

Kansas Collegiate Media '24

Sunday, April 21



12:30 p.m. CONFERENCE CHECK-IN (*Ballroom, RSC 3rd floor*)

1 p.m. VIRTUOUS CIRCLE: TEACHING COMMUNITY HOW TO BE A COMMUNITY

Rob Curley, The Spokesman Review

Could "kindness" be a business model? Spokesman-Review editor Rob Curley will explain how Spokane's oldest and largest news organization embraced the concept of "the virtuous circle" — showing how a community grows in innumerable ways when it works together for the positive. More importantly, this unique strategy illustrates how a company can show leadership during difficult times for its industry to prove that positivity can feed more than just a bottom line ... it can reenergize its hometown.

2:45 - 3:45 p.m. WHAT I WISH I'D KNOWN THEN
(*Lucas - RSC 265, 2nd floor*)

Hindsight is 20/20, as they say. **Lindsay Smith** (The Wichita Eagle), **Madeline Schnieders** (KWCH Channel 12), **Christina Noland** (Compass Marketing & Advertising) and **James Kellerman** (Visit Wichita) will offer advice about being a college journalist, about finding and telling important stories, and about where you might go from here.

A JOURNALIST'S GUIDE TO WHAT THEY DON'T TEACH YOU IN COLLEGE

(*Spencer - RSC 264, 2nd floor*)

In today's polarized world, a journalist needs to know more than just how to write a good story, take a great photo or lay out a compelling page. **Rob Curley**, editor of the Spokesman Review, will offer insight and a roadmap to the things not taught in textbooks.

EDITING CONTEST: SWEAT THE SMALL STUFF — AND THE BIG TYPE

(*Pike - RSC 266, 2nd floor*)

"Copy editor" is less a title than a state of mind, and it will serve you well regardless of your official job: You'll help the reader by keeping things simple, getting the facts right and using display type to guide folks to the great work you and your colleagues are doing. **Philip Gray** of the Los Angeles Times — who also is a former opinion, news and copy editor at Bloomberg, the New York Times, the Washington Post, The Wichita Eagle and The Sunflower — will talk about priorities and triage ... and then he'll give attendees a real story to edit for the copy editing contest.

WELCOME BACK TO KANSAS

Dating back to the early days of the internet, **Spokesman-Review editor Rob Curley** has long been considered one of the newspaper industry's biggest innovators. Through his times at some of the biggest newspapers in the nation, including The Washington Post and Orange County Register, to working at much smaller papers in his beloved home state of Kansas, like the Lawrence Journal-World, Ottawa Herald and Topeka Capital-Journal, it's his love of local journalism that drives him.



Rob Curley

Curley has again become a highly sought-after speaker at both journalism and civic conferences across the country because of the newspaper's ground-breaking events series, Northwest Passages, making The Spokesman-Review a national leader in community engagement, local media literacy and philanthropic-funded journalism. Nearly 28 percent of the newspaper's newsroom payroll is now funded directly by the community.

4 p.m. "UNWARRANTED" DOCUMENTARY SCREENING AND DISCUSSION + SNACKS

(*Ballroom, RSC 3rd floor*)

In August, police in Marion, Kansas, raided the local newspaper — the Marion County Record — and seized computers, notes and even reporters' personal cell phones. They also raided the home of the paper's owner, 98-year-old Joan Meyer, who suddenly died the next day. Journalists and legal experts across the country swiftly condemned the raids and the attacks on First and Fourth Amendment rights they brought to light. This session will include a screening of The Wichita Eagle's 38-minute documentary about the raids followed by a discussion featuring **Travis Heying**, one of the filmmakers at The Wichita Eagle, and **Eric Meyer**, the editor and publisher of The Marion County Record.

5:45 p.m. AWARDS, ROUND 1

KCM individual awards
Kansas Collegiate Journalists of the Year

6:45 p.m. HOTEL CHECK-IN

Get checked in and drop your bags before dinner.

7:30 - 9:30 p.m. DINNER & SOCIAL

(*Social Tap, 4510 E. 19th St*)

Dinner will be at a popular new restaurant just across 19th Street from the hotel. Feast on a buffet of appetizers, salad, pizza and more while enjoying the restaurant's large dining room and water-facing patio.

Monday, April 22

8 a.m. ADVISERS BREAKFAST & KCM BUSINESS MEETING

(Herman RSC 262)

8 a.m. - 9:30 a.m. JOB & INTERNSHIP FAIR & MORE

(Santa Fe - RSC 233)

Talk to potential employers, network and get feedback on your resume/portfolio.

ATTENTION two-year college students: Editors from Emporia State, Kansas State, University of Kansas and Wichita State will be on hand to talk about their schools and working for their publications.

10 a.m. STEAL LIKE AN ARTIST. CREATE LIKE A PRO

(Lucas - RSC 265)

Linda Puntney
Kansas State University

There's a difference between copying and stealing. A look at professional and student publications will help you see ways to adapt design and content concepts to fit your publication and the stories you have to tell.

READ ALL ABOUT IT — OR NOT!

(Pike - RSC 266)

David Levy
Kansas State University

Learn the structures and functions of a good headline to lure readers into a story and see fun examples of what not to do. Come prepared to try your hand at crafting a good headline. Former writer and associate producer at CNN, David Levy directs the Collegian Media Group and advises The Collegian K-State.

PHOTO CRITIQUE: WHAT WENT RIGHT, WHAT COULD BE BETTER

(Spencer - RSC 264)

Travis Heying
The Wichita Eagle

Travis Heying, whose photojournalism career spans nearly three decades, has combed this year's KCM photo entries and has chosen several to critique. Watch the slideshow to see if your staff's photos are discussed and learn how to improve your photo game.

11 a.m. NOT YOUR MAMA'S INSTAGRAM

(Lucas - RSC 265)

Amy DeVault
Wichita State University

From the hard-hitting election coverage to more whimsical pop-culture topics, journalists are using Instagram for more than sharing great photographs, but also for sharing information, breaking news and telling fun stories. We'll look at ways news organizations are using Instagram to meet audience members where they are and deliver stories in the forms readers crave.

COVERING HIGH SCHOOL SPORTS

(Pike - RSC 266)

Scott Paske, KSHSAA
Charles Chaney, Butler Co. Times Gazette
Joel Muhs, McPherson Sentinel
Aubreigh Heck, Salina Journal, Kansas Wesleyan

Every budding sports journalist has aspirations of covering the NFL, World Cup, Olympics, NBA or major college teams. But some of the best sports writing and some of the best stories happen at the local level. Join four sports writers who have years of experience covering high school sports as they discuss the importance of covering high school sports.

JOURNALISM STARTUPS

(Spencer - RSC 264)

Sherman Smith, Kansas Reflector

One of the main sources for breaking state news and investigative reporting is only 4 years old – and it's never gone to print. Kansas Reflector is a nonprofit online news outlet that is staffed by seasoned journalists and is free to readers. And it's one of dozens of such newsrooms that have popped all over the country over the past several years. Editor-in-chief Sherman Smith will share the history of the Kansas Reflector and discuss how a diverse array of models are carrying journalism into the future.

Noon - 1:45 p.m.

LUNCH & AWARDS

(Beggs Ballroom - RSC 3rd floor)

Jackie Engel Award:

Rachel Chushuk, Blue Valley Southwest High School
KCM Individual & Overall Awards

Thank you for a great contest & conference

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