STRENGTHENING STUDENT VOICES

March 27, 2018 – The University of Mississippi
WELCOME!

7:45-9 a.m. Registration
The Grove

Buses should drop students behind the Grove stage and park at the Jackson Avenue Center lot. City buses will come to take drivers onto campus. Usually there is a $1 fee for transportation.

Advisers will turn in payment and carry-in entries at check-in and receive students’ programs and nametags. Students’ nametags are their meal tickets. STUDENTS MAY NOT GO OFF CAMPUS, TO THE UNION OR TO THE COMMONS TO EAT. Lunch is provided in The Grove.

9 a.m. WELCOME SESSION
The Grove Stage

WELCOME: Dr. Will Norton, Dean of Meek School of Journalism and New Media, and R.J. Morgan, MSPA Director.

DISMISSAL: Students will attend breakout sessions of their choosing in Farley Hall, the Overby Center, Lamar Hall or the Yerby Center.

EXHIBIT AREA, Overby Lobby, 9:15 a.m. - 12:30 p.m.: Staff from various colleges and publishing companies will provide information to students and advisers.

ADVISER HOSPITALITY ROOM: 235 Overby (upstairs)
Enjoy complimentary snacks, drinks and conversation.

9:30 a.m. SESSION OPTIONS

LIVE TWEET LIKE A PRO
Yerby Auditorium
Everyone (even the president!) is all atwitter about Twitter. This session will focus on Twitter as a media tool, with tips and strategies for how to maximize its value for your publication.
Jennifer Sadler, The University of Mississippi

HAVING A STEAK PUBLICATION ON A HAMBURGER BUDGET
Farley 121
Not all school budgets are created equal. This session will focus on a number of cheap/free resources one adviser has found and used to build a strong scholastic media program. This one is a must!
Lynne Schneider, Murrah High School

IS IT FOR ME? MAJORING IN JOURNALISM, MARKETING OR COMMUNICATIONS
Farley 125
Have you considered making a career out of your interest in media? There are some pros and cons to this major that you will want to learn about on the front end. Sit down and have a frank discussion about your options with one of the top journalism deans in the nation.
Deans Will Norton Jr. & Jennifer Simmons, The University of Mississippi

GETTING A JOB OUT OF COLLEGE
Farley 10
Everyone wants a job, but getting that first real professional job is a challenge. This entertaining speaker will walk students through the employment minefield and share some foolproof tips to make sure you do not end up living in your parents’ basement.
Mark Burson, The University of Mississippi

GET TO THE DANG POINT!
The Writing Center (3rd Floor Lamar Hall)
Most young writers suffer from the same two problems: they don’t have much to say, and they take too long to say it. This writing coach will talk with students about the importance of good, quick, crisp leads that will grab your readers’ attention... and keep it.
John Baker, The University of Mississippi

VISUAL STORYTELLING
Farley 124
Whether it is through still photos or moving video, a journalist needs good, well-framed images to help tell the story they’re trying to share. This award-winning photographer and filmmaker will share some strategies and examples to make sure your publications are getting the most out of their visuals.
Michael Fagans, The University of Mississippi

SPOTTING FAKE NEWS
Farley 3
How good are you in spotting fake news? According to a study by Stanford, most students don’t know when a news is fake. In this session, you’ll learn how to become more media literate by following a simple set of guidelines. We will also demonstrate how technology (AI, Big Data) can help us mitigate the fake news challenge.
Naeemul Hassan, The University of Mississippi

THE OPINION SECTION: KNOWING YOUR AUDIENCE
Farley 126
Few sections in the paper can cause as many headaches as the opinion section. Come hear this daily newspaper editor share his thoughts on how to navigate these murky waters and make your points, all while not alienating your readers.
Ryan Phillips, The Starkville Daily News
HOW TO IMPROVE YOUR YEARBOOK  
Overby Auditorium  
Telling the story of the school year is an important responsibility. It’s also an area where there’s always room for improvement. In this session, you’ll get a little bit of everything. From coverage to interviews, and from headlines to captions, come to this session to get tips to improve your yearbook for next year.  
Blaze Hayes, Walsworth Publishing

EXPERIENCE VIRTUAL REALITY  
Overby Center 249  
Virtual reality is the next wave in experiential storytelling. This session (limited to 25 students) will highlight the journalistic uses for virtual reality technology and also allow students the opportunity to “go virtual” and try it out! (Note: If overcrowded, the session will repeat at 10:30 a.m. for another 25 students)  
Ji Hoon Heo, The University of Mississippi

HOW TO LOOK COOL ON CAMERA  
Farley 202  
For video journalists, developing an on-camera persona that’s confident and comfortable is a real challenge. This session will offer tips and strategies aimed at making you a more poised and dominant force on the screen.  
C.J. LeMaster, WLBT-Jackson

HANDS-ON LAB: FEATURE-STYLE WRITING  
Farley 232  
There is an art to writing a great feature story. It’s more nuanced, more graceful than just a straight news burst. This session (limited to 20 students) will look at some examples of great feature stories, then have students practicing their own.  
Cynthia Joyce, The University of Mississippi

HANDS-ON LAB: GETTING STARTED WITH INDESIGN  
Farley 138  
Most print layouts start and end with using Adobe InDesign software. This lab course (limited to 20 students) is for beginners and will cover how to set up pages and use the basic text and photo box functions.  
Ellen Kellum, The University of Mississippi

HANDS-ON LAB: SORTING PHOTO BATCHES  
Farley 233  
So you shot an event or ballgame. You get back to the newsroom. There’s 1,000 images on your memory card. What next? This hands-on lab session (limited to 20 students) will focus on selecting the PERFECT picture from a batch of images and how to start the editing process.  
Thomas Graning, The University of Mississippi

ADVISER ROUNDTABLE: CONTESTS & AWARDS  
Overby Board Room  
Helping your students earn recognition for the work they do is an important part of being an adviser. This session will focus primarily on MSPA’s contest calendar, categories, and submission process. Whether you are new or experienced, please come be part of the conversation as the committee looks at changes for next school year.  
MSPA Contests Committee

10:30 a.m. SESSION OPTIONS

EXPERIENCE VIRTUAL REALITY  
Overby Center 249  
Virtual reality is the next wave in experiential storytelling. This session (limited to 25 students) will highlight the journalistic uses for virtual reality technology and also allow students the opportunity to “go virtual” and try it out!  
Ji Hoon Heo, The University of Mississippi

FLASHCARD FLOW  
Farley 232  
Do you sometimes find it difficult to think creatively about your publication or individual stories? What if you had creative tools to help? This fun, interactive session will teach students a new way of planning coverage options using a deck of special flashcards.  
LaReeca Rucker, The University of Mississippi

BACKPACK JOURNALISM  
The Writing Center (3rd Floor Lamar Hall)  
Journalists in 2018 have to be able to do it all (write, shoot, edit, publish) and they have to do it on the go. This session, taught by one such journalist, will teach you what it’s really like to be a modern day news hound.  
Logan Kirkland, Starkville Daily News

THE MISSISSIPPI ENCYCLOPEDIA  
Farley 121  
The Mississippi Encyclopedia was published by the University Press of Mississippi in 2017. It involved 650 authors writing 1400 entries, and an electronic version will go online in 2018. We will discuss the book, its content and its possible uses for journalists.  
Ted Ownby, Center for the Study of Southern Culture

GOOD TO GREAT: YEARBOOK LAYOUT & DESIGN  
Overby Auditorium  
Good, consistent design principles are a must for your yearbook. This informative session will spell out the basics and also teach you how to take your design to the next level.  
Scott Garrard, Balfour Publishing

RED SESSIONS = PLENTY OF ROOM  
If your first choice for a session is full, these sessions are excellent options.
SHOOTING A GREAT NEWS PACKAGE
Farley 202
A really good news package needs two things: well-framed interview footage and lots of engaging B-roll. This informative session by a professional broadcaster will walk you through some great examples and have you ready to shoot your own award-winning packages when you return home.
C.J. LeMaster, WLBT-Jackson

MAKING YOUTUBE WORK FOR YOU
Farley 3
Lots of schools and staffs have turned to YouTube as their primary distribution point for video content. But are you getting everything out of YouTube that you could be? This session, taught by an award-winning teacher & broadcaster, will take your YouTube skills to the next level.
Dr. Deb Wenger, The University of Mississippi

MISSISSIPPI HIGH SCHOOL JOURNALIST OF THE YEAR ... NEXT YEAR IT COULD BE YOU!
Farley 126
This award is the highest honor a high school journalist in our state can win. Talk with this year’s winner to find out what you need to be doing now to compete for this award next spring. A great session for rising seniors.
Alyssa Dean, George County High School (MHSJOY 2018)

COVERING HIGH SCHOOL SPORTS
Farley 125
Between keeping up with schedules, interviewing players, finding accurate statistics and more... covering sports at the high school level is full of challenges! In this session designed for print or broadcast students, learn the tricks of the trade from an experienced reporter.
Donica Phifer, The Oxford Eagle

TALES OF A FIFTH GRADE NOTHING
Farley 124
This media professional was told throughout her youth that she was a terrible writer. But now she’s a published author and has launched a national publication from scratch, so take that, haters. This session will focus on tips and tricks to make your writing pop like a pro.
Emily Gatlin, Wonderlust Travel

SOCIAL MEDIA ETIQUETTE FOR JOURNALISTS
Yerby Auditorium
As a journalist, just because you CAN do something on social media doesn’t mean you SHOULD. This session will talk about quality practices and etiquette on social media when you’re in the public eye... which you are.
Webb Lewis, The University of Mississippi

MULTIMEDIA CONVERGENCE: BLENDING COVERAGE
Farley 10
Print and video publications are no longer completely separate entities. A good yearbook, newspaper or broadcast engages its audience on a variety of media storytelling platforms. Come hear this award-winning adviser talk about his staff’s journey with blending content across multiple publications.
Terry Cassreino, St. Joseph Catholic School

HANDS-ON LAB: MASTERING INDESIGN
Farley 138
This session (limited to 20 students) will focus on text wrapping, using grids and guides and building a page with headlines, subheads and pull quotes -- skills that will save your publication a TON of time over the long haul, and also improve your consistency!
Joe Abide, The University of Mississippi

HANDS-ON LAB: EDITING PHOTOS IN PHOTOSHOP
Farley 233
A great image is a great image, but proper editing can really make a photo something special. It can also make sure the photo looks as good in print as it does on the computer screen. This session (limited to 20 students) will equip you with skills you need to make your photos shine.
Thomas Graning, The University of Mississippi

ADVISER ROUNDTABLE: DUAL CREDIT
Overby Board Room
MSPA has recently developed a dual-credit media course through The University of Mississippi and will open the course to schools across the state this fall. This session will outline the course, the benefits and the next steps toward making this a reality for your school.
R.J. Morgan, MSPA Director

11:30 a.m. SESSION OPTIONS

HOW TO SELL WATER TO DOLPHINS
Farley 10
No matter what type staff you are, making sales is all about convincing customers they simply cannot live without your product. This session, taught by a professor and longtime-salesman, will teach you the skills needed to sell more ads, books, magazines, etc. at your school.
Bobby Steele, The University of Mississippi

ESCAPE ROOM JOURNALISM
Farley 232
Do you have what it takes to escape? This session will put you through an escape room scenario where only your journalism skills can save you...
LaReeca Rucker, The University of Mississippi

RED SESSIONS = PLENTY OF ROOM
If your first choice for a session is full, these sessions are excellent options.
WAKANDA FOREVER: WRITING THE BLACK PANTHER
Overby Auditorium
This Mississippi native recently wrote the companion novel to what is now one of the highest grossing films of all time. In this session he will talk about his novel, the movie, and all things Wakanda. There’ll also be time for questions and book signings!
Jesse J. Holland, Marvel Comics

ATTENDING NATIONAL CONVENTIONS
Farley 124
Going to a JEA/NSPA National High School Journalism Convention is a real bucket-list item for students and advisers. This adviser will talk about her experience attending last fall’s convention in Dallas, as well as looking ahead to this fall’s convention in Chicago.
Lynne Schneider, Murrah High School

LEARNING TO LEAD
Farley 121
Leaders aren’t born, they’re built. This session will talk about what it means to be a great editor, and what skills student journalists need to focus on in order to be effective leaders of their publications.
Donica Phifer, The Oxford Eagle

SMARTPHONE PHOTOGRAPHY
Farley 125
Great photography does not require expensive equipment. A smartphone and a couple of apps can have you taking award-winning photos in no time!
Dr. Mark Dolan, The University of Mississippi

PRIDE DENIED
Farley 202
Covering LGBTQ issues in a conservative Mississippi town can be a delicate challenge. The city of Starkville recently denied local citizens the right to hold a pride parade, then changed course after national backlash and an impending lawsuit. These journalists were at the center of the storm, covering it all.
Ryan Phillips & Logan Kirkland, The Starkville Daily News

ARE YOU PREPARED TO COVER A TRAGEDY?
The Writing Center (3rd Floor Lamar Hall)
The events at Marjorie Stoneman Douglas High School in Florida have certainly started a conversation about teen voices and their power. This session will discuss the student journalists at MJDHS and how they’ve responded to covering the tragedy.
Loidha Bautista, Lafayette High School

HANDS-ON LAB: TIPS FOR INDESIGN DOMINATION
Farley 138
InDesign is complicated professional-grade software. But with just a few tricks and shortcuts, you can make it do your bidding. This advanced session (limited to 20 students) will include tips and shortcuts that will make your life SO. MUCH. BETTER.
Stefanie Goodwiller, University of Mississippi

HANDS-ON LAB: ADVANCED PHOTOSHOP TOOLS
Farley 233
For those of you who already have a good grasp on how Photoshop works, let’s dig deeper. This session will challenge you by taking you beyond the basics of editing and into a world where you can manipulate images to help you tell your story. (Session is limited to 20 students.)
Thomas Graning, The University of Mississippi

ADVISER ROUNDTABLE: FUTURE MSPA EVENTS
Overby Board Room
MSPA hosts two conventions and one advisers institute each year. All advisers, whether first-year or veteran, are welcome to come learn more or offer feedback for our next round of events!
MSPA Events Committee

12:20 p.m. -- LUNCH!

STUDENTS’ LUNCH
The Grove
Students should wear their nametags to pick up lunches and may eat in The Grove or on the Farley/Overby steps.

ADVISERS/SPEAKERS LUNCHEON
Yerby Auditorium
Advisers, speakers and judges are invited to this free celebratory luncheon sponsored by Balfour yearbooks. MSPA will present our Advisers of the Year and Scholastic Press Ally awards at the luncheon. Buffet service begins at Noon.

1 p.m. CLOSING SESSION
The Ford Center
Pamela E. Hamilton Memorial Keynote Address
Details about our keynote speaker and the legacy of Pamela E. Hamilton are located on the back cover.

Carry-In & Best of MS Awards Programs
At the Meek School of Journalism and New Media at Ole Miss, we’re offering exciting new courses in journalism and integrated marketing communications that incorporate print, broadcast, interactive and social media.

Want to know how to blog? How to use Twitter to get ideas out there? How to brand a business? We can teach you how to master this dynamic field to get the job you need and the career you want.

It’s a whole new newsroom. Check us out at meek.olemiss.edu.
KEYNOTE SPEAKER:
JESSE J. HOLLAND


Jesse is an accomplished novelist and award-winning nonfiction author, as well as a Race & Ethnicity writer for The Associated Press and a former White House, Supreme Court and Congressional reporter.

Jesse is from Holly Springs, Mississippi, and a graduate of the University of Mississippi.

IN MEMORIAL:
PAM HAMILTON

Pam Hamilton was born on February 2, 1980, in Laurel, Miss. She was the editor of her high school newspaper at Raleigh High School and went on to become the editor of the Daily Mississippian at the University of Mississippi.

After college, Hamilton worked as a reporter for the Associated Press, covering education in South Carolina. In 2007, she earned a master’s degree in English from the University of North Carolina at Chapel Hill. Her stellar career continued as she accepted various positions at The New York Times, the Associated Press, CNN and Thomson Reuters news service.

In 2015, at the age of 35, Hamilton lost a battle to Lupus—a chronic autoimmune disease—but her legacy as a vibrant and dedicated student journalist will live on. MSPA renamed its annual keynote speech in honor of Hamilton in 2016.