

2015 Midwest Journalism Conference

April 10 & 11, 2015

Friday, April 10, 2015

8:00 a.m. – 5:00 p.m. – Registration Desk Open

8:30 a.m. - 11:15 a.m. – **Main Session: Delve into ‘Serial’ and other transformational podcasts -**

The podcast “Serial” shed light on the 1999 murder of a high school student in Baltimore, Maryland. It was a record-breaking program with over 5 million listeners tuning in to the 13-episode season that began in October of 2014. Nobody knew how the season was going to end, not even host Sarah Koenig and co-producer Julie Snyder, who let the audience “in,” with serial dispatches into their investigation as it unfolded. Koenig and Snyder, veterans of the popular radio program, “This American Life,” plan to release a second season this year. “Serial” was the first breakout podcast, but there are many others that are quite successful, if not as transformational. A panel will speak to the resurgence of podcasting, what this particular format means for journalists working in all genres and what goes into the making of a spellbinding audio story. Attendees will also get the chance to listen to some sample podcasts. Find inspiration to embark on your own podcasts or find creative ways to liven up your regular reporting.

11:30 a.m. – 1 p.m. – **SPJ Mark of Excellence Awards Luncheon** - Join us as UW-Milwaukee students instrumental in winning a prestigious Murrow Award talk about their accomplishment. We’ll also honor the award winners for the Mark of Excellence Awards. **Speakers:** Chris Verhyen (WEAU-Eau Claire) and Kali LaCount (WISN-Milwaukee)

1:15—5:00 p.m. - **Critiques—Print, Radio & Television** – Bring your best work (Television should be on DVD, radio work on CD, please) and have the best in the business give you feedback. Get one-on-one advice on your reporting, anchoring, writing, audio gathering and photojournalism skills from some great professionals in the region.

1:15 p.m. – 2:30 p.m. – **Breakout Sessions**

This Assignment Sucks - Every reporter gets handed an assignment that seems like a loser. “How am I going to make anything good of this?” “My editor’s an idiot,” etc. Well, true champs can spin even those assignments into gold – or bronze, at least. This panel shares some examples and tips on how they turn losers into winners. Sponsored by The Associated Press. **Moderator:** Steve Murphy (retired—WCCO Radio—Minneapolis) **Panelists:** Boyd Huppert (KARE—Minneapolis) & others.

Triage Editing – Not all errors are created equal. As imperfect humans living in a deadline world, we need to treat the most critical errors first. To do that, we need to apply triage editing skills. This session will teach you how to use the concept and create your own triage checklist, plus explain what the latest research can tell us about what readers value. Sample checklists will be included. **Speaker:** Teresa Schmedding (American Copy Editors Society (ACES) president—Chicago).

How to stop taking crappy photos and video with your smartphone - It’s not hard to see why smartphones and other mobile devices have become so valuable for reporters and photographers; they’re versatile and easy to use on the go. Plus, these handy devices bring a unique level of candor to stories. Take your visual storytelling to new heights as Ben Garvin, an award-winning photographer at the Pioneer Press, shows you how to make less blurry, more meaningful photos and shoot videos that people might actually watch! **Speaker:** Ben Garvin (Pioneer Press—St. Paul)

2:45 p.m. – 4:00 p.m. – **Breakout Sessions**

If Only I’d Known: Journalists share earliest and best lessons they learned on the job. A panel aimed at college attendees. Sponsored by The Associated Press. **Moderator:** Bill Wareham (Minnesota Public Radio). **Panelists:** Laura Yuen (Minnesota Public Radio); Kyle Potter, (Associated Press).

Drones for Journalism: Interpreting the FAA's new proposed rules - In February, the Federal Aviation Administration proposed new regulations for the use of commercial drones. What's still not clear is what the FAA's impending rules mean for journalists and organizations who want to use drones to report the news. Matt Waite, founder of the Drone Journalism Lab at the University of Nebraska-Lincoln, will offer guidance on the FAA's proposed drone rules. Waite will also give a drone demonstration and share examples of drones used for journalism. **Moderator:** Barney McCoy (University of Nebraska, Lincoln). **Presenter:** Matt Waite (University of Nebraska, Lincoln).

This Breakout Under Construction



4:15 – 5:30 - Breakout Sessions

Digital Verification – Instead of helping combat rumors, the flood of information on social media is spreading faster than ever before. Our job is to bust those rumors, not spread them. This session will give you quick, hands on tips on how you can see if information online passes the sniff test. You'll also learn how to identify warning flags that can help separate fact from fiction. **Speaker:** Gerri Berendzen (American Copy Editors Society—Columbia, MO)

Getting Your Next Job – Bring your resumes, portfolios, and links to your work to see if you have what it takes to get that all important job interview for your next job. Our panelists include experienced hiring managers and those who have recently moved to new positions. They'll share their knowledge to make your next job transition easier. **Panelists:** Jerry Oster (WNAX Radio—Yankton); Duchesne Drew (Star Tribune—Minneapolis); Dave Thompson (Prairie Public—Bismarck); & Chloe Goldade (KSTP—Minneapolis).

6:00 p.m. – Opening Reception

7:00 p.m. – Minnesota AP Annual Awards Banquet

Saturday, April 11, 2015

7:30 a.m. – SPJ Board Meeting

7:30 a.m. – MBJA Educators Breakfast

8:00 a.m. – 5:00 p.m. – Registration Desk Open

8:30 a.m. – 9:45 a.m. Main Session- Fact-checking without regret: Accountability reporting and accuracy can be tricky, especially when you're covering politics and elections, government officials and other topics that include official statements and actions. Don't be responsible for the next fact-checking fiasco. This session by the American Press Institute's fact-checking project will cover best practices, research, checklists, red flags and more. **Moderator:** Jane Elizabeth (American Press Institute).

10:00 a.m. - 11:15 a.m. Main Session - Fact-checking without regret (Hands-on exercises) Moderator: Jane Elizabeth (American Press Institute).

11:30 a.m. – 1:00 p.m. – RTDNA Luncheon/MBJA Business Meeting – Speaker: Kathy Walker KOA Radio in Denver

Noon—5:00 p.m. - Critiques—Print, Radio & Television – Bring your best work (Television should be on DVD, radio work on CD, please) and have the best in the business give you feedback. Get one-on-one advice on your reporting, anchoring, writing, audio gathering and photojournalism skills from some great professionals in the region.

1:15 p.m. – 2:30 p.m. – Breakout Sessions

Weather – As spring and summer severe weather approach, are you ready to tell the story from the field and stay safe? Learn the warning signs of developing severe weather and how to react when it's headed your way. NWS Meteorologist Todd Heitkamp has trained the news media, first-

responders, and community members in South Dakota, Iowa and Minnesota in storm spotting for more than 20 years and for the first time is sharing his knowledge at the Midwest Journalism Conference. **Moderator:** J.P. Skelly (KORN News Radio) **Presenter:** Todd Heitkamp (National Weather Service—Sioux Falls).

What are we teaching in J-Schools - The job of J-schools is to prepare the next generation of journalists. How's that going? What do students and their future employers need and how can colleges best provide that? How do recent graduates, now working, feel about the education they got? Join journalism instructors from around the Upper Midwest for a conversation about educating tomorrow's news professionals. **Moderator:** Scott Libin (University of MN) **Panelists:** Mark Anderson & Greg Vandegrift (Both formerly with KARE) now teaching at University of St. Thomas, Michelle Van Maanen (University of South Dakota)

Bringing the Black Gold Boom Alive - Independent producer Todd Melby often uses the words “dirty, loud and male” to describe life in North Dakota’s oil patch. Melby is a reporter and radio producer who has a lead role in the website for the award-winning project, “Black Gold Boom: How Oil Changed North Dakota.” Melby will talk about the multimedia project on North Dakota’s oil boom which includes an interactive documentary. He’ll talk about how the project came to fruition and his investigation into the lives of those behind this important national story. **Speaker:** Todd Melby (Independent Producer)

2:45 p.m.- 4 p.m. – Breakout Sessions

Unleash your Inner Broadcaster – Learn techniques so you can deliver copy in a clear, conversational manner and more effectively communicate with your audience. If you’re already doing voice work, please bring either a CD, flash drive, or website with an example you’d like to work on. If not, don’t worry, we’ll have scripts to help you unleash your inner broadcaster.*** Note *** While this session is a great way for print journalists to develop stronger vocal ability, it’s also an excellent session for radio and television broadcasters to fine-tune their skills and sound better on the air. **Presenters:** George Bodarky (WFUV Radio—Bronx, NY & President of Public Radio News Directors Inc.); Amy Tardif (WCGU Radio—Ft. Myers, FL & RTDNA Chair).

Data Visualization: We live an era where the amount and importance of data is expanding swiftly. Changes in technology are changing the way people interact and consume that information and data. And as producers of content, we need to be visual because—simply put—people are visual. That visual content needs to pair well with our audience and their needs, striking the right balance between truth, beauty, and content. Effectively visualizing data is one means by which content producers, researchers, and storytellers can tap into this new wave of data and people’s changing ways of receiving information. **Moderator:** Duchesne Drew (Minneapolis Star Tribune) **Panelists:** Matt Waite (University of Nebraska-Lincoln) Jeff Hargarten (Star Tribune data visualization producer) William Lager (MPR News digital producer).

Beat the Big Boys - Doing quality college/small markets news: You can do quality news with small staffs and limited resources. All you need is a “How Can We” attitude. Topics for discussion: Know Thyself - A discussion of the importance of mission statements. Don't be afraid to Egbert - Discuss role of researched interpretive journalism. Find the backdoor. How to develop sources and find pressure points. Go old school. Why it’s important to use the phone, rather than contacting sources by e-mails or texts. **Moderator:** Joe Radske (WISC, Madison) **Panelists:** Rod Peterson (WHO, Des Moines) Stephanie Hedrick (KOLN, Lincoln, NE)

6:00—7:00 p.m. - MBJA Reception and MBJF Auction

7:00 p.m. - MBJA Awards Banquet—Join us for our annual Eric Sevareid Awards ceremony that honors the best in radio and television, and meet this year's recipient of the Mitchell V. Charnley Award for outstanding contributions to broadcast journalism.

All conference sessions and events will be held at the Crowne Plaza MSP Airport Mall of America. Participants who book at the hotel can be eligible for a discount on conference registration. Get all the information on our website at www.midwestjournalism.com. The hotel reservation deadline is Tuesday, March 17.

[Click HERE to reserve your guestroom by Tuesday, March 17, 2015!](#)

Midwest Journalism Conference Special Guest Speakers

Boyd Huppert— “This Assignment Sucks” - Friday, April 10—1:15 p.m.



Huppert got his start in broadcasting as a 16-year-old announcer at his hometown radio station, WEVR in River Falls, Wisconsin. He majored in Journalism and Political Science at UW-River Falls and began his television career in 1984 at WSAW-TV in Wausau. Huppert worked at two more TV stations, KETV in Omaha and WITI in Milwaukee, before joining KARE 11 in 1996.

In 2013, Huppert was honored with two national Edward R. Murrow Awards for writing and feature reporting, his ninth and tenth national Murrow Awards. He's also the recipient of the 2011 national Sigma Delta Chi Award for feature reporting - his third. In 2007 Huppert was awarded a national Emmy for feature reporting.

Teresa Schmedding— “Triage Editing” - Friday, April 10—1:15 p.m.

Teresa Schmedding is the Deputy managing editor-Digital for the Daily Herald Media Group. She is responsible for oversight of the group's multiplatform systems, quality control and delivery of content to our audience - print, online, mobile and others. She also coordinates planning for packages and oversees Daily Herald copy desks. She is president of the American Copy Editors Society (<http://www.copydesk.org/>). She has a bachelors degree in journalism and a masters in media management from the University of Missouri.



Ben Garvin— “How to stop taking crappy photos and video with your smartphone” - Friday, April 10—1:15 p.m.

Ben is an Emmy Award-winning multimedia producer and photo editor for the St. Paul Pioneer Press in Minnesota. He was named 2011 Journalist of the Year by the Minnesota Chapter of the Society of Professional Journalists. In 2013, he received 2nd place for Journalist of the Year. In 2007, he was named Minnesota Photographer of the Year by the Minnesota Press Photographers Association. His work on assignment for the New York Times was included in the paper's Pulitzer Prize-winning story on food poisoning in 2010. In 2011, Garvin published an award winning photography book, "Ant Farm, Glimpses of Daily Life in Minnesota," which collected his photo column featured in the Pioneer Press.

Matt Waite— “Drones for Journalism” - Friday, April 10—2:45 p.m.

Matt Waite is a professor of practice at the College of Journalism and Mass Communications, teaching reporting and digital product development. He is also a graduate of the college, earning a Bachelor of Journalism degree in 1997.

Prior to joining the faculty, he was the senior news technologist for the St. Petersburg Times of Florida and the principal developer of the Pulitzer Prize-winning PolitiFact.

In 2007, Matt began working as a hybrid journalist/programmer, combining reporting experience and Web development to create new platforms for journalism. The first platform he developed was PolitiFact, a website that fact checks what politicians say. The site became the first website awarded the Pulitzer Prize in 2009. After PolitiFact, he and the New Products Development Team built journalistic products involving entertainment listings, high school sports, local crime and real estate. His projects tripled traffic to high school sports content, doubled local audience, won awards and accounted for more than 50 percent of all traffic to the St. Petersburg Times websites in less than a year.





Gerri Berendzen— “Digital Verification” - Friday, April 10—4:15 p.m.

Gerri Berendzen is a Knight visiting news editor at the Columbia Missourian and a visiting assistant professor on the Print and Digital News faculty at the Missouri School of Journalism. During her 30-plus-year career in newspapers, she worked as a copy editor and page designer for newspapers in Missouri and Illinois. Berendzen came to the Missourian from the Quincy Herald-Whig in Illinois, where she was in charge of the print/digital copy desk and design desk. She has been on the national board of the American Copy Editors Society since 2006 and serves as the organization’s director of communications. Berendzen received her master’s degree in journalism from the Missouri School of Journalism in 1986. She earned her bachelor’s degree from Saint Louis University.

Jane Elizabeth— “Fact Checking Without Regret” - Saturday, April 11—8:30 a.m.

Elizabeth leads the American Press Institute's project to improve and increase political fact-checking journalism. She is the Washington Post's former deputy local editor/digital news, and teaches advanced journalism as a member of the adjunct faculty at Old Dominion University in Norfolk, Virginia.

Elizabeth’s work at five U.S. newspapers has focused largely on politics, regional news and education. She was education editor at The Pittsburgh Post-Gazette, and a senior editor at The Virginian-Pilot where she launched and directed the newsroom's first digital news team.

Jane also managed the American Press Institute's summit on sponsored content in September 2013. She holds a master's degree in mass communications from Virginia Commonwealth University.



Kathy Walker— RTDNA Luncheon—Saturday, April 11—11:30 a.m.



Kathy Walker is chair elect of the Radio Television Digital News Association. Walker is a Pueblo, Colorado native who has been with KOA radio in Denver since 1990. Since then, she’s held nearly every job in the department. From editor, anchor, reporter to assistant news director, Walker has been news director of 850KOA for ten years. She’s a long-time national board member for RTDNA, the Radio Television News Directors Association. RTDNA recently awarded 850KOA News its 2014 regional award for Overall Excellence.

Todd Heitkamp— “Weather” - Saturday, April 11—1:15 p.m.

Todd Heitkamp is the Warning Coordination Meteorologist for the National Weather Service in Sioux Falls, South Dakota. He has worked with the National Weather Service for over 25 years, and is a frequent presenter on severe weather preparedness and awareness.



George Bodarky & Amy Tardif— “Unleash Your Inner Broadcaster” - Saturday, April 11—2:45 p.m.



These two are back by popular demand. George Bodarky is President of Public Radio News Directors Inc. and News Director at WFUV in the Bronx, NY. Amy Tardif is Chairwoman of RTDNA and FM station manager & news director at WCGU in Ft. Myers, Florida. Both have been presenting vocal training and coaching at various conferences on behalf of PRNDI for the last five years.