

Kansas Collegiate Media

2016

Spring Conference and Awards
Luncheon and Banquet

April 7-8

Drury Plaza Hotel Broadview
400 W. Douglas Ave., Wichita

Thursday, April 7

2:30 – 4:30 pm
Hotel Foyer

REGISTRATION

Pick up your packets at the registration table.

4 – 5 pm
Room 103

COPY EDITING CONTEST

All students registered for the contest should be in place and ready to begin promptly at 4 pm. *Coordinators: Alan Montgomery, Hutchinson Community College, 4-year; Kevin Page, Benedictine, 2-year.*

4:30 – 5:20 pm
Small Ballroom
(Rooms 105 & 107)

WRITING BETTER EDITORIALS

We've all got opinions. But the best way to get those opinions heard is to write focused, well-reasoned editorials. We'll talk about how you can write to influence and persuade the public, as well as those who make the rules. *Phillip Brownlee and Rhonda Holman, editorial writers, The Wichita Eagle.*

AWARDS DINNER

5:30 – 7:20 pm
Rooms 132 & 133

Speaker: Sarah Crespo, freelance writer and engagement marketing director for KMUW, “Story Sculpting: Finding Your Inner Scheherazade.” Finding success in marketing, journalism, and personal branding are all about good storytelling. Learn some practical tips and ideas to build your brand and power your career .

SARAH JANE CRESPO is the engagement marketing director at KMUW - 89.1 Wichita, but she has worked at KMUW since July of 2010 in a variety of functions. Sarah Jane believes that the mission of public radio is both to educate and to inspire listeners to take part in building our community. As part of this effort, she built the Engage ICT: Democracy on Tap event series. In addition, she handles event planning, communications, and experiential marketing, as well as serving as the on-air announcer for *Science Friday*. Previous to her work in public radio, she was a reporter at *Wichita Magazine* and now freelances for the publication. Sarah Jane graduated from Wichita State University with two Bachelors of Arts, in Communications and Spanish.

7 pm
Main Lobby

STUDENT PUBLICATION CRITIQUES

Student publications critiques by KCM advisers. Preregistration is recommended. *Coordinator: Amber Brawner, Hutchinson Community College.*

SPECIAL WORKSHOP

7:30 – 9:20 pm
Small Ballroom
(Rooms 105 & 107)

STORY DESIGN: FROM PITCH TO PUBLICATION

Stories that translate well to both print and the web don't happen by accident, they are designed with multiple platforms in mind. Learn how design thinking exercises can help stories go from a vague concept to a rich, comprehensive package that works equally well in print and online. Note: This session features a heavy hands-on component. Laptops are encouraged. *Alexandra Nicolas, Senior Digital Editor, Community Newspaper Holdings Inc., Montgomery, Alabama.*

ALEXANDRA NICOLAS is a senior editor specializing in data journalism with an emphasis on natural disasters and election coverage. She has been awarded fellowships from the [Knight Digital Media Center](#) and [Investigative Reporters and Editors](#). She enjoys spreadsheets, maps and compatible file formats.

Friday, April 8

BREAKOUT SESSIONS 1

8:30 – 9:20 am
Room 132

IMAGES OF IDIOCY: HOW EDITORIAL CARTOONISTS DRAW OUT THE ABSURDITIES OF POLITICS AND OUR CULTURE.

This is a discussion and exploration of the history, the present and the potential future of editorial cartooning. Why cartoonists do what they do, how they do it and what sorts of reactions they get are among the different facets of political cartooning that will be covered. Dozens of images are dissected, both from the archives of historical cartoons and from modern works. A liberal in a conservative state, Richard Crowson talks about his own experiences with cartoon subjects and with his readers. *Richard Crowson, editorial cartoonist, The Wichita Eagle.*

8:30 – 9:20 am
Room 103

JUST SAY 'NO' TO BORING STORIES. Your campus is awash in interesting stories – you just need to know where (and how) to look. We'll talk about how to uncover news stories and fun features, and how to approach perennial stories in a fresh way. *Suzanne Tobias, education reporter, The Wichita Eagle.*

8:30 – 9:20 am
Room 133

THE FEW, THE PROUD... THE INTERNS. Internships at media companies are increasingly difficult to find. But they do exist, and they are critical for students interested in pursuing a media career. Some tips on finding, and landing, an internship. *Tom Shine, deputy editor for print, The Wichita Eagle.*

8:30 – 9:20 am

INVESTIGATIVE REPORTING ROUNDTABLE. *Max*

Small Ballroom
(Rooms 105 & 107)

McCoy, associate professor of journalism, Emporia State University; Kelsey Ryan, data and projects reporter, The Wichita Eagle; and others to be announced.

BREAKOUT SESSIONS 2

9:30 – 10:20 am
Room 133

HOW TO AVOID BEING THE EDITOR NO ONE WANTS TO WORK FOR. No one likes a bossy editor. Everyone likes an editor who brings out the best in you. We'll cover the basics of managing your peers, setting priorities and making confident decisions all before you've graduated. *Jean Hays, investigations editor, The Wichita Eagle.*

9:30 – 10:20 am
Room 132

HOW TO MAKE VIDEOS THAT DON'T SUCK. Ain't nobody got time for bad video. New to shooting? We'll show you how we make compelling videos at The Wichita Eagle and some of the tools that can help you do it, too. *Jaime Green, staff photographer, The Wichita Eagle, and John Albert, McClatchy video fellow.*

9:30 – 10:20 am
Small Ballroom
(Rooms 105 & 107)

STORYTELLING IN HALF A TWEET. Headlines have to *tell* a story and *sell* a story, and they have to do it in as few words as possible. This session will go over some of the basic rules and the easiest way to write a headline. We'll also talk about the one thing every headline writer has to have. *Michael Roehrman, deputy editor for publishing, The Wichita Eagle.*

9:30 – 10:20 am
Room 103

HOW NUMBERS TELL COMPELLING STORIES. Is tuition really a bargain at your school? Is crime on campus up? And do university employees get paid fairly? With a little elbow grease – and tools like Microsoft Excel – you can report the facts beyond the rhetoric. *Kelsey Ryan, data and projects reporter, The Wichita Eagle.*

9:30 – 10:20 am
Riverview

IS ONLINE TRANSPARENCY THE NEW VERIFICATION? As digital newsrooms become smaller and faster, journalists face pressure to break stories on Twitter much faster than they can be verified. Can radical transparency become the basis of a new, ethical code for digital journalism? *Ron Feemster, assistant professor of journalism, Emporia State University.*

BREAKOUT SESSIONS 3

10:30 -11:20 am
Room 132

'A LONG TIME AGO IN A GALAXY FAR, FAR AWAY' Let's turn the inverted pyramid story structure on its head. It's overused, and your stories are crying out for a different and more thoughtful structure: Narrative. Or something (anything) more engaging to readers than the inverted pyramid. *Roy Wenzl, senior reporter, The Wichita Eagle.*

10:30 – 11:20 am
Room 133

WHY PHOTOGRAPHER IS THE BEST JOB IN THE NEWSROOM. Writer. Designer. Editor. Publisher. All are important to make a strong newspaper. But none of those jobs are as much fun as being a photographer. Heying tells you why, and provides proof. *Travis Heying, staff photographer, The Wichita Eagle.*

10:30 – 11:20 am
Small Ballroom

SPORTS REPORTING OFF THE FIELD. Game stories are important. But

(Room 105 & 107)

the biggest news in sports often breaks when cops, courts and corporations make the calls. *Ron Feemster, assistant professor of journalism, Emporia State University.*

10:30 – 11:20 am
Riverview

ACCESS DENIED. What happens when access is denied? Learn about the Kansas Open Meetings Act and how to ensure you are granted the access you and your audience is entitled to. *Jessie Wagoner, senior reporter, The Emporia Gazette.*

AWARDS LUNCHEON

11:30
River View 132 & 133

Speaker: Max Kautsch, Kansas Press Association Hotline Attorney. "Fresh Tips: Navigating Open Government Law in Kansas." Kautsch will focus on the Kansas Open Records Act and other statutes that empower journalists and the public to hold government accountable. Kautsch will draw much of his content from the "Fresh Tips" category of his blog, which can be found at kautschlaw.com.

MAX KAUTSCH, a graduate of Washburn University School of Law, is the new Legal Hotline attorney for the Kansas Press Association. Since 2014, he has litigated on behalf of media clients seeking access to probable cause affidavits and other criminal court records in Labette, Franklin and Douglas counties. He represents the University Daily Kansan and has assisted student journalists in requesting and analyzing public records under the Kansas Open Records Act and the federal Freedom of Information Act.