



Last year's keynote address from Tena Haraldson motivated students to make the most of their student press opportunities. Haraldson currently serves as chief of bureau for The Associated Press in North Dakota, South Dakota and Nebraska.

SCHEDULE OF EVENTS

8:45 - Welcome reception in the lecture bowl

9:00-2:50 - Breakout sessions

12:00-1:00 - Lunch on your own

1:00-1:50 - Keynote speaker: John Irby

Raffle Tickets: \$2 each or three for \$5

- prizes include gift cards, flash drives and mp3 players

T-shirts: \$7

Adviser's meeting 10:00-10:50 in the Mandan room

BADLANDS ROOM

Photography at its finest

Michael Vosburg

As photo editor for the Fargo Forum, Michael Vosburg critiques and evaluates professional photography every day. During this session, he will provide students with the basics of solid photo composition and offer tips and tricks to get that perfect shot. This session will lead into the following session where Michael will evaluate student work.

MEMORIAL ROOM

Oh, the places you will go

Student journalist today, world adventurer tomorrow!

Andrea Collin

Andrea Winkjer Collin was the editor of her high school newspaper and earned a journalism degree in college. In the decades since, her journalism career has taken her down many very interesting roads. Today, she is editor of North Dakota Horizons magazine, North Dakota's state magazine. She will share with students the world of opportunity that awaits journalists.

Andrea Collin is the head editor of North Dakota Horizons magazine. As a former NIPA member, she is familiar with the daily grind of student publications. She will offer students advice on how to best promote themselves for a career in journalism.

PRESIDENTS ROOM

The nature of color

Tracy Noble

Learn the fundamentals of color theory and harmony as taught by Johannes Itten, and its application to outstanding photography and yearbook design. All attendees will receive a color design kit.

Tracy works with area schools publishing yearbooks with Friesens. She has a variety of media experiences to offer students as they prepare their publications for another year.

RIVER VALLEY ROOM

College journalism

Alison Kelly

Alison is in her third year as editor-in-chief of the Dakota Student at UND. She just finished an internship with Sen. Byron Dorgan in Washington DC and has set herself up for a successful career in journalism. Alison will talk about her college journalism experiences and give students tips on how to succeed at the next level.

LECTURE BOWL

Making the jump

Chuck Baldwin

Chuck Baldwin, a former professional journalist and current professor at the University of South Dakota, will offer students advice on getting internships (which are vital) for students. He also manages several scholarship programs and will provide tips for students interested in getting ahead in the journalism field.

MEMORIAL ROOM

THEME: Making it personal

Elsebeth Kriening

As a former history teacher and award-winning yearbook adviser (1997-2006), I've walked in your shoes. Now that I'm a full-time yearbook specialist with Herff Jones, I can make your job easier and add value to your program. I strive to make my passion for graphic design, photography and journalism rub off on your students!

I'll take you through the visual and verbal identifiers of a great theme and show you where they should go in your yearbook. We will discuss various types of themes and view real-life examples. Most importantly, we'll talk about how you can come up with a unique, personal theme for your school.

RIVER VALLEY ROOM

Talking topics

Jay Thomas

Jay Thomas, talk show host for WDAY radio, will discuss with students the importance of finding relevant topics for your audience. He will also share with students the ins and outs about the radio business and how they can begin their radio careers before they even graduate.

BADLANDS ROOM

Photo critique session

Michael Vosburg

After discussing elements of solid photo composition in his first session, Michael will review student photography examples and offer suggestions and advice as you move forward capturing the year at your school.

MEMORIAL ROOM

“How do you come up with your ideas?”

Trygve Olson

Since 1984 Trygve Olson has been a free-lance artist specializing in editorial cartooning. He has received First-Place Awards from the Minnesota Chapter of the Society of Professional Journalists. His editorial cartoons appear in The Fargo Forum. Trygve will present the process of research, opinion, conceptualizing and drawing editorial cartoons. In the words of a former editor, “Editorial cartoons sometimes create more heat than light.” He'll share both the “heat” and hopefully some light.

11:00 - 11:50 A.M.

MEMORIAL ROOM

Internet evolution in reporting

Ryan Johnson

Ryan Johnson has been a news and features reporter at the Grand Forks Herald since Jan. 2009. He covers city government reporting for Grand Forks and East Grand Forks, writes a music-related feature each week for the arts page, writes several general assignment stories each week, just picked up the K-12 education beat in September and also runs a music blog at www.areavoices.com/valleysound.

Ryan will discuss how Internet resources have changed how newspapers do their reporting.

PRESIDENTS ROOM

Ins and outs of broadcast

Casey Wonnenberg

Casey Wonnenberg was born and raised on a farm near Dallas, SD. She came to WDAZ in May 2007 after graduating from South Dakota State University with a 4.0 in broadcast journalism. While in college, she was hired on as a reporter/photographer on the weekends at KELO TV in Sioux Falls, SD. Casey also interned with KELO during the summer of 2006. She is now the weekend anchor/producer at WDAZ and reports three days a week.

Casey will discuss the basics for developing a broadcast news story. She will bring a camera along because most people will shoot their own video for their first job. She will also touch on the differences between broadcast and print journalism.

LECTURE BOWL

Trends in student press freedom

Chuck Baldwin

In addition to being a former professional journalist and current professor at the University of South Dakota, Chuck Baldwin is also a member of two First Amendment committees, associated with the Freedom Forum's First Amendment Center and pretty well in touch with what goes on at the Student Press Law Center.

BADLANDS ROOM

InDesign tips and tricks

Rick Westra

Rick, owner of a regional yearbook publishing company, will discuss and demonstrate advanced techniques for students to use on Adobe InDesign. Students will leave with knowledge that can help them make their publications cutting edge in design.

RIVER VALLEY ROOM

Developing a strong yearbook staff

Kerry Nelson

Kerry Nelson has worked as a sales representative with Taylor Publishing since 1989, with the exception of one year, when he worked in advertising sales and writing for a weekly newspaper in northern Minnesota. Kerry is also a freelance writer who has contributed articles to newspapers, magazines and sports publications. He has his wife, Lorrie, reside in Lowry, MN and are the parents of three grown boys.

1:00 - 1:50 P.M.

LECTURE BOWL

Journalistic Passion: The power to make a difference

John Irby - KEYNOTE SPEAKER

John became editor of the Bismarck Tribune on June 25, 2007. Before his arrival in North Dakota, he was an associate professor and journalism degree program coordinator in the Edward R. Murrow School of Communication at Washington State University in Pullman, Wash. The primary courses he taught were news writing-reporting, news editing and public affairs reporting.

He was named outstanding educator of 2006 by the newspaper division of the Association for Education in Journalism and Mass Communication, and was an American Society of Newspaper Editors fellow in 2006.

He joined the WSU journalism faculty in the fall of 1999 after more than 25 years experience in newspapers. John received a journalism degree from Pepperdine University in Los Angeles. He is a past president of the California Society of Newspaper Editors and has written two books, Kill the Editor (a trade book focused on bizarre letters he received as a newspaper editor), published in 2004, and Reporting That Matters, Public Affairs Coverage, (a textbook), published in 2006.

John and his wife, Lisa, have four sons, Derren, 24; Dustin, 19; Noah, 13; and Hank Aaron Irby, 10. He is a member by blood of the Choctaw Tribe and Nation of Oklahoma.

2:00 - 2:50 P.M.

BADLANDS ROOM

Getting to the guts of sports reporting

Brad Schlossman

My journalism career started at Fargo South High School, where I was a writer and sports editor for the Sudhian newspaper. I graduated from South in 2000 and attended UND, where I majored in communications. After my junior year, I had a summer internship at the Herald and have been there for the last six years. I started covering prep sports, had a stint in small-town news, then moved to the college hockey beat. I've covered college hockey since 2005.

RIVER VALLEY ROOM

Finding your voice

Christopher Gabriel

No matter the career path one chooses to take, be it law, medicine, architecture, theatre, music or any number of countless others, finding your own voice is paramount to being successful. That is especially the case if you work in the fields of Broadcast and/or Print Media. Whether you're a talk radio host, a beat writer or a columnist, how you use your voice, on air or in print, is the starting point of a dialogue. What I'd like to do today is engage all of you to the extent we're going to take a shared journey together. We won't be doing a powerpoint presentation; I won't be standing in one spot lecturing you. We're all colleagues today and we're going to share ideas. I'm going to tell you how I found my voice, how I use it, the ways I use it and the ways I manipulate it. You'll do the same for me. Together we'll figure out how to take what you're creating and make it better, more compelling and much more exciting. The biggest rule you need to remember: Never lie to your audience. I'll tell you why today.

Christopher Gabriel is a multimedia artist who wears the hats of radio talk show host, writer, humorist and classically trained actor.

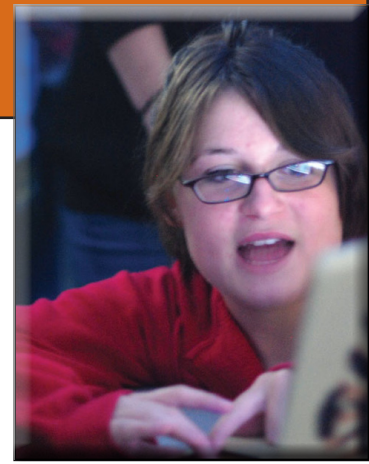
Christopher is the host of the cleverly named Christopher Gabriel program, airing weekdays 9 to noon on AM 970 WDAY in Fargo. The show is an entertaining mixture of lively conversation, engaging interviews and audio satires.

LECTURE BOWL

Yearbook trends in 2010

Ben Lamb

Ben Lamb has been a Jostens Yearbook representative since 2006 and works with more than 60 schools in Eastern North Dakota and Northwest Minnesota. Ben will discuss current national trends in yearbook production. He currently lives in Fargo.



Molly English, 2009 NIPA Journalist of the Year from West Fargo, reviews photos during the photo critique session last year.