

acp

Associated Collegiate Press

**BEST OF THE MIDWEST
COLLEGE JOURNALISM
CONVENTION**

Feb. 15-17, 2019

Millennium Hotel, Minneapolis

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Welcome to Best of the Midwest

The Associated Collegiate Press welcomes you to Minneapolis for our 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. We have a busy and educational weekend planned for you in Minneapolis. We're glad you're here.

As you plan your conference schedule, be sure to attend the keynote sessions and featured panel. On Friday afternoon, learn about creating the Peabody Award-winning podcast "74 Seconds". On Saturday, Jana Shortal discusses being your authentic self. And, later that day, our featured panel offers advice for when you encounter conflict on the beat.

Keynote Speakers

RIHAM FESHIR, MPR

4 p.m. Friday



Riham Feshir is a reporter at Minnesota Public Radio. Feshir attended the University of Minnesota's journalism program where she focused on print journalism and reported for the Minnesota

Daily. After graduating in 2008, she worked for newspapers owned by Forum Communications in greater Minnesota and the Twin Cities area. Feshir came to MPR four years ago where she started as an evening general assignment reporter chasing breaking news. She quickly jumped into coverage of police shootings in the Twin Cities and the aftermath of those high profile incidents including the shooting of Jamar Clark and the Minneapolis police fourth precinct occupation that followed. She reported on marches, protests and highway shutdowns, along with other daily news and enterprise stories on various topics including mental health and vulnerable adults.

Feshir is currently reporting on immigration, race and culture.

JANA SHORTAL, KARE 11

11 a.m. Saturday



Fifteen. That's how many years Jana Shortal has worked as a journalist for KARE 11 news here in Minneapolis – it is also the same amount of time she has spent wondering if she could

ever really be that much-needed addition to the now defunct Destiny's Child. But she's for sure gonna name her first child Destiny just to get remotely close to that brand.

She is from a town you've never heard of, but it's a 40-minute drive from St. Louis. She once sold her ten-year anniversary gift from KARE 11 to an ex so she could buy a pair of Air Jordans.

Jana graduated from the University of Missouri-Columbia a very long time ago and, had it not been for a persistent journalism professor, would have spent her adult life driving the Wienermobile.

You can see Jana weeknights on Breaking The News, KARE 11, at 6:30 p.m.

Friday

1-1:50 P.M.

📍 AVENUE 1

10 Quick Design Fixes

Are your newspaper and yearbook designs outdated? Struggling with awkward type and design furniture that doesn't work? The Design Doctor has some suggestions — for the short term and the long term.

Ron Johnson, Consultant

📍 AVENUE 2

Getting People to Do What You Want

Motivating a staff is one of the hardest things for a leader to do. Learn some great tips and tricks to get your staff in step with content creation and making their editors happy.

Susan Smith, South Dakota State University

📍 AVENUE 3

What You Needs to Do to Land a Job After College

This session will offer advice and practical tips on how to get that first job at a newspaper after graduation, from finding summer internships to making connections in the industry.

Kyle Potter, Thrifty Traveler

2-2:50 P.M.

📍 AVENUE 1

Data-driven Journalism: A Primer

Data skills are in heavy demand in newsrooms across the country. Come for an overview of what data journalism is, what tools you can use and examples of how using data can make your storytelling stronger.

Jeff Hargarten, Star Tribune

📍 AVENUE 2

Better by Design

If you don't know what's wrong, how do you make your pages look better? We will look at how design principles can guide your decisions in improving your layout. Leave with creative ideas and a ton of ways to wow readers. If you can apply these principles, your work will look more professional, organized, unified and interesting.

Linda Barrington, Mount Mary University

📍 AVENUE 3

Uncovering and Reporting on Hidden Campus Communities

This session will discuss the work of University of Minnesota journalism students through two semesters targeting the community of students with disabilities and, most recently, the community of students in recovery from or struggling with addiction. In the latter case, through a large undergraduate survey, a Big Ten school comparison and, importantly, face-to-face source development, the journalism revealed profound gaps in services and prompted changes in how the university funded recovery services. This session will help you think about how your journalism can identify, report on, engage with and potentially create change for the communities that may be hiding in plain sight all around you.

Gayle Golden, University of Minnesota

Friday

3-3:50 P.M.

📍 AVENUE 1

Covering Music, Movies and the Arts

From writing about Taylor Swift and Prince to critiquing “A Star Is Born” and “Bohemian Rhapsody,” we’ll talk about reviewing, interviewing and even getting access to the stars.

Jon Bream, Star Tribune

📍 AVENUE 2

Building Your Data State of Mind

Even if you aren’t yet comfortable navigating your way around a spreadsheet of data, there are things you can start doing now to find opportunities to generate better stories using data. This session will give you tips for how to start building your “data state of mind,” give you advice on how to start finding data, and walk you through some story examples that benefited from using data.

MaryJo Webster, Star Tribune

📍 AVENUE 3

Five People Are Shot Dead in a Mall... What Do You Do?

What happens inside a newsroom when big news breaks? We’ll walk through all steps — from reporting the story to updating the website to laying out the print newspaper — in a role-play game in which everyone has a job. You’ll see how newspapers are split between multiple platforms, and you’ll get an inside look at the scramble to beat competing journalists with speed and accuracy. (Disclaimer: This session will discuss trauma associated with mass shootings, so if that’s emotionally tough for you today, try a different session.)

Jessica Lee, MinnPost

4-5:30 P.M.

📍 CENTER-SOUTH GRAND

Keynote: 74 Seconds

In July of 2016, another high profile police shooting took place in Falcon Heights. The aftermath of that shooting was broadcast live on Facebook for millions to watch. Feshir covered the story of the Philando Castile shooting and followed the investigation until charges were filed against the police officer, Jeronimo Yanez. Feshir was one of two reporters who covered the trial of officer Yanez for MPR News and the podcast ‘74 Seconds.’ The podcast told the story of the shooting, the trial, and the trial’s aftermath. The series examined the legal nuances of the case and the stories of the people involved. It provided context, depth and analysis in an engaging way on a topic that many people across the country were interested in. The team behind 74 Seconds was honored by several institutions and the podcast received several awards in 2018, including the highest award in broadcast journalism, a Peabody. Feshir and two of her colleagues also received a Livingston Award for Local Reporting.

Riham Feshir, Minnesota Public Radio

5:30-7 P.M.

📍 LORING

Critiques and Reception

Meet your peers from around the Midwest while enjoying refreshments before you head out for an evening in Minneapolis. Groups that signed up for a critique with online registration 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.

Saturday

9-9:50 A.M.

📍 NORTH GRAND

Hopes, Dreams and Leadership

The newsroom should be where the most interesting discussions happen on campus. We'll talk about how to pull that off, and nine other leadership issues editors should consider for their publications, from staff manuals to relationships with administration.

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

📍 AVENUE 1

Localizing the News: How to Develop Stories and Sources on Your Campus

Learn how to localize broader news to your campus and develop sources that will help you cultivate compelling stories all year round that no one else is telling.

Kelly Smith, Star Tribune

📍 AVENUE 2

Copy Editing Isn't Dead

It's changing. In the world of the 24-hour news cycle and "alternative facts," it's especially important to get stories right the first time — and it's often copy editors who make that happen. But these days, copy editing isn't just about spelling, grammar and accuracy. It also means writing headlines, producing digital content and designing news pages. Even as the landscape shifts, one thing remains constant: Everyone needs an editor!

Lisa Bain, Star Tribune

📍 AVENUE 3

Designing Special Sections

This session dissects some of the most successful special sections from some of the best designed newspapers around the world. From local sporting events to in-depth investigation, discover how designing whole sections can create impactful coverage.

Josh Jones, Star Tribune

10-10:50 A.M.

📍 NORTH GRAND

Come Here! Cool and Useful Stuff That Will Bring People To Your Website

You've posted your stories. The next challenge? Bring added value to your website. We'll talk about things you can do (in 2 or 3 minutes, at most) that will bring people to your website before they go anywhere else — and keep them coming back.

Howard Sinkler, Star Tribune

📍 AVENUE 1

Developing a Collaborative Journalism Project

Learn about the process of creating a collaborative website and tips for reporting on sensitive topics from the creators of stopsuicidemke.com, a site that highlights the effects of suicide on the Milwaukee community.

Laura Otto, Bryanna Sanders and Julia Wachuta, Mount Mary University

📍 AVENUE 2

A Practical Guide to Rookie Reporting

Fresh out of college, many journalism graduates find themselves working some of the toughest jobs in the newsroom, from nighttime public safety shifts to sprawling general assignment beats. In this session, you'll hear advice from reporters who've worked those jobs, and come away with useful tips for making the most out of your first journalism gig after graduation.

Emma Nelson, Star Tribune

📍 AVENUE 3

Creativity in Newswriting

Are your stories flabby? Listless? Unexciting? An award-winning journalist and writing coach explains how to tap into the humor, pathos, drama and relevance of any story. Students and veterans alike can juice-up their journalism with creativity skills used by the industry's best writers.

Bob Shaw, Pioneer Press

Saturday

11 A.M.-NOON

📍 CENTER-SOUTH GRAND

Keynote: Breaking the Norms

After a dozen years of reporting for KARE 11, Jana Shortal has outgrown the traditional model and her “lady uniform.” In 2016, she began hosting *Breaking the News*. The show combines reporting, social-media chatter, and the opinions of its hosts to entertaining results. The openly gay Shortal has faced a lot of criticism online for her wardrobe and opinions. She hopes to be an inspiration for women and LGBTQ people in news and entertainment.

Jana Shortal, KARE 11

NOON-1 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.

1-4 P.M. WORKSHOPS

Select one workshop from below to attend this afternoon.

📍 NORTH GRAND

Projects Reporting

📍 CENTER-SOUTH GRAND

Digital Journalism

Charlie Weaver, Minnesota Daily

📍 AVENUE 1 & 2

Leadership

Ron Johnson, Consultant;

Susan Smith, South Dakota State University

📍 AVENUE 3

Broadcast

Scott Libin, University of Minnesota

📍 LORING

Creativity

Tom Keekley, Olive & Company

4-5:30 P.M.

📍 CENTER-SOUTH GRAND

Panel: Conflict on the Beat and De-escalation

This panel will focus on helping journalists deal with stressful encounters that can range from aggressive behavior during phone calls to threats of physical violence during protests or other tense news events. A diverse panel of experts will discuss ways to negotiate such encounters for safe and effective reporting.

James Densley, Metropolitan State University

Sergeant Mike Ernster, St. Paul Police Department

Mark Vancleave, Star Tribune

Chris Ison, University of Minnesota (Moderator)

Sunday

9-9:50 A.M.

📍 AVENUE 1

Where Do Ideas Come From?

Whether it's design, photo, branding or storytelling, there are great websites available to give you the inspiration that will take your ideas from good to great. Take a look at some of the best idea generators out there and share some resources you use.

Laura Widmer, Associated Collegiate Press

📍 AVENUE 2

Journalism in the Digital Age:

How to Create a Virtual Newsroom

Do you struggle with maintaining communication with staff members? Would you like to simplify and expedite the editing process? Learn how to streamline the publication cycle – from planning meetings to assigning tasks to editing – by creating a virtual newsroom using Basecamp, a project management tool that allows you to manage all of your newsroom activities online – for free!

Laura Otto, Mount Mary University

📍 AVENUE 3

Finding the Story

Storytelling is becoming more present and popular than ever, thanks in large part to social media and the web. This session will help you identify story sources and ideas, and help match them to your particular audience.

Kay O'Donnell, North Central College

10-10:50 A.M.

📍 AVENUE 1

The Wow Factor

When it comes to your newspaper, readers want a reason to come inside. Turn gray, text-heavy pages into an eye-popping experience that matches the quality of your content.

Ron Johnson, Consultant

📍 AVENUE 2

It's Time for a Website Redesign – Strategies for Success

Redesigning your publication website can be a huge undertaking, but it doesn't have to be. The student reporters at Mount Mary University recently revamped their website, and they will share strategies for making the process as seamless as possible, including tips for choosing a user-friendly theme and how to plan for web content from the start.

*Quinn Clark, Denisse Hernandez
and Bryanna Sanders, Mount Mary University*

📍 AVENUE 3

Preparing For Your Communications Career

What opportunities are out there? How can you secure a great opportunity for yourself? What's the best way to brand yourself to showcase your professional skills and talents? Come to learn all this and more.

Susan Smith, South Dakota State University

11-11:30 A.M.

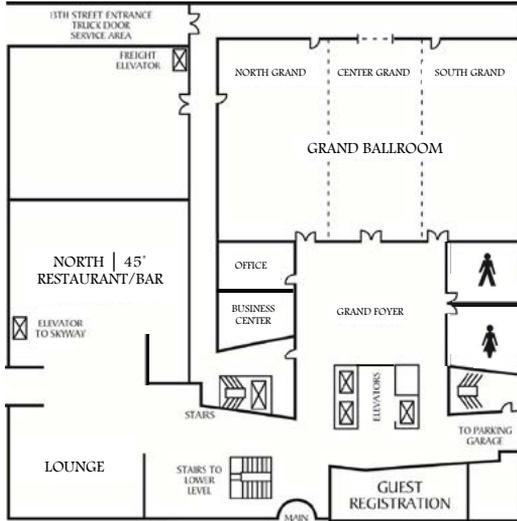
📍 CENTER-SOUTH GRAND

Best of Show Awards

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

Floor Plans

LOBBY LEVEL



LOWER LEVEL



Download the App

Down the convention app to view speaker information and create a custom schedule.

Download EventsXD from the app store and search for "ACP Best of the Midwest."



Convention Sponsor



Future Events

- July 11-14, 2019 – College Media Mega Workshop, Minneapolis
- Oct. 31-Nov. 3, 2019 – ACP/CMA National College Media Convention, Washington, D.C.
- Feb. 2020 – ACP Best of the Midwest College Journalism Convention, Minneapolis