy photographs.

The First Amendment & Religious Freedom

Judith Cebula, Director of Communications, Lilly Endowment, Inc.

Johnson Center - 102

Judith Cebula, formerly religion reporter for The Indianapolis Star and News; as well as former director of The Center for Faith and Vocation at Butler University, will discuss what American religious freedom means and how high school media can cover religion in diverse, fair and compelling ways. [#newvoices](#)

Student Journalists & Political Coverage

Corey Elliot, Press Secretary, Office of the Indiana Attorney General

Johnson Center - 102

I will be speaking to students about my experience covering politics and advice/information about working on the other side of the media spectrum as a public information officer, which should provide valuable do's and don'ts for someone learning the ropes as a reporter in regards to interaction with PIO's. [#newvoices](#)

Writing? It's as Easy as 1,2,3...4,5,6

Terry Nelson, Journalism Instructor, Indiana State University

Johnson Center - 103

Don't know where or how to start your story? This session will give you a plan of attack through the six-step writing process and 5-minute coaching exercise. All types of stories will be stronger if you have a plan and know how to progress through the steps. It's magic. It works.

Hear from the “Sports Anchor/News Director/Higher Ed PR Guy”

*Chuck Carney, Director of Communications & Marketing, Indiana University School of International Affairs
Johnson Center - 104*

Chuck Carney has been doing higher education public relations for a decade, all at Indiana University. But it's not precisely what he set out to do. He started as a radio disc jockey, became a television sports anchor, then a news director and anchor, and finally jumped into public relations. In this session, he relates the twists and turns of fate that led him to his current role and gives some advice about what upcoming students should think about in considering media careers. Spoiler alert: he says all of that previous experience helps every single day.

What's in a Design Theme?

*Roth Lovins, Yearbook & Newspaper Adviser, Columbus North High School
Chapel Wymer Room*

Having difficulty connecting your content to a consistent set of visuals? This session will teach you how to create a unifying design for your school's magazine or yearbook. Concepts covered will include design elements such as color themes, spread design and section development.

12-12:45 p.m.

Adviser Luncheon

*Ryan Gunterman, IHSPA Executive Director
Student Center - Branigan Room*

Join fellow advisers and friends of IHSPA as we celebrate our achievements and recognize friends of scholastic journalism.

Student Board Open Forum

*Members of the IHSPA Student Board
Student Center - 245*

Student members are encouraged to meet your newly-elected IHSPA Student Board members. Give your input on Student Board initiatives and hear from your leadership. [#newvoices](#)

Visual Storytelling & Using Your Smartphone for Exceptional Video

*Derik Hughes, Multimedia Specialist, United Way of Central Indiana
Hamilton Library - 309*

What to look for in video. How to tell a story. How to sequence your shots to tell a story. How to conduct interviews. How to use your smart phone for better storytelling.

Editors Only

*Kari Whisler, Jostens
Hamilton Library - ELC*

Congrats! You are now the editor! Learn how to motivate your staff while managing the largest project you'll ever do.

Boost Your Yearbook Sales With Marketing!

*Jared Wojtas, Yearbook Representative, Walsworth Yearbooks
Hamilton Library - 311*

This session will cover marketing ideas that will make YEARBOOK a priority to your student body. Topics covered will include Gorilla Marketing, Customized Marketing, Aurasma and many other easy to implement ideas!

We're all Storytellers

*Phillip B. Wilson, Sports Reporter
Johnson Center - 101*

Three decades of sports writing have provided the opportunities to cover Super Bowls, NCAA Final Fours and Indy 500s, but regardless of the event, the mission is to craft interesting stories about people for people. We all have a story to tell. This story will include dropping some big names to drive that point home, and in an engaging, entertaining style that has been known to evoke laughter.

What Does Journalism Look

Like in College?

Johnson Center - 102

Discover the wealth of opportunity, experience and knowledge available to students in journalism and telecommunications during this panel session featuring those currently attending Ball State, Butler, Franklin and Indiana.

Finding Good Sports Stories in Person & on Twitter (It Doesn't Always Work)

*Dakota Crawford, IndyStar
Johnson Center - 103*

In person, finding a good story comes down to watching and listening. Then jumping at the right moment and hoping for the best. Finding a good lead on the Internet is even easier! Watch for the buzzy posts and write about them. But sometimes that's too easy. We'll highlight a few stories: one success from reporting in-person, one from social media... and a third that was a total failure (which is OK.)

Finding your shot: stepping out of your comfort zone

Breanna Daugherty, 2016 Indiana College Photographer of the Year, Ball State University

Johnson Center - 104

Becoming a good photographer requires being versatile in your shots, connecting with your subjects and having a camera bag full of skills at your disposal. Learn how to expand your abilities, build your portfolio and, most importantly, step outside of your comfort zone.

Clear, Concise Writing

Keesha Hughes, PR Specialist, Perry Township Schools

Chapel, Wymer Room

Trouble with too many words? I'll provide tips writing copy that is clear and concise. I will also speak on the importance of editing one's own copy for brevity.

1-1:45 p.m.

Photography Free for All

Jeff Gabbard, Publications Adviser, Richmond High School

Hamilton Library - 309

This session will be a mixed bag of topics submitted by advisers or brought with you to the convention. Get ALL of your photo questions answered as time allows.

Keeping Coverage Fresh

Kris Brown, Publications Adviser, Fishers High School

Hamilton Library - ELC

Newspaper and yearbook staff members will learn new ways to cover familiar topics and learn strategies for finding new topics.

Yearbook Fixer Upper

Lauren Wagner, Publications Adviser, Zionsville Community High School

Hamilton Library - 311

Do you know your yearbook can be better but don't know where to begin? This session looks at how one staff changed their culture and their book to make dramatic improvements in a short time. Come for the pretty yearbook spreads, stay for the tips to flip your book.

Pictures Worth a Thousand Words

Sarah Verpooten, Adviser, Lake Central High School

Johnson Center - 101

Forget selfies and posed photos. Let's get photos that matter, photos that actually tell a story. Yearbooks, newspapers, magazines, social media: we can all benefit from better images.

Covering Politics Now

Rachel Hoffmeyer, Executive editor of TheStatehouseFile.com, Franklin College

Johnson Center - 102

Political reporting has rarely been more important than right now. Learn what it takes to be successful from someone whose home base is the Indiana Statehouse and guides student journalists to produce work that's distributed to news outlets all across Indiana. [#newvoices](#)

Public Records & Hard-Hitting News

Kathleen Schuckel, Newspaper Adviser, Perry Meridian High School

Johnson Center - 103

Get familiar with Indiana's public record and public meeting laws as well as other government records. Schuckel will discuss how she used them in her 25+ years as a newspaper and magazine reporter. We'll brainstorm novel ways to use data to generate story ideas. [#newvoices](#)

The Photojournalist as Advocate

Martin Smith-Rodden Assistant Professor / Photojournalism sequence coordinator, Department of Journalism at Ball State University

Johnson Center - 104

One of the oldest traditions in photojournalism is the ability to pick up a camera, and use it for emotional storytelling that reaches people's hearts and minds – and, ultimately, make a difference.