

**Midwest Journalism Conference**  
**April 16 & 17, 2010**  
**Holiday Inn Select, Bloomington**

**Friday, April 16, 2010:**

- 8:00 a.m.                    **Registration – Ballroom Foyer**
- 8:30—11:15 a.m.        **Freelancing in the Digital Media World** – In the first hour of this freelancing super session, a team of seasoned assigned editors and successful freelancers will discuss how to be a top-notch freelancer in 2010, with fresh, innovative tips on strategy, pitching, invoicing, idea formulation, and more. In the second hour of this power session, we will introduce a crop of local freelancers who have broken into the holy grail of print journalism: the New York Times and New York consumer magazines. Hear how they did it, and how you can do it, too.
- 10:00 – 10:30 a.m.      **Can't We All Just Get Along?** - Find out how one campus got their student media outlets (Newspaper, TV & Radio) to stop cannibalizing each other's audiences and work together to aggregate their promotional & news resources. **Moderator:** Dr. Michele Van Maanen, USD
- 10:30 – 11:00 a.m.      **Lights, Camera, Social Media** - Find out how to get your message out using multiple social media tools. This session will provide you with hands-on, practical experience in crafting a message for the masses while using several different social media tools for delivery. You will produce short videos that will be posted on the Midwest Journalism YouTube Channel. You will also learn tricks and tips to get your videos viewed...from effective tagging to linking it your Twitter account. **Presenters:** Robin O'Callaghan Winona State Professor & Justin Piehowski Manager of Strategic Content for Internet Broadcasting System
- 11:30—1:00 p.m.        **SPJ Mark of Excellence Awards Luncheon** –Speaker— Rick Kupchella, Founder, BringMeTheNews.
- 11:30—1:00 p.m.        **MN AP Annual Meeting** –
- 1:15—5:30 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—2:30 p.m.        **Better Interviewing Techniques** - Compelling stories depend on great interviews, but sometimes it can feel like your subject just isn't cooperating. So how can you get more from your Q-and-As? Two of the best interviewers around, KSTP-TV reporter/anchor Tom Hauser and Minnesota Public Radio host Tom Crann, discuss their techniques -- how they choose their guests, how they prepare, how they listen, how they guide the interview and much more. Seminar will focus on interviews for reporting as well as live on-air interviews.
- Future of Print: What's Cool, What's Exciting, What's Viable** - In his own interactive presentation, David Brauer, the Twin Cities' journalist to the journos, will take you through the most exciting models currently being explored in print journalism, courtesy of media academics, upstart companies, big thinkers, media-focused non-profits, and more. No ponderous panels, no hand-wringing, just a steady glimpse into print Journalism's future 1, 5, even 10 years from now.
- Weather On the 1's** – A session featuring people who know weather, with a discussion on severe issues broadcasters and writers may encounter, the latest technology and ways for you to learn more about becoming a weather expert. Panelists include Ray Miller, Meteorologist and Staff Manager for Weather Eye Radio Network in Saint Paul, MN, and Jennifer Hildreth, meteorologist at KWWL TV.
- 2:45—4:00 p.m.        **Making Better Pictures a Snap** - After you've packaged your story for the radio or TV, it's probably going on your station's Web site -- and that means you probably took pictures for it. But were they any good? The Star Tribune's Jim Gehrz, a 12-time state Photographer of the Year winner in Minnesota and Wisconsin, a past national Photographer of the Year and a Pulitzer Prize finalist in 2005, knows about good pictures. Gehrz will offer simple tips anyone can use to improve their news photos. As someone who has had to learn how to balance making still photos with doing multimedia work, Gehrz will also offer tips for how broadcasters can make pictures while still functioning as reporters.
- Getting and Keeping Your First Job** – Learn the skills you need to know to get that perfect journalism position – and learn about how to keep it once you land it.

4:15—5:30 p.m. **Is Celebrity Culture Destroying the Culture of News?** - In his new book, *Empire of Illusion: The End of Literacy and the Triumph of Spectacle*, author and Pulitzer Prize-winning journalist Chris Hedges tackles the two sides of reality he says most people are living in today: one side in reality and the other in fantasy. Is our consumption of pop culture and fantasy eroding our ability to separate news fact from news fiction? Join Chris as he provides his insights.

6:00 p.m. **Opening Reception**

7:00 p.m. **MN AP Banquet** – Speaker: Roxanna Saberi

## **Saturday, April 17, 2010:**

7:30 a.m. **SPJ Board Meeting**

7:30 a.m. **NBNA Educators Breakfast**

8:30—11:45 a.m. **MAIN SESSION: Nurturing the Social Newsgathering Child** - The social media toolbox for journalists is exploding! There are many new social networking tools, but which ones are right for you? Do you have a social networking policy? Our panelists will demonstrate how journalists are using various social networking platforms for information and promotion. You'll discover how to find information sources, follow the right tweets & feeds, how to organize all of the different social mediums and keep a strong ethical standard for your newsroom. You'll learn how to connect with your audience and brand your product to make your social messages sing and not become spam. **Moderator:** JJ Murray, Executive Director, NATAS Upper Midwest. **Panelists:** Bob Ingrassia (MPR), Michael Gay (Hearst Television), Jason DeRusha (WCCO-TV).

11:45 —1:00 p.m. **RTNDA Awards Luncheon/NBNA Business Meeting** – Speaker: TBD

12 Noon—4:00 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—2:30 p.m. **Diversifying Your News Coverage** – Learn how to better cover the undercovered voices in your community. Our panel of journalists will help enhance your reporting by sharing ways to access a variety of groups in your community. While this includes people of color, it can also apply to exploring diversity along the lines of religion, economic class, geography, and ability, to name a few. Laura McCallum (Minnesota Public Radio); Allie Shah (Star Tribune); Vineeta Sawkar (KSTP-TV), Gil Halsted (Wisconsin Public Radio); Duchesne Drew (Star Tribune). **Moderator:** Brian Bull

**Making Good TV with Hyper-Local Issues** – Viewers have more choices today for local news than network affiliates. Many cities and local governments are producing newscasts and informational programming on hyper-local issues. This session will help you brainstorm ideas to produce quality visual and personalized stories out of so-called boring topics like city council and school board meetings to community elections and social issues. **Panelists:** Mike Johnson- News Director Cable 12 News/Brooklyn Park, MN, JJ Murray- Executive Director/NATAS-Upper Midwest.

2:45—4:00 p.m. **Shark Tank** –You need a thick skin to survive some of the sharks living in the in the journalism ocean. This session will allow a panel of award-winning story tellers to take a bite out of your work and do it in front of everyone in our tank. This is a chance for everyone to learn from each other's stories. You'll get great advice on writing, photography & editing skills needed to take your stories to the next level, no matter the market size or platform. If you're willing to get "in the Tank," bring some work along for critique. **Moderator:** JJ Murray- Executive Director/NATAS-Upper Midwest. **Panelists:** Boyd Huppert- Reporter/KARE 11, John Gross- Videojournalist/KSTP-TV, Brett Akagi- Sr. Video Producer/Star Tribune

6:00—7:00 p.m. **NBNA Reception and NBNF Auction**

7:00 p.m. **NBNA Awards Banquet**—Join us for our annual Eric Sevareid radio and television awards ceremony and meet this year's winner of the Mitchell V. Charnley Award.

## Midwest Journalism Conference Special Guest Speakers

### MOE Luncheon—11:30 a.m.—Friday, April 16



Rick Kupchella is the founder of BringMeTheNews, a new news media outlet, based in the Twin Cities, bringing local news content to people across Minnesota. Rick has worked as an investigative reporter and television news anchor in Minneapolis and St. Paul for more than 20 years. He worked eight years before that – in New York, Washington, D.C., Michigan and Kentucky. Winner of more than a dozen Emmys, he's also been recognized repeatedly by the New York International Film Festival, the "Best of Gannett," the Edward R. Murrow Awards and the Eric Sevareid Awards (presented by the Minnesota Broadcasters Association). Rick has also served as president of the Minnesota chapter of the Society of Professional Journalists, and worked on campaigns to advance journalism at the state capital and Supreme Court. At BringMeTheNews, he continues to produce news stories of his own and works to advance journalism by helping the public find the best news stories in the state – every day.

### Better Interviewing Techniques—1:15 p.m.—Friday, April 16

Tom Crann has been the host of All Things Considered for Minnesota Public Radio News since 2005. He has interviewed a wide range of public figures, including every member of Minnesota's congressional delegation, as well as politicians, experts, writers, and artists. He anchored Minnesota Public Radio's award-winning live coverage of the 35W bridge collapse. He has hosted other special coverage for MPR News, from election night webcasts and live events, to the live coverage when the Republican National Convention was held in Saint Paul. He has been a host, producer, and interviewer for Minnesota Public Radio since 1995. His work on MPR News has been recognized with an Eric Sevareid award, a regional Edward R. Murrow award, and a National Headliner award. He has also hosted the international cultural broadcasts "Sounds Irish" and "The Last Night of the Proms," a co-production with the BBC. In addition to his work in news, Crann has spent over 20 years hosting and producing classical music and cultural programs at public radio stations around the U.S, and for RTE/Lyric FM in Ireland, where he is still a contributor.



Tom Hauser started at KSTP-TV in 1992 after reporting and news anchoring jobs in Austin, Minn., Fort Myers, Fla., and Des Moines, Iowa. After covering the law enforcement beat in the Twin Cities for several years, Hauser began covering Minnesota politics in 1997. He hosts KSTP-TV's "At Issue" public affairs program on Sunday mornings. In 2002, Hauser wrote "Inside the Ropes with Jesse Ventura," a book about the remarkable four-year term of Governor Jesse Ventura. He earned his bachelor's in journalism and political science from the University of St. Thomas in 1983, and his master's in journalism and mass communication from Drake University in 1992. Hauser has won Emmy awards including for his coverage of the plane crash of Sen. Paul Wellstone and his work hosting "At Issue."

### Making Better Pictures A Snap—2:45 p.m.—Friday, April 16

Jim Gehrz worked at the Worthington Daily Globe in southwestern Minnesota before becoming a staff photojournalist at the Milwaukee Journal Sentinel. Jim joined the St. Paul Pioneer Press photo staff in 1999, and then moved across the river to the Star Tribune in 2004. He has been named state Photographer of the Year 12 times in Minnesota and Wisconsin. Jim received the 2004 Scripps Howard Foundation National Journalism Award for Photojournalism and in 2005, the NPPA (National Press Photographers Association) named him Newspaper Photographer Of The Year. Also in 2005, Gehrz was one of three finalists nominated for a Pulitzer Prize in feature photography. Jim has received four regional Emmy Awards for still photography and audio slide shows produced for the Web, and the NPPA recognized one of his stories as the Best of Photojournalism 2007 "Best Audio Slide Show." Jim has three children, Michael, Casie and Alyssa.



### Is Celebrity Culture Destroying the Culture of News—4:15 p.m.—Friday, April 16



Chris Hedges is currently a senior fellow at The Nation Institute in New York City. He spent nearly two decades as a foreign correspondent in Central America, the Middle East, Africa, and the Balkans. He has reported from more than 50 countries and has worked for The Christian Science Monitor, National Public Radio, [The Dallas Morning News](#), and [The New York Times](#), where he was a foreign correspondent for 15 years.

## Minnesota AP Banquet—7:00 p.m.—Friday, April 16

Roxana Saberi, 32, an Iranian-American journalist, was born in New Jersey and raised in North Dakota. She has a Master's Degree in Broadcast Journalism from Northwestern University, and a second master's degree from Cambridge, in International Relations. She has reported for NPR, the BBC, ABC Radio, and Fox News.



## MAIN SESSION: Nurturing the Social Newsgathering Child—8:30 a.m.— Saturday, April 17

### **Bob Ingrassia (MPR):**

Bob developed newsbobber.com, a Minnesota news, blog and Twitter aggregator. He brought it with him to Minnesota Public Radio where he is rolling them into a new MPR project called Minnesota today. The site looks at thousands of blogs, news sources and Twitter feeds from around Minnesota and brings them to a dynamic front page that constantly updates without human intervention. The site also features a complete Minnesota blog directory and blog ranking system that continually weighs the value of blogs and pits them against each other. It's candy for news/blog/social network junkies. Bob also spent many years as a newspaper reporter for the Pioneer Press and the CNN editor for St. Paul-based Internet Broadcasting. [bingrassia@mpr.org](mailto:bingrassia@mpr.org)

### **Michael Gay (Hearst Television):**

Michael is the executive editor for the Web sites of the 27 Hearst Television stations around the country, including one of the largest local media properties in the country, WCVB.com in Boston. He has helped Hearst TV stations around the country implement social networking onto their sites and can speak well on how social networking is actually playing out in newsrooms around the country. One of his stations even produced and sold a book completely based on user-generated submissions through their Web site. He also occasionally writes for the industry blog, [lostremote.com](http://lostremote.com).

### **Jason DeRusha (WCCO-TV):**

Jason helped thrust social networking and reporting into the mainstream in the Twin Cities. Jason has been at the forefront of social networking content at WCCO. Last year, Jason used social networking and his normal TV segment "Good Question" to start a campaign to get his own day proclaimed in Minneapolis. Jason also leads the way with TV reporters using multiple platforms throughout the work day by doing live web segments from the newsroom and from his desk.

## **Journalism Training Grant Opportunity**

The Northwest Broadcast News Foundation is seeking applicants to receive a \$500 grant to be used for professional journalism training. The winning applicant may use the grant to pay for training-related expenses, such as registration fees, travel expenses and/or tuition. Possible uses include graduate-level coursework in journalism, training programs offered by specialized providers such as the Poynter Institute or seminars produced by journalism associations (RTNDA, IRE, SPJ, etc.). If entries merit, up to two \$500 grants will be awarded. **Application Deadline: April 1, 2010.**

**APPLICATION FORMS ARE AVAILABLE AT [WWW.NBNA.INFO](http://WWW.NBNA.INFO)**

## **JOIN US FOR THE ANNUAL NORTHWEST BROADCAST NEWS FOUNDATION AUCTION:**

JOIN THE NBNF ON SATURDAY EVENING FOR OUR ANNUAL BENEFIT AUCTION.  
PROCEEDS WILL SUPPORT THE FOUNDATION'S EDUCATIONAL MISSION.  
BRING YOUR CHECKBOOKS, AND PREPARE TO HAVE A LITTLE FUN.

**WANT TO DONATE? EMAIL [CPAIGEDIERS@GMAIL.COM](mailto:CPAIGEDIERS@GMAIL.COM).**

# MIDWEST JOURNALISM CONFERENCE REGISTRATION

Please fill out a separate form for each attendee

Participant Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Are you a freelancer? (we'll identify you as a freelancer on the participant list) \_\_\_\_\_

## REGISTER EARLY (postmarked by 4/1/10) TO GET THE BEST PRICE

**REGISTRATION:** Please indicate the events you'll be attending. If you'd like additional tickets to any of the meals, please indicate the number needed in the box at the left.

	Event	Professional/ Educator Price	Student/ Retiree Price	Late Fee (after 4/1/10)	Amount Due
	Sessions Only Friday	\$55.00	\$30.00	\$5.00	
	Sessions Only Saturday	\$65.00	\$35.00	\$5.00	
	Sessions Only (Both Days)	\$95.00	\$50.00	\$5.00	
	SPJ MOE Luncheon (Friday Noon)	\$30.00	\$20.00	\$5.00	
	MN AP Awards Banquet (Friday Evening)	\$45.00	\$45.00	\$5.00	
	RTNDA Awards Luncheon (Saturday Noon)	\$30.00	\$30.00	\$5.00	
	NBNA Awards Banquet (Saturday Evening)	\$45.00	\$45.00	\$5.00	
	<b>FULL CONFERENCE</b> (Includes all meals + sessions)	<b>\$200.00</b> (Save \$45)	<b>\$150.00</b> (Save \$40)	<b>\$25.00</b>	
<b>Total Amount Due: (Make Checks Payable to NBNA)</b>					
MasterCard or Visa #			Exp. Date:		

Please note: check payments or credit card information must be included with the registration form. Conference cancellations are non-refundable, but can be transferred to another attendee.

## Hotel Information

**Make your reservations by March 23, 2010 to guarantee the Conference room rate of \$89. for a double room or \$119. for a suite + tax per night**  
Call the Holiday Inn Select in Bloomington, MN to make your room reservations at **952-854-9000. Mention NBNA or Midwest Journalism Conference.**

The Holiday Inn Select is located at 3 Appletree Square in Bloomington near the intersection of I-494 and 34th Avenue South near the Mall of America.