

Maryland J-Day Program (revised 10/26/15)

Conference Registration/Check-In (8 a.m., lobby outside Stamp Union Ballroom)

Opening Program (9-10:15 a.m., Stamp Union Grand Ballroom)

Welcome to J-Day Conference by MDCSPA's Gary Clites
Greetings from Philip Merrill College of Journalism assistant dean Rafael Lorente

Panel Discussion: From Journalism Student to the Professional World
Four recent graduates of the university's Philip Merrill College of Journalism who now work in journalism or communication: **Dana Amihere '12 M.J.**, interactive editor, *Dallas Morning News*; **Morgan Gilliam '13 M.A.**, producer of Capital Insider, NewsChannel 8; **Jin Kim '15 B.A.**, web producer, *Baltimore Sun*; and **Jonas Shaffer '12 B.A.**, general editor, sports department, *Baltimore Sun*. Moderator: **Chris Harvey '80 B.A.**, director of assessments, Philip Merrill College of Journalism

Instructions for the day by Gary Clites

Concurrent Session 1 (10:30-11:15 a.m.)

A/V Yearbook Fashion Week. What is trending in 2016 yearbooks? Learn what is New and Now in yearbook design, typography and color. These trends are constantly evolving, and like the content of your yearbook, the design must be specific and relevant to the year. You won't see Comic Sans on this yearbook catwalk. Presenter **Katie Krueger** is the Walsworth Yearbooks company representative in Maryland. This will be a featured presentation in Orlando. See it here without a plane ticket! **Stamp Grand Ballroom A**

A/V Using InDesign for News Publications. This session will address sample layouts, tips for making a more professional-looking paper and will share secrets of the professionals who use Indesign for their publications. Presenter **Sharon O'Malley** is adjunct professor at Merrill College of Journalism and a freelance writer and editor.

Knight 1208

Effective Event Coverage - #DoingItAll. This session will offer tips on how to multitask and effectively cover an event — how to write a story, take video and photos, post on social media and complete an interview. Learn how to create high-quality online content on a deadline for your publication. Presenter **Alissa Arford** is director of online strategy at University of Maryland's Robert H. Smith School of Business. **Tawes Studio**

A

A/V Beyond Your Basic Sports Coverage. What does it take to deliver sports stories that go beyond what your readers will expect in game coverage and features? **Jonas Shaffer**, a 2012 graduate of the Philip Merrill College of Journalism, is a general editor in the sports department at *The Baltimore Sun*. **Jull Hall 1105 (Mr. Shaffer will meet students in the Grand Ballroom and accompany them to Jull Hall.)**

A/V Improving Your Website. Learn how one school publication totally revamped its web presence in less than a month. This session will show you the organizational and technical resources that are must-haves for online success. Presenters are from the *Lion's Tale*, the newspaper of the Charles E. Smith Jewish Day School in Rockville, MD: editors-in-chief **Carol Silber** and **Malka Himelhoch** and adviser **Jessica Nassau**.

Grand Ballroom B

A/V Quality Photography Shoots. This session will offer specific ways to improve the quality of what you shoot for your publication. The presenter is **Tony Richards**, a photographer-videographer with University of Maryland's Robert H. Smith School of Business. **Knight 1206**

A/V Using Social Media to Gather News and Expand Your Publication's Reach.

This session will provide practical strategies for making use of Twitter, Facebook, blogs and other online tools to find and research news stories, as well as expand readers' interest in your publication. The presenter is **Rebecca Bennett**, an editor and web manager of the *Hyattsville Life & Times* in Hyattsville, MD, and a former television news producer for WJLA/NewsChannel 8 in Washington, D.C. **Knight 3202**

Creating a Memorable Feature. Feature writing is an opportunity for a journalist to

really invest time and energy in a subject. So how do you make sure readers invest in it as well? **Liam Farrell**, writer/editor for *Terp Magazine* at the University of Maryland, will discuss the reporting and writing strategies that are the building blocks for crafting these stories. **Knight 3200**

Lunch Break & Guided Tours (11:30 a.m. to 1 p.m.)

Students and advisers dine on your own at Stamp Union Food Court. Tours start and finish at designated locations inside Knight Hall.

1st round of tours (11:30 a.m.-12:10 p.m.)

- (a) Merrill College of Journalism: Meet student tour guide in hallway outside Room 1100 Knight Hall (Student Services Office), first floor of Knight Hall
- (b) Tour of *Diamondback* (student newspaper) and WMUC (student radio station), South Campus: Meet student tour guide near Off the Record Café in lobby of Knight Hall
- (c) Tour of Capital News Service (broadcasting facility), Tawes: Meet student tour guide outside Room 1109, first floor of Knight Hall

2nd round of tours (12:20-1 p.m.)

- (d) Merrill College of Journalism: Meet student tour guide in hallway outside Room 1100 Knight Hall (Student Services Office), first floor of Knight Hall
- (e) Tour of *Diamondback* (student newspaper) and WMUC (student radio station), South Campus: Meet student tour guide near Off the Record Café in lobby of Knight Hall
- (f) Tour of Capital News Service (broadcasting facility), Tawes: Meet student tour guide outside Room 1109, first floor of Knight Hall

Swap Shop (12:20-1 p.m., Stamp Union Ballroom)

Couldn't get in on a tour? Bring copies of your yearbook, newspaper or magazine to the Grand Ballroom to share them with students from other schools (yearbooks should be returned). Share your work with with staffers from other schools and take home valuable ideas for your publication. Broadcast students can meet others and discuss programs and stories.

Concurrent Session 2 (1:15-2 p.m.)

Behind the Scenes: Life as a College Journalist

What's it like to make the jump from high school to college reporting and multi-platform journalism? Get the first-hand stories from a panel of outstanding students at the Philip Merrill College of Journalism. Panelists are **Maggie Gottlieb '17**, broadcast major;

Brittany Cheng '17, multiplatform major; **Alicia McElhaney '15**, multiplatform major; and **Jessie Karangu '16**, broadcast major. Moderator: **Sue Kopen-Katcef**, broadcast bureau director at the Philip Merrill College of Journalism. **Knight 1208**

Adviser Networking: A New Voices Act for Maryland

Learn how North Dakota just enacted one of the nation's strongest student-press rights laws, and how the lessons of North Dakota can be harnessed to enact a "New Voices" statute to protect the rights of students and teachers in Maryland. This session is intended for faculty advisers of student publications. Presenters are **Frank LoMonte**, executive director, Student Press Law Center, Washington, D.C., and **Gary Clites**, publications adviser, Northern High School, Calvert County, MD. **Knight 1206**

A/V Seeing Your Theme Through. You have your images, you have your designs, now how do you get your theme into your copy? Learn how to upgrade your polls, sidebars, theme pages, dividers, even your headlines to make your theme come full circle in your yearbook. The presenters are **Naomi Ratz**, certified journalism educator and yearbook adviser at Winston Churchill High School in Potomac, MD, and **Jennifer Massey**, the Jostens rep in Montgomery County, MD. **Math 0101**

A/V Creating a Memorable Feature. Feature writing is an opportunity for a journalist to really invest time and energy in a subject. So how do you make sure readers invest in it as well? Presenter **Liam Farrell**, writer/editor for Terp Magazine at the University of Maryland, will discuss the reporting and writing strategies that are the building blocks for crafting these stories. **Knight 3200**

Reporting on a Sensitive Issue. How to approach sources – students, parents and school administrators – when pursuing a story about controversy or tragedy for a student publication. The presenter, **Chris Hanson**, is a journalism professor at the Philip Merrill College of Journalism specializing on ethics and a former political news reporter. **Math 0411**

A/V Interviewing with Attitude for News and Feature Stories. Strategies for successfully building trust with sources, mining for details that help your story stand out and getting quotes that make a bold statement. How to prepare for and conduct effective interviews and tips for sifting through material for the best nuggets. Presenters are **Michelle R. Davis**, a freelance writer, a senior writer for *Education Week's* Digital Directions channel and a former Washington correspondent; and **Steve Piacente**, who teaches journalism at American University and is creative director at The Communication Center, a firm specializing in media training. **Math 0105**

A/V How to Make Harry Potter-like Publications. Discover different approaches to using Augment Reality (AR) in your publications as well as in your schoolhouse. Learn about the technology behind AR and how it is changing the publication industry.

Presenter **Pete Greer**, yearbook representative in Maryland for Lifetouch Publishing, will demonstrate some AR yearbook examples of his work and discuss how they were created. **Math 0104**

A/V Creating Videos Worth Watching. This session will offer advice for producing videos that are worthy of incorporating into the coverage of your school. Hear about professional measures for filming, length of videos, simple editing programs – and selecting topics that make people want to watch online. **Jon Forsythe**, a 2001 graduate of University of Maryland’s journalism program, is the national video editor for The McClatchy Company, owner of 29 newspapers around the country. **Knight 3202**

A/V You Can’t Do That on Television (Video News on the Net and Beyond). Television news has a rigid format for delivering information, but the web is blowing that format up. This session looks at what works on the web, what opportunities are out there and what’s the future. Presenter **Josh Davidsburg** is a faculty member at the Phillip Merrill College of Journalism, a freelance reporter for Maryland Public Television and a documentary filmmaker. **Math 0102**

Ethical Decisions in Journalism. When do you proceed with a story and when do you drop it? Is it more important to be first even if it turns out you later got it wrong? In an era where anyone can publish anything on the Internet and call it journalism, a discussion how to report and write correctly, fairly and ethically. The presenter, **Jonathan D. Salant**, a former National Press Club president and current chair of the Standing Committee of Correspondents, is the Washington correspondent for NJ Advance Media and the Newark *Star-Ledger*. **Math 0303**

Sports Writing and Reporting in Non-Traditional Media. This session will cover how to make a career in the field without following the traditional newspaper/broadcast paths, as well as best practices for success writing about sports online. The presenter, **Pete Volk**, is the assistant college football editor at SB Nation and a graduate of the Philip Merrill College of Journalism. **Math 0302**

Using Social Media to Gather News and Expand Your Publication’s Reach. This session will provide practical strategies for making use of Twitter, Facebook, blogs and other online tools to find and research news stories, as well as expand readers’ interest in your publication. The presenter is **Rebecca Bennett**, an editor and web manager of the *Hyattsville Life & Times* in Hyattsville, MD, and a former television news producer for WJLA/NewsChannel 8 in Washington, D.C. **Tawes Studio A**

Concurrent Session 3 (2:15-3 p.m.)

Sports Journalism Panel. Four student journalists at University of Maryland describe their experiences: **Michael Stern '17**, co-founder of *The Left Bench* and business director, WMUC Sports; **Andy Dunn '18**, editor of *The Left Bench*, college soccer reporter for SBS, basketball reporter for *DC Sports Box* and video assistant for Maryland Athletics; **Samantha Waldenberg '18**, intern at Redskins.com, social media manager for *TLB* and broadcaster for WMUC Sports; and **Marissa Morris '16**, news director, WMUC Sports and staff member, Big Ten Network. Moderator: **Beth Mechum**, coordinator, The Shirley Povich Center for Sports Journalism, University of Maryland.
Knight 1208

Know and Protect Your Legal Rights. What can a school prevent students from publishing? Does the school own the photos taken by students on a camera borrowed from the school? Can the police make a journalist erase photos taken on a cell phone? Are student newspapers entitled to data on student expulsions? Get the straight story on your rights as student journalists and bring your toughest legal questions to this session with the Student Press Law Center's executive director, **Frank LoMonte**.
Knight 3202

Empowering Student Journalists. Student ownership is vital to take your publication to the next level. Advisers must let student editors build the publication you've trained them to lead. Find out how an online newspaper staff did this only two years after creating their website and found themselves with a Pacemaker. Session is appropriate for editors and advisers. Presenter **Jill Burns** is the Maryland representative for Walsworth Yearbooks and formerly a publication adviser in Florida for 11 years. **Math 0302**

A/V When Video Works and When It Doesn't. When should you use video to cover a story -- and when is it not appropriate? Learn a few ways to make your videos stand out. The presenter, **Bethany Swain**, is a faculty member at the Merrill College of Journalism and former CNN video photojournalist and multimedia producer. **Knight 3200**

A/V Basic Yearbook Layout and Design Techniques. This session, an introduction to yearbook design, will focus on basic design elements, such as including modular design and spacing, as well as directions of photos, whether to invert or overlay text and how to combine elements in an attractive and functional way. **Dee Consuegra**, yearbook adviser at Takoma Academy, Takoma Park, MD, also will share how to access resources to be used for inspiration. **Knight 1206**

Generating Feature Story Ideas That Resonate. This session is for writers with a passion for the craft of storytelling. Learn how to find compelling subjects, weave together descriptive writing with traditional reporting, connect with your audience and turn the inverted pyramid on its head. The presenters are **Elisha Sauers**, enterprise reporter and magazine editor, *The Capital* in Annapolis, MD, and **April Newton**, a

producer/writer and Ph.D. student at the Phillip Merrill College of Journalism. **Math 0303**

A/V Using Data in Your News and Feature Reporting. This session will offer practical tips on where to find and access data and how to make it interesting, including some ways to make data presentation visually appealing. Presenter **Rob Wells**, an adjunct faculty member at the Merrill College of Journalism, is former deputy bureau chief in Washington for *The Wall Street Journal*. **Math 0101**

A/V Don't Just Produce Mobile Media, Deliver It to Engage Mobile Users. Almost anyone can produce mobile photos and videos. The challenge is how to deliver news so it engages and informs more mobile users for longer periods. This is critical as more users now obtain their news only from their mobile devices. Presenter **Ronald Yaros**, former broadcast journalist and now professor of mobile and multimedia journalism in the Phillip Merrill College, shares and demonstrates the outcomes of his years of research and teaching of mobile journalism. **Math 0102**

There's an Election Going On. Should High School Journalists Care? Some tips on how and why high school students can cover the presidential election. The presenter, **Jonathan D. Salant**, a former National Press Club president and current chair of the Standing Committee of Correspondents, is the Washington correspondent for NJ Advance Media and the Newark *Star-Ledger*. **Math 0411**

Effective Event Coverage - #DoingItAll. This session will offer tips on how to multitask and effectively cover an event — how to write a story, take video and photos, post on social media and complete an interview. Learn how you can create high-quality online content on a deadline for your publication. **Alissa Arford** is director of online strategy at University of Maryland's Robert H. Smith School of Business. **Tawes Studio A**

A/V Organizing and Managing Yearbook: Strategies to Keep You Sane and Efficient Throughout the Year. This session will present different ways to effectively organize your staff and get the work done in an orderly way to produce a top-notch publication delivered on time! A roundtable discussion format will allow time for questions and brainstorming to solve tough organizational issues. The presenters are four veteran Maryland yearbook advisers: **Lori Leonard** from Sherwood High School in Sandy Spring, **Andrea Walkowiak** from Quince Orchard High School in Gaithersburg and **Daryl Alston** from Northwood High School in Silver Spring. **Math 0104**

A/V Quality Photography Shoots. This session will offer specific ways to improve the quality of what you shoot for your publication. **Tony Richards** is a photographer-videographer with University of Maryland's Smith School of Business. **Math 0105**