

KCM Spring Conference



SUNDAY, APRIL 16

3:30 p.m. MEET THE PROS

Station Ballroom

Use this hour to meet & talk with media professionals about internships, jobs, resumes, cover letters, portfolios, story ideas and more. It's your time, so make sure you come prepared to ask questions. We encourage you to bring a resume to get critiqued or to hand out.

Shelby Kellerman, Wichita Business Journal

Tom Shine, KMUW, 89.1

Rachel Sommerfeld, KSN-TV

Polly Basore Wenzl, Wichita Beacon

Marcia Werts, Wichita Eagle

COPY EDITING CONTEST

Siedhoff Salon

King of AP Style? Queen of current events? Up to three students per publication may sign up on the spot and compete in our annual KCM copy editing contest.

4:30 p.m. IMMERSING YOURSELF IN THE COMMUNITY

Station Ballroom

Joel Muhs & Brenna Eller

The McPherson Sentinel

Two HutchCC alumni will discuss the importance of getting out of the newsroom, getting away from the computer and immersing yourself in the communities you cover. While one can cover a community from behind the comforts of a phone and computer, it's vital to be a part of the community you cover. Brenna also is a KU alumna.

BEST OF STUDENT MEDIA — COVERAGE & DESIGN

Bosin 1

Gary Lundgren

Associated Collegiate Press

What are other publications covering? What do they look like? Gary Lundgren coordinates college media contests at the national level and sees it all. He'll share coverage ideas as well as good photos and design from nationally award-winning newspapers, magazines and yearbooks to help spark new ideas and inspire your work.

WHAT WOULD TOM & CARRIE DO? ETHICS IN JOURNALISM

Bosin 2

Tom Shine, KMUW

Carrie Rengers, Wichita Eagle

The ethical dilemmas journalists face have become even more numerous and complex over the past decade, but we only need to ask: What Would Tom and Carrie Do? In this session you'll find sage advice and interesting discussions about some of today's most common ethical decisions journalists face.

5:30 p.m. DINNER, KEYNOTE & AWARDS

Bosin 1 & 2

Welcome: Amy DeVault, KCM President

Keynote: KMUW Audience Engagement Team

Jackie Engel Award: Spencer O'Daniel, Publications Adviser at Maize Career Academy

2-year Kansas Collegiate Journalist of the Year: Brad Hallier, JOY Coordinator

KCM Individual Awards: Todd Vogts, KCM 2nd Vice President & Contest Coordinator

7:30 - 8 p.m.

STUDENT MIXER & TABLE TALKS

Station Ballroom

Find a table that matches your interests and have a conversation with your peers from around the state. (Topics: Yearbooks, Magazines, Photography, Sports, News, Arts & Entertainment, Advertising, Multimedia.)

8:30 - 10:30 p.m.

GAME NIGHT

The Arcade
139 N. Meade St.

Enjoy over 100 arcade games at this Old Town arcade. All games are on free play for our group during this time except pinball and skee-ball.



MONDAY, APRIL 17

7:30 a.m. KCM BUSINESS MEETING

Siedhoff Salon

9 a.m. BEING A WELL-ROUNDED JOURNALIST

Station Ballroom

Billy Watson

Hutchinson Community College

Billy will discuss the importance of being a well-rounded journalist, from knowing how to write, to social media, to photography. Billy, a native Texan, was the 2023 KSHSAA Oscar-Stauffer Award winner for sports writing.

BREAKING INTO TV REPORTING

Bosin 1

Max Dutton

Baker University & KWCH-TV

Max started college with zero journalism experience, but he's ending college as a news anchor in the #70 market in the country. Max will walk you through how he propelled his career in such a short time, offering tips and answering questions about breaking into the TV news business.

PUT THOSE SKILLS TO WORK

Bosin 2

Kristin Bogner, NASSP

Lyndsey Cook, Intrust Bank Arena

James Kellerman, Visit Wichita

Odds are that many of you will not work as journalists after college, but the experience you have gained will help you get a job. Our panelists will talk about how to sell those skills and will answer questions about life after college journalism.

10 a.m. COLUMN WRITING

Station Ballroom

Eric Thomas

Kansas Scholastic Press Association

When I started writing columns for the Kansas Reflector, I told my editor that I would write two or three pieces and then scoot out of the way. It's been nearly two years and more than 80 weekly columns since then. I will share some tips for opinion writing, especially how to turn a fledgling hobby into fulfilling writing project.

CAPTURING SPORTS MOMENTS BIG & SMALL

Bosin 1

Travis Heying

Wichita Eagle

From high school basketball to the Super Bowl, Travis has covered nearly everything sports has to offer. He'll show some of his work and talk you through capturing it all — peak action, bench reaction and quiet moments many people miss.

COVERING HIGHER ED POLICY & ADMINISTRATION

Bosin 2

Suzanne Perez, KMUW, 89.1

Sherman Smith, Kansas Reflector

Chance Swaim, Wichita Eagle

Sometimes you have to dig for the good stuff, and sometimes it's dropped in your lap. Join this all-star reporter panel to learn about doing watchdog journalism for your campus community.

11 a.m. SELL IT LIKE YOU MEAN IT

Station Ballroom

Ashley Weve

Eagle Communication

Many publications need to see advertising for print and/or web, and selling seems to be harder than ever. This session is designed with advertising managers and reps in mind, so come with ideas and questions.

WRITE TIGHT

Bosin 1

David Levy

Kansas State University

Less is more! Learn how to engage readers with writing that reads concisely and clearly - just like this session description.

STUDENT PRESS FREEDOMS

Bosin 2

Max Kautsch, Attorney at Law

Kansas Coalition for Open Government

Kautsch will tackle issues of interest, including how the U.S. Supreme Court has ruled on student expression, how the Court's evolving view of student expression over the decades impacts student journalists today, and why the structure of the relationship between an educational institution and its student newspaper is so important.

Noon - 1:45 p.m.

LUNCH, KEYNOTE & AWARDS

Bosin 1 & 2

Keynote: Eric Thomas, Kansas Scholastic Press Association

4-year Kansas Collegiate Journalist of the Year: Brad Hallier, JOY Coordinator

KCM Individual & Overall Awards: KCM Board