

An aerial photograph of the Minneapolis skyline at dusk. The sky is a mix of deep blue and orange, with city lights beginning to glow. The downtown area is densely packed with buildings of various heights and styles. The Mississippi River is visible on the left side of the image. The overall scene is vibrant and captures the energy of the city at twilight.

acp

Associated Collegiate Press

**BEST OF THE MIDWEST
COLLEGE JOURNALISM
CONVENTION**

Feb. 16-18, 2018

Millennium Hotel, Minneapolis

@acpress • #acpbom

Welcome to Best of the Midwest

The Associated Collegiate Press welcomes you to Minneapolis for our 27th annual Best of the Midwest College Journalism Convention. Whether you are new to student media or an experienced editor or adviser, we have a weekend of learning sessions and networking opportunities just for you.

As you read through the list of offerings and opportunities, you'll find sessions tailored to enhance your journalism skills and sensibilities and help you grow as an individual and as an organization. The best practices, skills, ethics lessons, diversity and innovation being offered as part of our convention program will make you a stand-out candidate for any job or

internship as you move beyond the collegiate classroom and into the professional world.

As you plan your conference schedule, be sure to attend our keynote speakers and featured panel. On Friday afternoon, learn how to use visualization and observation to tell better stories from award-winning videographer Chad Nelson. On Saturday, Kirsten Anderson discusses the power of the story. And, later that day our featured panel offers advice for early career journalists.

We have a busy and education weekend planned for you in Minneapolis. We're glad you're here.

Keynote Speakers



Chad Nelson of KARE 11 Minneapolis believes good storytelling brings people to life and great storytelling keeps them alive forever.

Nelson recently made National Press Photographers Association (NPPA) history when he earned both the Ernie Crisp News Photographer of the Year and Editor of the Year honors.

In 2010, Nelson moved to Minneapolis after accepting a photojournalism job at KSTP in St. Paul. At KSTP, he expanded his storytelling skills with an attention to lighting and graphics, breathing life into stories that were less visual. In 2014, he took a job at KARE 11 in Minneapolis where he constantly focuses on the art of storytelling while looking for new technologies to bring storytelling to life on all platforms.



Kirsten Anderson is a passionate communicator who found herself an unlikely advocate for those facing harassment in the workplace after she took a stand against her former

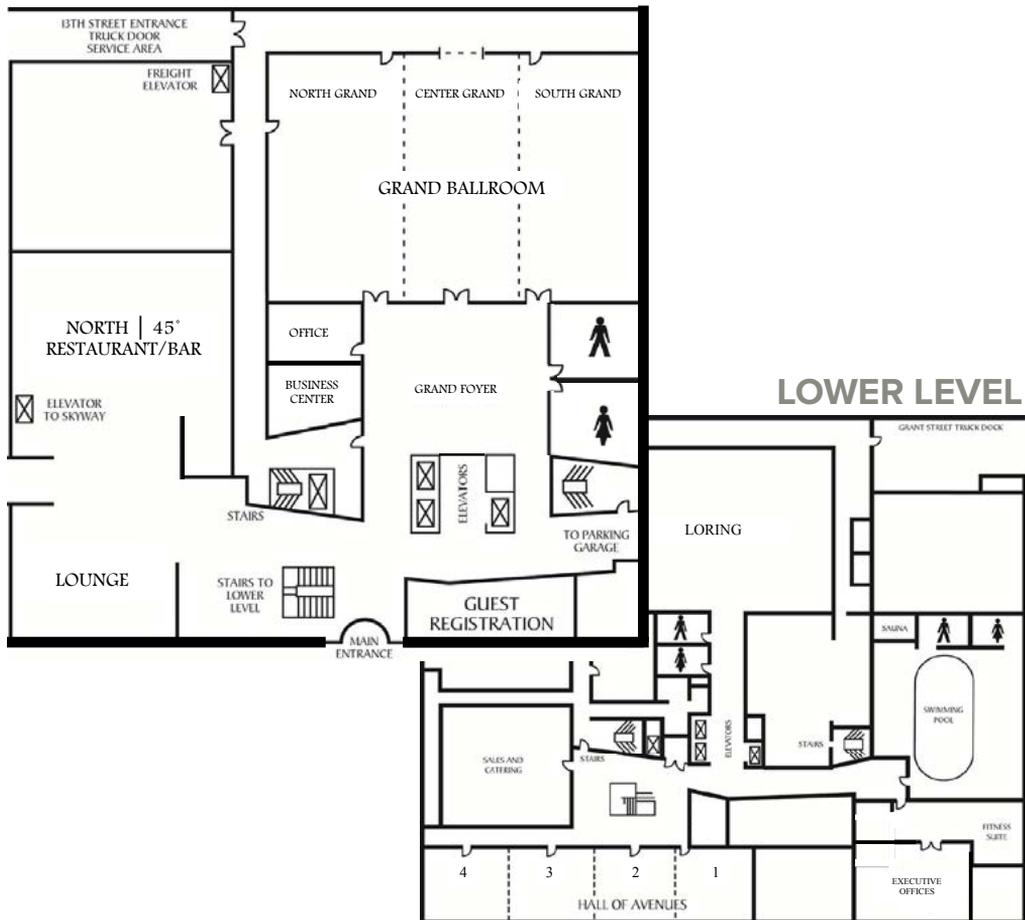
employer: the State of Iowa. On May 17, 2013 she was fired from her job after five successful years as Communications Director for Iowa Senate Republicans.

Anderson was fired seven hours after formally complaining about repeated harassment and retaliatory behavior by staff and lawmakers at the Iowa Statehouse. She sued the State of Iowa and Iowa Senate Republicans for wrongful termination, harassment and retaliation and was awarded \$2.2 million.

Anderson has a degree in broadcast journalism from Northwest Missouri State University. She is currently President-elect of the local chapter of the Association of Women in Communications.

Floor Plans

LOBBY LEVEL



Convention App

Down the convention app to view speaker information and create a custom schedule at guidebook.com/g/acpbom18.



Convention Sponsor



HUBBARD
SCHOOL OF JOURNALISM
& MASS COMMUNICATION

UNIVERSITY OF MINNESOTA

Friday Sessions

9 A.M.-NOON

📍 AVENUE 1

How to Lead a Newsroom

If you are currently an editor or your goal is to be an editor, this workshop is for you. It's a big step to go from reporter, photographer, copy editor or designer to editor. You are now responsible for other human beings. This workshop will teach you how to lead and manage your fellow journalists and build a newsroom that serves its community well. This workshop requires pre-registration and a \$20 fee.

Mark Witherspoon, Iowa State Daily

📍 AVENUE 3

Right Tools for the Right Job: Journalism in the Age of Audience Centricity

"Convergence," "multi-media reporting" or "digital-first media" are buzzwords that have student news operations chasing trends and losing readers. This three-hour workshop digs into how to define, reach and satisfy your audience with everything from traditional news products to social media. Learn how to most effectively use available tools to tell your stories and serve as a vital information outlet for your campus. This workshop requires pre-registration and a \$20 fee.

Vince Filak, University of Wisconsin-Oshkosh

NOON-5 P.M.

📍 GRAND FOYER

Registration, Publication Exchange and Exhibits

Check in or register for the convention and receive your name badges, program and more. Drop off your publication and sift through those of your peers at the publication exchange.

📍 GRAND FOYER

Best of Show Entries

The ACP Best of Show contest is available to all publications that have students attending the convention. Bring your newspaper, yearbook, magazine, website URL or broadcast URL to registration by 11 a.m. Saturday to enter. Winners will be announced at Sunday's closing session. The contest is free to enter.

NOON-2:15 P.M.

📍 CENTER-SOUTH GRAND

Opening Keynote: Visualization vs. Observation

This keynote presentation will cover how to use visualization and observation to help tell better stories and why it's important to you and your audience.

Chad Nelson, KARE 11

Friday Sessions

2:30-3:20 P.M.

📍 AVENUE 1

Writing Powerful Features

Learn what makes a feature truly powerful. In this session, you'll get tips on how to find, develop and write stories that matter to your readers.

Gayle Golden, University of Minnesota

📍 AVENUE 3

Using Open Records and Data to Tell Stories

Student journalists can use open records and data to better tell stories that have impact. This will focus on how to effectively negotiate with open records custodians and will discuss a current investigation into university sexual harassment accusations.

Jessica McBride, University of Wisconsin-Milwaukee

📍 AVENUE 2

Visual Storytelling

An award-winning photojournalist at one of the nation's largest newspapers shares images from covering daily assignments, breaking news, sports and portraits.

Liz Flores, Star Tribune

📍 AVENUE 4

Instilling Ethics in Your Newsroom

In an era in which mistrust of news media is near an all-time high and transparency by many public institutions is at an all-time low, journalists can't afford ethical missteps. This interactive session will explore how to build a sustainable ethical foundation in your newsroom to make sound news decisions, produce good journalism and build trust.

Chris Ison, University of Minnesota

3:30-4:20 P.M.

📍 AVENUE 1

Let's Discuss Diversity Without Screaming at Each Other

After racists clashed with students protesting Donald Trump, the Iowa State Daily led its community in a civil discussion about race, ethnicity and diversity in more ways than just coverage. Come and exchange ideas about how our news organizations can continue to lead civil discourse in our communities on this important issue.

Mark Witherspoon, Iowa State Daily

📍 AVENUE 3

How to Cover Campus Crime and Breaking News

Crime and disasters have few simple rules or general guidelines when it comes to how best to cover them. In this session we'll break down how to go about getting important information on these breaking news topics and how to avoid the problems associated with them.

Vince Filak, University of Wisconsin-Oshkosh

📍 AVENUE 2

From Design to Data: Five Ways to Amp Up Your Online Game

The best online publication requires more than just content. It takes constant thinking and rethinking of your site, from data to design, to make it great. Walk away from this session with a few ideas to take your online presence to a new level.

Jason Kaiser, Jostens

📍 AVENUE 4

Investigative Reporting: Attitude to Aptitude

Learn how to follow the paper trail, cultivate reluctant sources and develop an "investigative state-of-mind" in the pursuit of in-depth, watchdog stories.

Chris Ison, University of Minnesota

Friday Sessions

4:30-5:20 P.M.

📍 AVENUE 1

Your Digital Profile is Your Résumé

Twitter. Facebook. Instagram. Snapchat. These social media platforms serve as a major component of your résumé for internships and entry-level jobs, whether you realize it or not. This session will talk about how to make your social media acceptable to an employer without becoming so sanitized your life seems like all work and no play.

Steven Chappell, Northwest Missouri State University

📍 AVENUE 2

Front Page News

Strategic content packaging is the name of the game for today's well-designed collegiate newspapers and magazines. This session will look at designs from ACP award-winning publications and we'll discuss what makes them effective.

Gary Lundgren, Associated Collegiate Press

📍 AVENUE 3

Conducting Difficult Interviews and Dealing Objectively With Campus Bureaucracy

This session includes a discussion about conducting difficult interviews, especially in the campus bureaucracy on subjects the campus does not want in the news.

Jennifer Rick, Talis Shelbourne, Nyeshia Stone; University of Wisconsin-Milwaukee

📍 AVENUE 4

Building an Online Community Through Blogging

Blogs are a great way to drive traffic to your news sites and engage with your readers. Blogging can also help new reporters build their personal online brands and identities. Learn tips and tricks for starting a blog, writing engaging posts and capturing new readers.

Laura Otto, Mount Mary University

5:30-7 P.M.

📍 LORING

Opening Reception

Meet your peers from around the Midwest while enjoying refreshments before you head out for an evening in Minneapolis.

Saturday Sessions

8 A.M.-5 P.M.

📍 GRAND FOYER

Registration, Publication Exchange and Exhibits

Check in or register for the convention and receive your name badges, program and more. Drop off your publication and sift through those of your peers at the publication exchange.

8-11 A.M.

📍 GRAND FOYER

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9-9:50 A.M.

📍 AVENUE 1

Small and Scrappy: Size Doesn't Matter

Do you work for a small student media organization with big aspirations? We'll discuss 10 ways to strategize, organize and evolve your operation to function like a large student media outlet. Remember, it's not the size that matters ... it's the way you prioritize, plan and execute that makes all the difference.

Charlie Weaver, Minnesota Daily

📍 AVENUE 2

Your Social Media Sucks: We Can Help

The student news organization at North Central College has gone from a print-centric, low-digital news operation to an ACP Online Pacemaker finalist. The award-winning adviser, editor and managing editor will share how they did it and how they continue to succeed in the social space.

Kay O'Donnell, Hallie Olson, Allison Hartman; North Central College

📍 AVENUE 3

Editor Gripping Roundtable

Let's talk about the biggest obstacles getting in the way of our publications' success. Bring our brains, your obstacles, your ears, your open-mindedness and nothing else. Together, we'll solve all our problems as long as we don't devolve into an "at our school, we..." brain-scalding session.

*Scott Winter, Bethel University;
Jonathon Heide, North Central University*

📍 AVENUE 4

Applying Design Principles

If you don't know what's wrong, how do you make your pages look better? We will look at basic concepts and some tools to guide your decisions in improving layout. If you can apply these principles, your work will look more professional, organized, unified and interesting. Really.

Linda Barrington, Mount Mary University

Saturday Sessions

10-10:50 A.M.

📍 AVENUE 1

Covering Sexual Assault on Campus

This session will cover how student journalists can cover sexual assault and how they should navigate the institutional pressure that ensues.

Jessica McBride, Nyeshia Stone, Talis Shelbourne; University of Wisconsin-Milwaukee

📍 AVENUE 3

Narratives Only

No matter what kind of story you have – student government scandal, volleyball post-season success, artist profile, taxidermy how-to – you should tell a story. And here’s how you go about it.

Scott Winter, Bethel University

📍 LORING

On-site Critiques

Staff members and advisers will sit down with a media professional or experienced adviser to review and discuss your recent publications. Bring two or three of your latest issues.

📍 AVENUE 2

Make Your Website Better a Few Minutes at a Time

You have two main goals for your media organization’s website: get more traffic and keep users coming back. The award-winning Minneapolis Star Tribune sports website shares things you can do quickly and easily that will make your web presence more authoritative.

Howard Sinker, Star Tribune

📍 AVENUE 4

Just My Type

Typography done right can enhance any message, making it aesthetically pleasing and easy to understand. In this session we’ll cover the basics of typography, showcasing examples of professional typography in action from a wide range of online and print publications.

John Dalke, Jostens

11 A.M.-12:30 P.M.

📍 CENTER-SOUTH GRAND

Keynote: The Power of the Story

The power of the press is a wonderful thing but what happens after the news cycle has run its course? As someone thrust into the media spotlight for the past several years, Kirsten Anderson, an advocate for harassment free work environments, will share her story as well as insights into how you can use your storytelling power to change the world.

Kirsten Anderson, Association of Women in Communications

12:30-2 P.M.

📍 ON YOUR OWN

Lunch

The Millennium Hotel is offering a select menu at their lobby restaurant for convention attendees at a reduced price. A limited selection of restaurants are open in the Skyway.

📍 THE DOME

Adviser Luncheon

ACP and University of Minnesota Hubbard School of Journalism and Mass Communication are delighted to host this luncheon for all advisers and media professionals. Come join us and let us know how we can help you. The Dome is located on the 14th floor of the hotel.

Saturday Sessions

2-2:50 P.M.

📍 CENTER-SOUTH GRAND

Featured Panel: To Specialize or Not to Specialize?

In this digital age, there are challenges for early career journalists to stand out in the evolving landscape. Many journalists try to do so by forming a specialism, be it in sports, politics, culture, or other beats. Yet, is a specialism truly the answer to create quality storytelling, and how does quality reporting stand out in an ever changing environment for journalism? This panel discussion of media professionals will provide the answers to these career questions and others.

*Alex Veeneman, Freelance Journalist; Briana Bierschbach, MinnPost;
Torey Van Oot, Freelance Journalist*

3-3:50 P.M.

📍 AVENUE 1

Coaching Creates Better Stories and Better Journalists

The coaching method created by Roy Peter Clark years ago still is one of the best methods of teaching new and old reporters how to do better stories by being better writers and reporters. A veteran adviser will help you integrate it into your newsroom.

Mark Witherspoon, Iowa State Daily

📍 AVENUE 2

Publishing a Special Edition Magazine: Benefits and Process

Arches from Mount Mary University publishes a special edition magazine each year. This year's theme was diversity. The editors will discuss the process for developing a special edition and some of the benefits. They will also discuss how they chose this year's theme and the impact it has had on campus.

*Termia Taper, Aneela Nasir,
Denisse Hernandez, Payton Hintz,
Bryanna Sanders; Mount Mary University*

📍 AVENUE 3

Profile Writing

Personality profiles can be among the most engaging and entertaining stories in your paper, but only if they are done well. This session focuses on the elements of observation and interviewing and how they lead to quality profiles. Learn how to get past "So and so is not your typical college student..."

Vince Filak, University of Wisconsin-Oshkosh

📍 LORING

Break with a Pro

Meet up with a professional for this small group roundtable discussion.

Sunday Sessions

9-9:50 A.M.

📍 AVENUE 1

Building Health Relationships with Administrators

News organizations will get under the skin of college administrators at times because they will be publishing stories that don't necessarily make those administrators look good. A veteran adviser will lead a discussion about how to keep healthy relationships with administrators, faculty, students and any other sources.

Mark Witherspoon, Iowa State Daily

📍 AVENUE 3

Thompson's Penis a Sword: How to Avoid Headline Hell

Making a mistake is human. Making a mistake in the big type can make you an unfortunate legend. Learn how to write valuable and compelling headlines for your newspaper and website while avoiding embarrassment.

Vince Filak, University of Wisconsin-Oshkosh

📍 AVENUE 2

The Art of the Narrative: Storytelling Techniques for Feature Writers

Feature writing is all about voice and engaging the reader through visuals and sensory storytelling. Learn tips and tricks for crafting a feature article, from writing a powerful lead to structuring a narrative arc with an eye toward visual storytelling.

Laura Otto, Mount Mary University

📍 AVENUE 4

Digital First

Developing a publishing cycle for the web is a struggle, since no "hard printer deadline" exists. This session will focus on how to overcome that struggle — and why it will make your print edition stronger, and less stressful, to produce.

Steven Chappell, Northwest Missouri State University

10-10:50 A.M.

📍 AVENUE 1

The Most Important Thing We Do – Almost – is Cover Our Beat

Covering your beat successfully ensures that you get the stories that nobody else gets, and that's what the best reporters do. Everyone else is just a follower. Learn how to serve your community better than anyone else.

Mark Witherspoon, Iowa State Daily

📍 AVENUE 3

Let the Sun Shine In: Reporting with Open Records

People have an ability to lie, but documents are honest. This session teaches you how to access public information, where you can get them and how they can help you report.

Vince Filak, University of Wisconsin-Oshkosh

📍 AVENUE 2

How to Combat the Difficulties of Running a Newspaper on a Small Campus

Small campus publications often face challenges finding writers, editors and photographers. While many bigger universities are able to offer stipends for writers and paid positions for editors, it is hard to convince students to write for a publication "just for fun." Learn how to get students interested and maintain that interest from a successful student editor.

Meredith Jarchow, College of St. Benedict/St. John's University

Sunday Sessions

11-11:30 A.M.

📍 CENTER-SOUTH GRAND

Best of Show Awards Ceremony

The convention concludes with the announcement of this year's Best of Show winners. Enter by 11 a.m. Saturday.



JULY 12-15, 2018 MINNEAPOLIS

COLLEGE MEDIA
**MEGA
WORKSHOP**
MEGAWORKSHOP.ORG

acp  CYBAM 

A graphic of a city skyline in orange and white is positioned at the bottom of the poster.



LOUISVILLE

acp 

OCT 25 OCT 28

**NATIONAL COLLEGE
MEDIA CONVENTION**

collegemediaconvention.org

The logo is circular with a city skyline in the center. The background of the entire section is a dark maroon color.

Journalism. Public Relations. Advertising. Mass Communication.



PICK MINNESOTA. HERE'S WHY:

- We're located in one of the top media markets in the country, with award-winning newspapers, television and radio stations and internationally renowned marketing agencies.
- We offer 3 undergraduate tracks of study: strategic communication, professional journalism and mass communication.
- Our graduate program offers prestigious programs in mass communication, health communication and a professional master's in strategic communication.
- Our curriculum includes courses on emerging topics like freedom of the press, gaming, psychology of advertising, social media and more.
- Gain valuable internships and opportunities each semester, plus enjoy access to hundreds of thousands of dollars in scholarships.
- We have the oldest alumni mentoring program in the country.
- Our grads have gone on to work at Facebook, NPR, ESPN, Mother Jones, Target and many highly regarded universities, just to name a few.



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