



Associated Collegiate Press

**BEST OF THE MIDWEST
COLLEGE JOURNALISM
CONVENTION**

Feb. 21-23, 2020

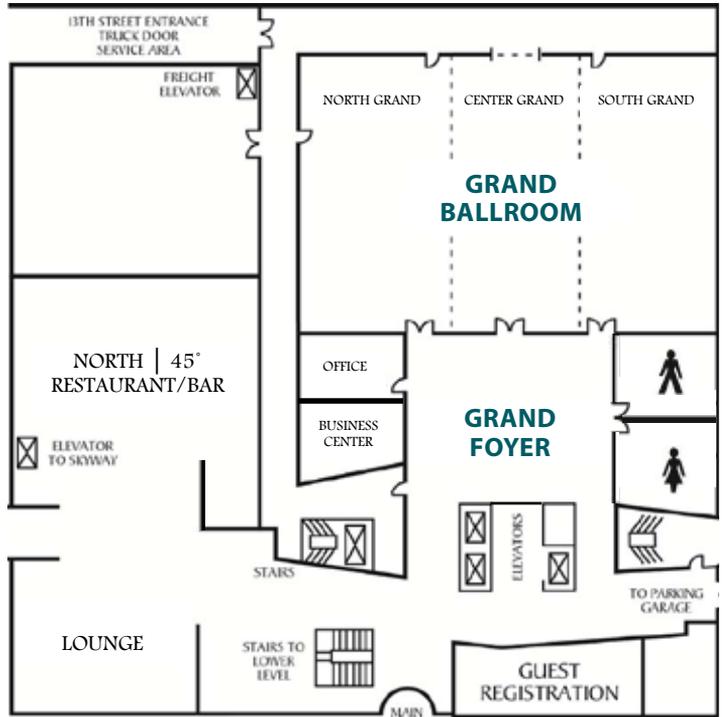
Millennium Hotel, Minneapolis

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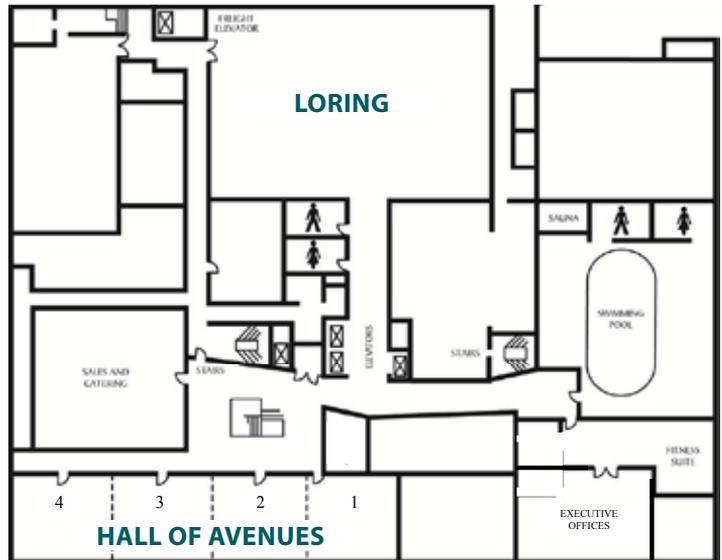


Millennium Hotel meeting rooms

Lobby Level



Lower Level



Download the app

Get 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**.

Welcome to Best of the Midwest

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.

This year's conference focuses on covering your campus community, and we have some exceptionally experienced journalists to help

you do that even better.

As you plan your conference schedule, be sure to attend our keynote sessions. We have a couple great ones.

First, at 4 p.m. Friday, **Madeleine Baran** and **Parker Yesko**, of the podcast "In the Dark," will take us behind the scenes of this American Public Media award-winner. Their reporting focused on the man who was charged six times for the same crime, a 1996 quadruple homicide in Mississippi.

Then, at 11 am. Saturday, we'll hear firsthand about the

Star Tribune's special report, "Denied Justice." **Maryjo Webster** and **Brandan Stahl** will describe their work on this in-depth project.

It investigated hundreds of prosecutions of sexual-assault cases — and found abundant irregularities within the system. It also interviewed more than a dozen sexual-assault victims.

Besides the keynotes, the two days of sessions encompass a range of topics, all with the goal of improving your coverage.

Thanks for joining us! We're glad you're here!

DEADLINE: 11 A.M. SATURDAY

Enter your work in the Best of Show Awards

Will your staff claim the title "Best of Show" and leave Minneapolis with an award?

Student media staffs attending the convention can enter general excellence categories specific to their medium and individual categories. All staffs may enter the website category.

Only delegations that include students are eligible. Entries are brought to the convention for on-site judging, and winners are announced during the closing keynote on Sunday morning.

Newspaper staffs can enter two categories: One paper can be entered into the college format/frequency category, and one in the special edition category.

Special edition newspapers include commemorative events, anniversaries, sports championships, retirements, installations of new college

presidents and those that do multi-page reporting of a single story or related stories. Not eligible: Back-to-school and orientation week/welcome back editions.

Submit entries to the registration desk no later than 11 a.m. Saturday. Hardcopies are required for the print newspaper categories. Links or hardcopies are welcome for the individual categories.

There is a \$5 entry fee for each general-excellence and individual category.

General Excellence categories

Four-year Daily Newspaper
Four-year Weekly Newspaper
Four-year Non-weekly Newspaper
Newspaper Special Edition
Two-year College Newspaper
Magazine
Website

Individual categories

News Story
Feature Story
Sports Story
Multimedia Package
Editorial/Commentary
News Photo
Single Page Design

What to enter

Newspaper: A single issue (one or more sections) published Feb. 1, 2019, or later.

Websites: Updated since Jan. 1, 2020.

Individual story: Story published Feb. 1, 2019, or later.

Multimedia package: Submitted via a web link of package published Feb. 1, 2019, or later.

Photo: Photo published Feb. 1, 2019, or later.

Design: Design published Feb. 1, 2019, or later.

“In the Dark”

Stories from an investigative podcast



Meet the investigative reporters who followed the case of a man tried six times for the same crime, a 1996 quadruple homicide in Mississippi.

“In the Dark,” a podcast from AMP Reports, has received nation-wide acclaim, particularly for its revelation of racial bias in jury selection.

The podcast followed the case of death-row inmate Curtis Flowers as it went before the Supreme Court, which ultimately overturned his conviction.

Madeleine Baran

Baran is an investigative reporter for APM Reports and the host and lead reporter of the podcast “In the Dark.”



Baran’s work focuses on holding powerful people and institutions accountable. Her reporting has exposed flaws in law-enforcement investigations, forensic science, state-run mental health institutions and other areas.

In 2013 and 2014, Baran exposed a decades-long cover-up of clergy sexual abuse in the Twin Cities archdiocese. Her reporting led to the resignation of the archbishop, criminal charges against the archdiocese, and lawsuits by victims of clergy sex abuse. In 2015, the archdiocese filed for bankruptcy.

Baran’s reporting has also appeared on NPR and has been cited by The New York Times.

Baran has received numerous national awards for her reporting, including an Alfred I. duPont-Columbia Award, regarded as the Pulitzer Prize of broadcasting, a George Foster Peabody Award, a Gracie Award, and two national Sigma Delta Chi awards. Baran received her master’s degree in journalism and French studies from New York University.

Parker Yesko

Before joining APM Reports in 2017, Yesko reported on criminal justice, housing and inequality in the United States and abroad.



Her work has appeared on “Morning Edition,” “Weekend All Things Considered,” NPR’s “Embedded,” PRI’s “The World,” “Snap Judgment,” Harper’s and The Guardian.

As an intern on NPR’s national desk, she reported on the lawsuits filed against President Trump in the first months of his administration. Before moving into radio, Yesko covered a range of local issues for the San Francisco Examiner.

She has a master’s degree in journalism from UC Berkeley, where she was a Mark Felt Scholar in Investigative Reporting, and a B.A. in political economy from Georgetown.

“Denied Justice”

The Star Tribune’s in-depth investigation of sexual-assault prosecutions



The Star Tribune’s in-depth report “**Denied Justice**” documented widespread failings in the investigation and prosecution of sexual assault in Minnesota.

It has spurred a series of changes by police departments and county prosecutors throughout the state.

Project reporters **MaryJo Webster** and **Brandon Stahl** (now at KARE-11) will describe their work on the series.

To produce it, a team of Star Tribune journalists reviewed more than 1,500 sexual-assault reports from law-enforcement agencies across Minnesota and analyzed how the cases were handled by police and prosecutors.

The series also presented firsthand video accounts from more than a dozen sexual-assault survivors.

Bills to change state law on sexual assault are pending at the Minnesota Legislature, and the series has won top honors in public-service journalism. It was named a finalist for the Pulitzer Prize and has been honored by the national Society of Professional Journalists.

MaryJo Webster

Webster has been data editor at the Star Tribune since 2015.

She started her career as a reporter at small daily papers in Minnesota and Wisconsin before attending the University of Missouri-Columbia to specialize in investigative reporting and data journalism. While earning her master’s degree, she also worked for Investigative Reporters and Editors, where she polished her data skills.

After graduating in 2001, Webster became the first data editor at the Center for Public Integrity in Washington, D.C. She spent several years as sports data editor for USA Today and then moved home to Minnesota and spent nine years as data editor for the St. Paul Pioneer Press, followed by a short stint as a data reporter with Digital First Media.

Webster, who has a bachelor’s degree in journalism from the University of Wisconsin-River Falls, teaches at the University of Minnesota and is a regular speaker at journalism conferences. She lives in a Minneapolis suburb with her husband and two children.



Brandon Stahl

Stahl is an investigative editor and producer at KARE-TV in Minneapolis.

He previously was a journalist for six years at the Star Tribune, where his stories on nursing-care failures, child protection and law enforcement handling of sex crimes have resulted in numerous calls for reform and changes in state laws.

He also worked as the investigations editor at the Duluth News Tribune, where his stories on physician malpractice and medical errors, drug abuse, tax-dollar waste and sex offenders won national and state awards, including from Scripps Howard (Community Journalism), the Association of Health Care Journalists (Investigative) and the Society of Professional Journalists (Investigative).

In 2012, Stahl was named Journalist of the Year by the Minnesota Society of Professional Journalists.

Stahl graduated from Drake University, in Iowa, in 1998. He and his wife live in St. Louis Park, Minn., with their 13-year-old daughter.



Friday sessions

Check the convention app for the latest information —
ACP Best of the Midwest from EventsXD.

1 p.m. Friday

1-1:50 p.m.

Avenue 1

Say this, not that

Are you cisgendered? A survivor? Latinx? Did someone “die by suicide?” Was there an “officer-involved shooting”?

More than ever, advocates activists and experts insist that journalists adopt certain terms and abandon others. Whose call should it be, and how can such decisions be made most ethically?

This session will explore the challenge of being editorially independent, informed and accountable in choosing how to describe people and the things that happen to them.

Scott Libin, University of Minnesota

1-1:50 p.m.

Avenue 2

Uncovering and reporting on hidden campus communities

What are the hidden communities of your college campus? Are those defined by cultural identification? Race? Disability? Health status? Geographical identity? Sexual orientation?

Find out how the techniques of basic community journalism combined with survey and data work can change the way those campus communities are seen and served at your school.

Gayle Golden, University of Minnesota

1-1:50 p.m.

Avenue 3

Covering a beat system that works in the digital age

News organizations cannot do their job properly without beat systems that work. If you don't have a beat system, you're depending on your university's PR machine, and that's not good. A longtime adviser will discuss how he helped create beat systems at three different universities and offer advice about how you can do the same.

Mark Witherspoon, Iowa State Daily

2 p.m. Friday

2-2:50 p.m.

Avenue 1

Student media as a news aggregator

Our speaker shares insights from proposing, developing and advising Knight Wire, a news aggregator that includes student-run media from KV Films, KV News, KV Streaming, KWAR, podcasts and The Trumpet newspaper.

Jessica Martin, Wartburg College

2-2:50 p.m.

Avenue 2

Using audio to build a great video story

You can't tell a great video story without great audio. So what does it take to get interesting, quality audio that will elevate your story from “almost there” to great? We'll talk about technique and technology.

Regina McCombs, University of Minnesota

2-2:50 p.m.

Avenue 3

From print to digital (and everything in between)

Star Tribune digital designer Anna Boone will walk through her career in journalism and how she went from a writer to a print designer to a digital designer and coder. She'll share samples of all stages of her work (even ones she might rather forget). She'll also talk about her job now and describe projects she's worked on. It's casual, so feel free to ask questions during and after.

Anna Boone, Star Tribune

3 p.m. Friday

3-3:50 p.m.

Avenue 1

Using open-government law to do investigative journalism

A hallmark of top journalism professionals is the ability to mine government data for information that can lead to the most important stories of our times. This ability is crucial for fulfilling journalism's essential role as watchdog. Yet finding and extracting government

information requires skills. In this session, experts on open-government law will serve as guides for building such skills.

James Shiffer, Star Tribune

Don Gemberling, Minnesota Coalition on Government Information

3-3:50 p.m.

Avenue 2

What you need to know to be a picture editor

Choosing the best photograph is a daunting challenge. What makes a journalistic image great? There should be a memorable moment, certainly, along with a record of the news of the day. There should be art in using light and composition, and craft in using the camera gear. Still, great photographs are more than that. They illuminate the people and places we see, and help us understand our world. They make us feel something. They help us remember.

Regina McCombs, University of Minnesota

3-3:50 p.m.

Avenue 3

Elevating your digital coverage

Looking for ways to boost your digital coverage? Anna Boone, digital designer at the Star Tribune, will lead a conversation on how to integrate digital media into your newsroom and into your coverage. She's a former editor at the Indiana Daily Student who knows how busy your newsroom can get.

Anna Boone, Star Tribune

Friday sessions

4 p.m. Friday

Center-South Grand

Welcome to the Best of the Midwest

Laura Widmer, *Associated Collegiate Press*

Keynote: “In the Dark”

Project reporters **Madeleine Baran** and **Parker Yesko** take us behind the scenes on one of the nation’s most riveting podcasts. Their investigative report focused on a man tried six times for the same crime, an 1996 quadruple murder in Mississippi.

See Page 4 for more about the award-winning project and about Baran and Yesko.

5:30 p.m. Friday

Loring

Reception and critiques

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

Groups that registered for a critique will be scheduled during this time.



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Saturday sessions

Check the convention app for the latest information —
ACP Best of the Midwest from EventsXD.

9 a.m. Saturday

9-9:50 a.m.

North Grand

Getting better, getting attention and getting that good job

The best advice about preparing for a job in the media has changed dramatically — and keeps changing. Want advice that you won't hear from others?

Bethel's Scott Winter (whose Clarion news outlet wins awards) and Macalester's Howard Sinker (whose Star Tribune sports site wins awards) will speak truth to give you power to follow your dreams. And they promise not to curb your enthusiasm.

Howard Sinker, Star Tribune

Scott Winter, Bethel University

9-9:50 a.m.

Avenue 1

Features design: Tips for keeping creativity alive

"It never gets old. There's a fresh composition every time. I look inside my toolbox, and it is there somehow — the thing I wanted to try!"

You won't want to miss this session from one of the most-acclaimed features designers in the business.

Nuri Ducassi, Star Tribune

9-9:50 a.m.

Avenue 2

Localizing the news

Learn how to localize broader news to your campus and develop sources that will help you cultivate compelling stories all year round.

Kelly Smith, Star Tribune

9-9:50 a.m.

Avenue 3

10 design quick fixes

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

Ron Johnson, Associated Collegiate Press

10 a.m. Saturday

10-10:50 a.m.

North Grand

Covering violence, terror and risk

How do journalists and media-makers cover risk, violence and terrorism in the 21st century? What rules and practices do newsrooms employ in their coverage of crime and violence? When are terms like "mass shooting" and "terrorism" used, and what do these terms mean? What are some of the historical and current pitfalls in media coverage of violence?

Ruth DeFoster, University of Minnesota

10-10:50 a.m.

Avenue 1

Where do you want to wake up tomorrow?

Our story ideas are stale. Hell, they were stale in November. Now, they smell. How do we find ideas that keep the staff motivated to do great stuff, and readers motivated to read it? Well, it's a secret. (We'll also have a thumb wrestling tournament.) So show up early.

Scott Winter, Bethel University

10-10:50 a.m.

Avenue 2

Doing it all — from print to digital

The legacy newspaper of North Central College has spent the past seven years in transition to a 21st-century student news operation — consisting of a long-form news magazine, vibrant news website, separate pop-culture site and active social media presence. The adviser and editors-in-chief will discuss how they manage all elements of the operation at a small, liberal-arts college in the Midwest.

Kay O'Donnell and student editors

Madison Miller and Madeleine O'Connell, North Central College

10-10:50 a.m.

Avenue 3

The wow factor

Give readers a good reason to engage with your content. We'll collect ideas on content, visuals and design from around the world.

Ron Johnson, Associated Collegiate Press

11 a.m. Saturday

11 a.m.

Registration area

Best of Show deadline

Enter your publication in our Best of Show categories for general excellence and individual awards. The Best of Show table is in the Grand Foyer, and more information is there and at acpbom.org.

11 a.m. Saturday

Center-South Grand

Keynote: "Denied Justice"

Project reporters **MaryJo Webster** and **Brandon Stahl** will describe their work on the Star Tribune series that charted more than 1,500 sexual-assault reports from law-enforcement agencies across Minnesota.

See Page 5 for more about the award-winning project and about Webster and Stahl.

Noon Saturday

Noon

Loring

Adviser Luncheon

ACP is delighted to be host for this luncheon for all advisers and media professionals. Come and let us know how ACP can help you.

Saturday sessions

1:30 p.m. Saturday

1:30-3:20 p.m. (Double Session)

North Grand

Art direction and conceptual thinking

Love those amazing cover images for the NYT magazine, Wired, Rolling Stone and Time? This hands-on, two-hour workshop will help you to become a strong art director. You'll develop skills with visual metaphor, wordsmithing and conceptual thinking.

You'll learn tools for brainstorming, collaborating, innovating and creating a marriage of words, illustration and photography across platforms — everything you need to inspire award-winning storytelling.

Sara Quinn, University of Minnesota

1:30-2:20 p.m.

Avenue 1

How to get people to do what you want

A veteran adviser provides advice on motivating your staff to get things done.

Susan Smith, South Dakota State University

1:30-2:20 p.m.

Avenue 2

Coaching creates better stories and better journalists

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

Mark Witherspoon, Iowa State Daily

1:30-2:20 p.m.

Avenue 3

Google basics

Verify photos and video with Google Tools, learn about the new Google Fact Check Explorer, use Google Trends to track what people are searching for and learn some cool search tips. Please bring your laptop — it's a hands-on session.

Mike Reilley, University of Illinois-Chicago

2:30 p.m. Saturday

2:30-3:20 p.m.

Avenue 1

Hiring and firing

Something they don't teach editors in journalism classes — how to hire people, mentor them and let them go if necessary.

Susan Smith, South Dakota State University

2:30-3:20 p.m.

Avenue 2

Engaging your community in so many ways

For news organizations to be relevant, we engage our communities in many different ways. Providing them content that they need and want, on all platforms and in all the ways they want it, is only the beginning of the engagement. Engagement is exciting, so let's count together the many ways to can all engage with our audiences.

Mark Witherspoon, Iowa State Daily

2:30-3:20 p.m.

Avenue 3

Become a data scraping ninja

Learn how to scrape data from web pages using Google Sheets and scrape information out of those pesky PDFs. Tips on finding data, using data portals and the new Google Data Search tool. Please bring your laptop. It's a hands-on session.

Mike Reilley, University of Illinois-Chicago

3:30 p.m. Saturday

3:30-4:20 p.m.

North Grand

Visual storytelling

Great visuals have the power to help people understand our increasingly complex world. We'll explore what we know about how people read, watch, click, scroll, interact, share and remember powerful visual stories.

Sara Quinn, University of Minnesota

3:30-4:20 p.m.

Avenue 1

Launching your career

Advice from professionals on how to get a job after graduation.

Susan Smith, South Dakota State University

3:30-4:20 p.m.

Avenue 2

Big changes: The best and worst of our college media digital transition

Let's discuss the good, bad and ugly of print-to-digital transitioning, a continuous issue for everyone.

Mark Lewison, Hope College

3:30-4:20 p.m.

Avenue 3

Google Earth Pro, Earth Timelapse and Google Earth Studio

Learn how to create video flyovers and pull archived satellite photos from these free tools. Participants should download Google Earth Pro (free) from the bottom of this page prior to the session: <https://www.google.com/earth/versions/>.

Please bring your laptop. It's a hands-on session.

Mike Reilley, University of Illinois-Chicago

Sunday sessions

Check the convention app for the latest information —
ACP Best of the Midwest from EventsXD.

9 a.m. Sunday

9-9:50 a.m.

Avenue 1

How to win at sports coverage

Whether you're expanding your sports coverage or giving it a kick start, Michael Hughes, a former editor and sports editor at the Indiana Daily Student who's now sports editor at the Northfield News, has helpful advice on planning coverage, working with sources, live tweeting and meeting deadlines.

Michael Hughes, Northfield News

9-9:50 a.m.

Avenue 2

Solutions journalism: What it is and why you should practice it

As journalists, it's our job to cover the ways that our institutions and the people in them are trying to solve problems — and how effective (or ineffective) those solutions are. Solutions journalism can inspire your audience by revealing hidden opportunities for social change. Learn about what solutions journalism is and how you can incorporate it into your newsroom.

Laura Otto, Mount Mary University

9-9:50 a.m.

Avenue 3

Design tips you won't get from your adviser

After 10 years as a newspaper designer and 20 years as a college newspaper adviser, I've decided to compile a list of the best design suggestions and guidelines I've come across. Be warned: Some are a bit off the wall and probably won't be things you'll hear from your adviser.

*Doug Kirchberg,
Madison Area Technical College*

10 a.m. Sunday

10-10:50 a.m.

Avenue 1

20/40 vision

A panel discussion of student editors, moderated by ACP Executive Director Laura Widmer, discuss their student-media experiences in 2020 — and speculate about what the college newsroom will look like in 2040.

*Laura Widmer, Associated Collegiate Press
Emily Cabaltera, Mt. Mary University
Quinn Clark, Mt. Mary University
Cody Cline, Black Hills State University
Allyson Gebauer, Mt. Mary University
Denisse Hernandez, Mt. Mary University*

10-10:50 a.m.

Avenue 2

The art of the narrative: Storytelling techniques for feature writers

A fiction writer's mantra is "show, don't tell." Learn how you can employ the elements of creative writing — such as imagery, characterization and setting — to give credibility to your story and enliven your writing.

Laura Otto, Mount Mary University

10-10:50 a.m.

Avenue 3

Website revenue-producing ideas

Employers who are hiring are expecting you to lead them with technology initiatives. Today, savvy news organizations are creating value from "the website," and making money from digital products. This is a fast-paced workshop presentation with a focus on new ideas (metered paywalls, audio articles, and customer apps, to name a few. We'll encourage audience participation and exchange.

*Deborah Blanchard,
Our Hometown Web Publishing*

11 a.m. Sunday

Center-South Grand

Best of Show Awards

Associated Collegiate Press announces its winners from this Best of the Midwest convention.

Join us, and we'll celebrate some great work.

Upcoming events & deadlines

May 15

ACP deadlines for newspaper and magazine Pacemaker Awards and individual awards

July 23-26

College Media Mega Workshop, Minneapolis

Oct. 21-25

Fall National College Media Convention, Atlanta

Feb. 25-27, 2021

ACP/California College Media Association College Journalism Convention, La Jolla, California

March 18-20, 2021

ACP/CMBAM College Journalism Convention, Chicago



Atlanta 2020

Fall National College Journalism Convention

Oct. 21-25, 2020 • Atlanta Hyatt Regency
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Molly Hulsey
Covenant College

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