

## **Society of Professional Journalists**

Region 5 Conference

The Galt House, Louisville, Kentucky

March 27 to 28, 2015

Title Sponsor: SPJ Louisville Pro Chapter

[www.spjlouisville.org](http://www.spjlouisville.org)

@SPJLouisville

### **ABOUT SPJ**

The Society of Professional Journalists is the nation's most broad-based journalism organization, dedicated to encouraging the free practice of journalism and stimulating high standards of ethical behavior. Founded in 1909 as Sigma Delta Chi, SPJ promotes the free flow of information vital to a well-informed citizenry through the daily work of its nearly 10,000 members; works to inspire and educate current and future journalists through professional development; and protects First Amendment guarantees of freedom of speech and press through its advocacy efforts.

**Join online: [www.spj.org/join.asp](http://www.spj.org/join.asp)**

**Dues: \$75 annually for pros**

**\$37.50 students or retired journalists**

*Louisville Pro has no additional annual dues. Just join national and indicate you want to join the Louisville Pro chapter.*

**Friday, March 27, 2015**

**Galt House Hotel**

**3 to 7 p.m.: Registration**

**Carroll Ford Room, Second Floor, Galt House Suite Tower**

**6 to 8 p.m.: Opening reception**

**Carroll Ford Room, Second Floor, Galt House Suite Tower**

*Mix and mingle with folks from the entire region, which includes Illinois, Indiana and Kentucky.*

*Food included in your registration cost. Cash bar.*

**Saturday, March 28, 2015**

**8 a.m. to 8:45 a.m.**

**SPJ Region 5 meeting**

**Carroll Ford Room, Second Floor, Galt House Suite Tower**

Deborah Givens, Regional Director and National Board Member, SPJ

**9 to 9:50 a.m.: SUPER SESSION**

**Changing paths for changing times in journalism**

**Carroll Ford Room, Second Floor, Galt House Suite Tower**

**Introduction:** Michele Day, professor, Northern Kentucky University

**Speaker:** TBD – (our speaker has been called out of town to cover UK basketball)

Once upon a time, there were reporters, photographers, page designers, copy editors, news anchors and videographers. That's no longer the case. Today's journalists need to think of themselves as storytellers first, and what title they have second – if at all. Kareem Elgazzar, formerly of WCPO, now of the Cincinnati Enquirer, will walk you through his career path as a storyteller and talk about what he believes journalists need today to succeed.

10 to 10:50 a.m.

**Creating your personal brand through social media**

**Sampson Room, First Floor, Galt House Suite Tower**

**Introduction:** Adam Maksl, professor, Indiana University Southeast, New Albany, Ind.

**Speaker:** Jeff Cutler, journalist, author, and social media specialist, Boston, @JeffCutler

Promoting yourself online is absolutely critical to success in journalism. Jeff Cutler, who has offered training in social media at news outlets across the country, will walk you through the best and easiest ways to promote yourself through social media and pitfalls to avoid.

**First Amendment, Then and Now**

**Laffoon Room, First Floor, Galt House Suite Tower**

**Introduction:** David Shabazz, Kentucky State University

**Speaker:** Jeremy Rogers, partner and attorney, Dinsmore & Sholh, LLP, Louisville

We will briefly review landmark First Amendment cases in the past 100 years, emphasizing press freedom decisions. We will then discuss recent First Amendment trends, including trends relating to digital media. The focus will be on U.S. Supreme Court decisions and cases of lower courts affecting Illinois, Indiana, Kentucky & Ohio.

## **My First Year in Journalism**

### **Wilkinson Room, First Floor, Galt House Suite Tower**

**Moderator:** Shannon Brock, news editor, State Journal, Frankfort, Ky., @ShannonNBrock

#### **Panelists**

Wes Robinson, breaking news/general assignment reporter, *The Patriot-News*, Harrisburg, Penn., @sirwesleythe1st

Rachel Aretakis, reporter and social engagement coordinator, *Business First*, @BFLouRachel

Cassie Glancy, associate producer, WDRB, @Cass\_Glancy

Three journalism grads will join us for a panel discussion about their life in newsrooms. All are May 2014 grads or later who can share with you what their working lives are like and what surprises – good and bad – awaited them in the field of journalism. Students are encouraged to attend this session to learn more about what’s ahead, and panelists will take questions from the audience.

**11 to 11:50 a.m.**

### **Narrative three ways**

#### **Sampson Room, First Floor, Galt House Suite Tower**

**Introduction:** Kathryn Gregory, assistant metro editor, *The Courier-Journal*, @kitgregory

**Speakers:** Andrew Wolfson, Reporter, *The Courier-Journal*, Louisville, Ky.), @adwolfson  
Kristina Goetz, reporter, Kentucky Center for Investigative Reporting, Louisville, Ky., @kgoetz1

Narrative writing pulls readers into a story and helps reconstruct the events of a particular day or time. The speakers will talk about using narrative writing in three contexts: as an approach to tell a story about something that happened weeks or months or years ago, narrative on deadline, and discussing their “big gets” – stories that made big headlines and how they got the scoop. Both speakers are accomplished reporters and writers with a particular focus on investigative reporting.

### **Freelancing and Beyond**

#### **Laffoon Room, First Floor, Galt House Suite Tower**

**Moderator:** Dana Neuts, SPJ National President and freelancer, Kent, Wash., @SPJDana

#### **Panelists**

Jeff Cutler, speaker, author and freelancer, Boston, @jeffcutler

Michael Jones, author and journalist, Louisville, Ky., @blueshound2000

Ashlee Clark Thompson, freelance food writer, Louisville, Ky., @AshleeEats

Freelancing is a preferred choice for those who want a more flexible schedule or for those with an entrepreneurial bent – and there's lots you can do as a freelancer that isn't just writing for publications. Our panelists have all tried lots of options, and they'll walk you through all the various ways they've made income, including writing books, teaching, photography, blogging and social media.

**Follow the Money: How to Easily Mine Campaign Records for Big Stories**  
**Wilkinson Room, First Floor, Galt House Suite Tower**

**Speaker:** Peter Quist, research director, National Institute on Money in State Politics, Helena, Mont., @moneyinpolitics

The National Institute on Money in State Politics is a nonprofit, nonpartisan group that has been collecting campaign finance data since 1998. The group has created a database that allows journalists to query more than 50 million records totaling \$47.5 billion. The organization's database is used often by publications such as *The New York Times*, *The Washington Post* and *Bloomberg News*. Pete Quist, research director, will show participants how to use [www.FollowTheMoney.org](http://www.FollowTheMoney.org). Campaign contributions aren't just about getting a politician elected – it's about the legislation and the industry influence afterward.

**12 p.m. to 1:20 p.m.**

**Mark of Excellence Luncheon**

**Introduction:** Deborah Givens, Eastern Kentucky University

**Carroll Ford Room, Second Floor, Galt House Suite Tower**

*The price of this luncheon is included in your conference registration.*

Winners of SPJ's Mark of Excellence contest for college students in Region 5 are given awards by SPJ President Dana Neuts.

**1:30 to 2:20 p.m.**

**News Literacy: How do you get your news? We found out!**

**Sampson Room, First Floor, Galt House Suite Tower**

**Presenters**

Samantha Sartori, President, SPJ Loyola University Chicago chapter

Grace Runkel, executive board member, Loyola University Chicago chapter

Beth Konrad, chapter faculty advisor and journalism program director at Loyola University Chicago and a board member of Chicago Headline Club

News Literacy is a critical issue for our nation and for the future of journalism. How do college students define news? How do they consumer news? And, who do they trust for their news? The Loyola University Chicago SPJ chapter spent six months on a news literacy project

conducting one on one interviews with over 500 college students in the third largest city in the country: Chicago. Join us as SPJ Loyola students present the results of the interview surveys in a power point presentation along with some videotaped reactions from working Chicago professional journalists.

### **Thinking Multimedia: How to tell stories in multiple platforms**

**Laffoon Room, First Floor, Galt House Suite Tower**

**Introduction:** Al Cross, University of Kentucky

**Presenter:** Jonathan Palmer, freelance journalist, Lexington, Ky., @jonathanpalmer

Bringing together a project with video, graphics, photography and writing elements is challenging but an incredibly important skill for today's journalists. Experienced multi-media producer Jonathan Palmer will discuss the projects he has created for *The Courier-Journal*, the *Lexington Herald-Leader* and *The New York Times*, discussing how to create the best packages for audiences and how to manage all the moving parts of a big story.

### **Niche publications finding success**

**Wilkinson Room, First Floor, Galt House Suite Tower**

**Moderator:** Deborah Givens, Eastern Kentucky University, SPJ Region 5 Director

#### **Panelists**

Julie Wilson, editor and publisher, *Story Magazine*, Lexington, Ky., @storythemag

Angie Fenton, editor in chief, *Extol* magazine, New Albany, Ind., @angiefenton

Michael Monks, founder, editor, and publisher of *The River City News*, Cincinnati, @theRCnews

New magazines that cater to a specific interest are popping up all over the place. Some cater to a particular geographic area, type or writing or hobby. Editors and publishers of these publications will talk about how they created their media outlets and how they're finding success. They'll also discuss what writers should keep in mind when pitching ideas to them.

**2:30 to 3:20 p.m.**

### **Covering transgender people**

**Sampson Room, First Floor, Galt House Suite Tower**

**Introduction:** April Corbin, SPJ Louisville Board Member, freelance journalist, @aprilcore

#### **Speakers**

Sharon Coolidge, reporter, *The Cincinnati Enquirer*, @SharonCoolidge

A J Jones, program coordinator in the LGBT Center at the University of Louisville

Within the past year, several high-profile stories about transgender people have hit the news. Journalists have made more than a few mistakes in language and sensitivity in covering those who are transgender. This session will be available for anyone who wants to learn more about

transgender people and how to write about their lives in ways that are sensitive, accurate and ethical.

### **Data-Driven Reporting: Connecting Data Analysis and Multimedia Reporting**

**Introduction:** Eric Burse, *The Courier-Journal*

**Laffoon Room, First Floor, Galt House Suite Tower**

#### **Presenters**

Sade Carpenter, Chicago, @sademichelle

Emily Brosious, Chicago, @emilybrosious

DePaul University Master of Arts in Journalism students

This session focuses on how to combine open government data, data analysis skills, multimedia reporting, and data visualization to enrich newsgathering and storytelling in any setting. Learn how to demystify data journalism and move beyond “put it on a map” basics of data output from a desk by connecting traditional community-focused news reporting skills with all sorts of Excel and open source techniques and tools. See how DePaul University students conceived of data-driven reporting ideas, executed their data acquisition and analysis, and used Chicago as their classroom to leverage their data work to sharpen their digital reporting skills.

### **Crowdfunding your next journalism project**

**Wilkinson Room, First Floor, Galt House Suite Tower**

**Introduction:** Ralph Merkel, University of Louisville

#### **Presenters**

Jason Hiner, global editor-in-chief, Tech Republic, co-author, *Follow the Geeks*

Lyndsey Gilpin, staff writer, Tech Republic and co-author, *Follow the Geeks*

@followthegeeks

Everyone else is turning to crowdfunding to get their projects off the ground. So why not you? The authors of *Follow the Geeks* are using Indiegogo.com to fund their book. The first chapter of their book, featuring comedian Baratunde Thurston, was released in January and more chapters are forthcoming. Jason and Lyndsey will explain how indiegogo works and take the audience through the advantages and disadvantages of crowdfunding.

### **Newsroom Diversity: Old School Meets New School**

#### **SUPER SESSION**

**Carroll Ford Room, Second Floor, Galt House Suite Tower**

3:30 to 5 p.m.

**Sponsored by:** National Association of Black Journalists (NABJ), Louisville chapter

Anna-Lysa Gayle, reporter, WLKY, Louisville, @WLKYAnnaLysa

Phillip Bailey, columnist, *Louisville Magazine*, Louisville, @PhillipMBailey

Valerie Chinn, reporter, WDRB, @ValerieChinn

Betty Baye, former reporter and columnist, *The Courier-Journal*, Louisville, @Betty\_Baye

Eric Burse, engagement editor, *The Courier-Journal*, @EricBurse

Diversity is a hot topic that newsrooms across the nation struggle with. This presents a unique challenge, not only for newsroom leadership, but also for journalists of color. Panelists will discuss diversity and offer solutions on how to improve.

### **About the Mark of Excellence Awards**

The Society of Professional Journalists presents the Mark of Excellence Awards annually, honoring the best in student journalism. The awards offer categories for print, radio, television and online collegiate journalism. Entries are first judged on the regional level. First place regional winners are recognized at SPJ spring conferences and advance on for national judging. National winners will be showcased on [spj.org](http://spj.org).

The contest is open to anyone enrolled in a college or university in the U.S. studying for an academic degree in 2014. International SPJ student members may also enter. Students who have had full-time, professional journalism experience, outside of internships, are not eligible. Entries must have been published or broadcast during the 2014 calendar year.