

SESSIONS AT A GLANCE

Opening Ceremony 8:45-9:20am

Awards Ceremony 1:15-2:00pm

9:30-10:15am

All That Color

Gina Claus, Castle Rock MS
GENERAL
Room 386

Media Portfolio Prep for College

Steve Weiss & Jesse Grace, CSU
GENERAL, BROADCAST
Room 376-378

Interviews: The Gift of a Question

Kris Hooper, Herff Jones
GENERAL
Room 308-310

Photography with GRIT

Tina Cleavelin & Peter Griffin,
Jostens
PHOTO, YEARBOOK, PRINT
Ballroom A

11 Yearbook Trends for '22

Nick Monastra, Walsworth
YEARBOOK
Room 382

Broadcast Stories That Work

Patrick Moring, Rampart HS
BROADCAST
Ballroom D

Small and Mighty

Anastasia Harrison, Legend HS
YEARBOOK
Room 304-306



10:25-11:10am

Using Colorado Journalism Laws in Your Program

Patrick Moring, Rampart HS
Sergio Luis Yanes, Arvada HS
GENERAL
Room 304-306

90-Second Video Stories

Adam Dawkins, Regis Jesuit HS
BROADCAST
Room 382

Photography with GRIT

Tina Cleavelin & Peter Griffin,
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Is There a Future (in) Journalism?

Michael Humphrey, CSU
GENERAL, ONLINE
Room 308-310

You Are a Storyteller

Ben Reed, Monarch HS
GENERAL
Room 372-374

We Can't Cover Everything. Now What?

Jack Kennedy, The Best
PRINT, MAGAZINE
Room 386

Investigative Reporting for Broadcast News

Kati Weis, CBS4
BROADCAST, ONLINE
Ballroom D

Take a guided tour of the Rocky Mountain Student Media facilities! Sign up at the CSU table in the exhibit area. Tours begin at the start of **Sessions 2 & 3**.

11:20-12:05pm

LUNCH: Schools A-L

Working as a Journalism Mercenary

Dan Mohrmann, Single Wing
Media
GENERAL
Ballroom D

Interviewing Do's and Don'ts

Tina Griego, COLAB
GENERAL
Room 372-374

Every Story Matters

Jessica Hunziker, Castle View HS
GENERAL
Room 308-310

Improving Your Broadcast Through Writing

Patrick Moring, Rampart HS
BROADCAST
Room 304-306

Training Leads to Content

Kristi Rathbun, Rock Canyon HS
GENERAL
Room 382

Ideas from the Professionals

Laura Schaub, OU Professor
Emerita
GENERAL
Room 376-378

Coverage XXL

Laurel Wicke, Drake MS
Andrew Ross, Walsworth
YEARBOOK
Room 386

12:15-1:00pm

LUNCH: Schools M-Z

Hot Topics in Public Relations

Young Eun Park, CSU
GENERAL
Room 308-310

Know Your Rights: Colorado Press Law & Ethics

Adam Dawkins, Regis Jesuit HS
GENERAL
Room 386

Just Your Type

Laura Schaub, OU Professor
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PRINT, YEARBOOK
Room 376-378

Interviewing Do's and Don'ts

Tina Griego, COLAB
GENERAL
Room 372-374

Language Lessons: Why Words Matter

Jake Sherlock, CSU/Rocky Mountain Student Media
WRITING
Room 382

Editor Roundtable

GENERAL
Room 304-306

J-Day Insider Tip: Always have a back-up session planned in case your first choice is full.

There is a 10-minute "passing period" between sessions, so be sure to have your LSC map ready and arrive on time.

When do I eat lunch?

You may have brought lunch, but the Lory Student Center food courts, located on the two floors below the Grand Ballroom, are open. Some may choose to wait to eat after the closing session (if you can hold on until 2 p.m.), but to keep the food court chaos to a minimum:

Schools from A - L eat during Session 3 (11:20-12:05pm) Schools from M - Z eat during Session 4 (12:15-1:00pm).

9:30-10:15am

All That Color

Gina Claus, Castle Rock MS

GENERAL

Room 386

Color is an effective way to enhance and tie-in your visual theme with your verbal. Learn some tips and tricks on how to effectively incorporate color with purpose into your design.

Media Portfolio Prep for College

Steve Weiss & Jesse Grace, CSU

GENERAL, BROADCAST

Room 376-378

This session features instructors from CSU who work with students in preparation of their media production portfolios as they graduate and move into the professional ranks. Now some of those expectations are on high school students looking for a strong media college program. Get their advice on what you should be doing now to get in to a college program that fits you best.

Interviews: The Gift of a Question

Kris Hooper, Herff Jones

GENERAL

Room 308-310

This interactive session will review the basics of interviewing as well as delve

into the life-skill of showing a sincere interest in others. By asking great “Fact” questions and following them up with simple, open-ended probing questions, we will practice the valuable skill of learning the “Why” behind the reasons we do everything. These practices uncover the meaning of events and enable the magic of great storytelling for captions and features.

Photography with GRIT

Tina Cleavelin & Peter Griffin, Jostens

PHOTO, YEARBOOK, PRINT

Ballroom A

Amazing photography not only takes skill but GRIT. This session includes photographic strategies, as well as, the photographer’s insight and inspiration to be successful.

11 Yearbook Trends for ‘22

Nick Monastra, Walsworth

YEARBOOK

Room 382

Break the mold. Escape the Rut. There’s still time to change trajectory. Explore 11 yearbook trends across design, marketing, and coverage that will make your 22’ yearbook unique.

9:30-10:15am

Broadcast Stories That Work

Patrick Moring, Rampart HS

BROADCAST

Ballroom D

Why do some stories really capture audience attention and some fall flat? Using student examples, we'll pull apart the ingredients of award winning student broadcast stories, and see how to better tell the stories our communities need to hear.

Small and Mighty

Anastasia Harrison, Legend HS

YEARBOOK

Room 304-306

This session is designed for smaller staffs to talk about how to organize the workload of creating a yearbook with a smaller staff (20 or less). Small staffs can be some of the strongest staffs if set up correctly. Topics discussed: photo assignments, page assignments, editing, designing, and any questions you have specific to your staff.

10:25-11:10am

Using Colorado Journalism Laws in Your Program

Patrick Moring, Rampart HS

Sergio Luis Yanes, Arvada HS

GENERAL

Room 304-306

House Bill 1062 improved the law that our student journalism programs live by. This law strengthens Colorado's status as a "Tinker" state, and it protects our students and advisors as we function within school communities. Find out how you are protected and how your program can help educate districts and administrations about this vital law.

90-Second Video Stories

Adam Dawkins, Regis Jesuit HS

BROADCAST

Room 382

Learn how to create professional 90-second video stories your audience will love. Short video stories that can run on a broadcast news show or be posted to Instagram and other social media platforms can take your audience inside the game, performance, or life of someone at your school. We will discuss on-camera interviewing, shooting cinematic b-roll, and editing for high production value.

10:25-11:10am

Photography with GRIT

Tina Cleavelin & Peter Griffin, Jostens

PHOTO, YEARBOOK, PRINT

Ballroom A

Amazing photography not only takes skill but GRIT. This session includes photographic strategies, as well as, the photographer's insight and inspiration to be successful.

Is There a Future (in) Journalism?

Michael Humphrey, CSU

GENERAL, ONLINE

Room 308-310

It is easy to assume that journalism will survive in some form in the future, but this discussion will start by asking whether that assumption is valid. By exploring emerging technologies, changes in global politics, and the economy of news, we will work together to imagine how journalism might be produced, consumed and understood 10, 20 and even 50 years from now.

You Are a Storyteller

Ben Reed, Monarch HS

GENERAL

Room 372-374

Journalism is all about creating meaning for your audience. Above all else, your job is to tell the stories of your school and community to make people cry, laugh, think, get goosebumps on their arms, or rise up against the man. In this session, we'll explore the art of telling great stories, from 300 word profiles to photos that sing off the page to videos that warm your heart.

We Can't Cover Everything. Now What?

Jack Kennedy, The Best

PRINT, MAGAZINE

Room 386

If you want to feel lasting satisfaction with your media work and if you can acknowledge the limitations of your time and energy, you might want to hang out with Jack and talk about finding balance in your "journalism life" and the rest of your life. We will discuss curating our coverage and setting ourselves up for more consistent pride in what we publish.

10:25-11:10am

Investigative Reporting for Broadcast News

Kati Weis, CBS4
BROADCAST, ONLINE
Ballroom D

In this session, you'll learn about the work of investigative journalists in the broadcast television news industry. We will discuss tips and tactics on how to find impactful stories, and how to tell them for television and online.

11:20-12:05pm

LUNCH: Schools A-L

Working as a Journalism Mercenary

Dan Mohrmann, Single Wing Media
GENERAL
Ballroom D

As the media world changes, the workforce must change along with it. Gone are the days of a single skillset in media (writing, photography, broadcasting, etc.) and we now live in a time where everyone has to be well-rounded. As scary as it sounds, it also means the ability to work for anyone is at an all-time high.

Interviewing Do's and Don'ts

Tina Griego, COLAB
GENERAL
Room 372-374

Interviewing can be the most rewarding/fun part of reporting-- but also the most intimidating and tough. Each interview

has its own dynamic, but all have common elements. We'll discuss 5 basic dos and three basic don'ts.

Every Story Matters

Jessica Hunziker, Castle View HS
GENERAL
Room 308-310

Telling stories - using any medium - is more important than ever. In fact, it's the most important thing we do. In this session, we'll discuss, look at and analyze sample of effective storytelling (pre and post pandemic!) while sharing strategies all storytellers can use to find and share stories that matter.

11:20-12:05pm

LUNCH: Schools A-L

Improving Your Broadcast Through Writing

Patrick Moring, Rampart HS

BROADCAST

Room 304-306

Students tend to think they don't need to write for broadcast, but it is the key to making a story move from generic to memorable. Come learn and discuss the ways to effectively incorporate writing into a broadcast package.

Training Leads to Content

Kristi Rathbun, Rock Canyon HS

GENERAL

Room 382

Teaching student media is often a balance between producing content and providing instruction to improve that content production. This session will highlight examples of lessons that led to content for the yearbook and news media website. You'll leave with ideas for training your staffers that will also generate content for your publication.

Ideas from the Professionals

Laura Schaub, OU Professor Emerita

GENERAL

Room 376-378

Ideas for design and content are everywhere. This session will show attendees how to take an idea from the professional world and use it as an inspiration for design and content in your publication. Points of inspiration include television, magazines, the internet, and yes, even home and office decor stores. Join us for an inspirational session to add excitement to your publications.

Coverage XXL

Laurel Wicke, Drake MS

Andrew Ross, Walsworth

YEARBOOK

Room 386

Students want to see themselves in the yearbook, and it's your job to get them in there! This session will focus tips and tricks to get more students covered in your book.

12:15-1:00pm

LUNCH: Schools M-Z

Hot Topics in Public Relations

Young Eun Park, CSU

GENERAL

Room 308-310

The session explores hot topics in public relations, including corporate advocacy (CA) and corporate social responsibility (CSR). What are the issues discussed/supported by organizations? Why do organizations support social/environmental issues? What are the consequences of those initiatives? These questions will be explored in the session.

Know Your Rights: Colorado Press Law & Ethics

Adam Dawkins, Regis Jesuit HS

GENERAL

Room 386

Brush up on the history of student free expression in America and learn how to make legal and ethical decisions in your reporting and where to go for help when you need it. Attendees will also have the chance to share stories and ask questions about specific coverage at their school. Advisers will learn how they can become certified in Press Law and Ethics through CSMA.

Just Your Type

Laura Schaub, OU Professor Emerita

PRINT, YEARBOOK

Room 376-378

Letters are a lot like the people we know. Some are sophisticated. Others are gregarious. A few are a bit awkward. And, yes, some are weird. Typography helps us express ideas and feelings. We also use type to convey messages through stories, captions and headlines. Although we typically follow the rules of typography when designing spreads, there are a few occasions that we might choose to break those rules.

Interviewing Do's and Don'ts

Tina Griego, COLAB

GENERAL

Room 372-374

Interviewing can be the most rewarding/fun part of reporting-- but also the most intimidating and tough. Each interview has its own dynamic, but all have common elements. We'll discuss 5 basic dos and three basic don'ts.

12:15-1:00pm

LUNCH: Schools M-Z

Language Lessons: Why Words Matter

Jake Sherlock, CSU/Rocky Mountain
Student Media

WRITING

Room 382

The words we use to report on our communities can paint a vivid picture of what really happened or mislead our audiences into something else entirely, and it all depends on the words we use. Come along for a fun-filled journey on common language misperceptions and learn to how to write with accuracy and precision. Topics include legal language for arrests, the importance of pronouns and accuracy when writing about the LGBTQ+ community, and how to best represent communities of color.

Editor Roundtable

GENERAL

Room 304-306

Get together with other editors to share your tips for leading a great newsroom- and ask others for help with your struggles.

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**JOURNALISM AND
MEDIA COMMUNICATION
COLORADO STATE UNIVERSITY**



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and Information
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