



**JOURNALISM DAY**  
**BALL STATE UNIVERSITY**  
**APRIL 27, 2018**

Stories  
better  
Told,  
Lives better  
lived





AT YOUR HANDS HISTORY IS MADE.



JULIE MANCINI // DUNNELLON HIGH SCHOOL // DUNNELLON, FL

SOMETHING THIS VITAL COULD ONLY  
BE BOUND BY HERFF JONES.



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# FYI

## EXHIBITORS!

Head to the Student Center Ballroom! Check out the latest in yearbooks, portrait photography, BSU student media and organizations and more! Pick up swag and goodies! Be sure to pose with your staff at our Photo Booth and share your pix on social media using #JDay and #BSUJW **Be sure to stop by the tables in the exhibition hall to get raffle tickets for big prizes!**

## ADVISERS!

Join us in the Student Center Ball Room/Exhibition Hall! You can mingle with colleagues all day. Refreshments will keep you tuned up for the day!

## LUNCH!

Students should eat between 11 a.m. and 1 p.m. — depending on your session schedule.

## AWARDS!

**New this year:** The Awards Slide Show will be on display at our Workshops Booth in the Exhibition Hall. The list of winners and certificates can be picked up in the same location.

NOTE: See the Contest Winners sheet for the Journalism Day Contest Disclaimer







LORI BYERS  
KEYNOTE SPEAKER

Dr. Lori Byers is the Associate Dean for the College of Communication, Information and Media. A native Texan, she loves Ball State, Muncie and Indiana. Dr. Byers is a natural-born storyteller and a social media whiz, and during her Keynote, "What's your story?", she will share how we live out the stories we tell. Be sure to catch her in the Student Center for her sessions at noon and 1 p.m. in Cardinal Hall B!

SESSION TIMES

- Opening.....8:45 a.m.
- One.....10-10:45 a.m.
- Two.....11-11:45 a.m.
- Three.....noon-12:45 p.m.
- Four.....1-1:45 p.m.

CRITIQUES

HAVE YOUR PUBLICATION WITH YOU TODAY?

Head over to the Exhibition Hall in the Ballroom on the second floor of the Student Center to sign up for critiques from members of BSUJW team. Time slots will last 20 minutes and can be scheduled in place of a student session!

SESSION DESCRIPTIONS

10 a.m.

COPY EDITING  
**AVOID 'OPPSIES': COPYEDITING WITH A VENGEANCE**  
Enjoy some professional blunders that - although funny to read - could cost your publication credibility. Plan for success in catching those pesky errors.  
*Terry Nelson, Indiana State University*  
10 a.m., Forum Room

ALTERNATIVE STORY FORMS  
**FOLLOW YOUR ALT**  
Tired of seeing the same headline-photo-copy design structure in your publication? Learn how to structure your stories and pages using alternative storytelling formats that are sure to create some visual interest in your publication.  
*Roth Lovins, Columbus North High School*  
10 a.m., Student Center 310

ADVERTISING  
**HOW TO MAKE YOUR ADVERTISER YOUR FRIEND**  
Most printed papers need money to cover costs which means ads must be sold. Developing a relationship with the advertiser means gaining a friend and a financial supporter.  
*Chuck Herber and Clayton LeCain-Guffey, Lafayette Jefferson High School*  
10 a.m., Pineshelf Room

SOCIAL MEDIA  
**LEGAL ISSUES OF SOCIAL MEDIA**  
Some people mistakenly believe that they are allowed to do anything they want with material they find on the web, but libel, privacy and copyright laws all exist online.  
*Dom Caristi, Ball State University*  
10 a.m., Student Center 301-2

SPORTS COVERAGE  
**MORE THAN THE SCORE**  
This session will focus on how to improve your sports coverage in either your newspaper or yearbook. Come ready with questions to join a lively discussion with a former sports editor about what it takes to make your sports coverage sizzle. We'll cover all the bases.  
*Tom Hayes, Ben Davis High School*  
10 a.m., Cardinal Hall B

OPINION WRITING  
**OPINION WRITING: THE 'DO' AND THE 'DOO-DOO' LIST**  
Everyone has an opinion, but good and bad approaches may mean the difference between engaging readers and turning them off. Learn the basics about crafting strong opinion pieces.  
*Kim Green, Ball State University*  
10 a.m., Music Lounge

FIRST AMENDMENT  
**PROTECTING HOOSIER VOICES**  
15 states have overcome the Hazelwood decision by passing New Voices legislation, but Indiana politicians continue to deny scholastic journalists similar First Amendment protections. However, the fight is not over! Join us for discussion and brainstorming about how you can help bring change to the legislature and ensure Hoosier student voices will #BeHeard!  
*Ryan Gunterman and Diana Hadley, Indiana High School Press Association*  
10 a.m., Cardinal Hall C

COVERAGE  
**SPEAKING YOUR TRUTH WITH UMP!**  
Join independent journalists in a special media project in this interactive session where you can both cover and lead a

discussion about issues of the day, talk about your truth and make your voices heard through a truly free, independent media outlet - the Urban Media Project.  
*Donna Griffin, Dani's Dreams Innovation in Education Corp.& Arsenal Tech High School*  
10 a.m., Multipurpose Room

ORGANIZATION  
**TERRIFIC TEAM-BUILDING**  
Building and maintaining a staff's bond is one of the toughest parts of leading or advising a publication's staff. Come to this session to get some ideas, tips and tricks about how to establish bonds and break the ice at the beginning of the year, as well as how to keep the fun and camaraderie going until school is out for the summer. Be ready to participate and share your ideas!  
*Claire Burke, Lawrence North High School*  
10 a.m., Cardinal Hall A

11 a.m.

YEARBOOK  
**11 TIPS TO BETTER DESIGN**  
No matter how great the interviewing, researching and writing, if the design does not invite readers, the content falls flat. Attention to details can turn your yearbook design from good to great.  
*Nancy Hastings, JEA State Director*  
11 a.m., Student Center 310

DESIGN  
**ADAPTED FROM THE PROS**  
Want to make your publication look as on trend as possible? See how your staff can learn from professional designers (in magazines, from online or in surprising places) and analyze current examples. Get

## SESSIONS CONT.

yourself ready to use professional inspiration for all your work.

*Sarah-Anne Lanman & Micala Boyd, Munster High School*

**11 a.m., Pineshelf Room**

PUBLIC RELATIONS

### **BUILDING YOUR BRAND**

Everyone knows first impressions are important. How does the world see you? This session will teach the basics of branding and the importance it holds in our culture. Learn how the business world utilizes branding to build their image, and how you too can brand your own image.

*Caroline Owens, Emma Austin, Emily Gralak, Missy Kraman, and Ashley Nylen, BSU Cardinal Communications*

**11 a.m., Multipurpose Room**

WRITING

### **FINDING NEWS STORIES AND ANGLES THAT MATTER**

Please, no more front page, 500-word wrap-ups of last month's homecoming! Cover stories that mean something to your readers. Brainstorming, mapping and other techniques discussed to help you plan for meaningful coverage that is localized and personalized.

*Terry Nelson, Indiana State University*  
**11 a.m., Forum Room**

WRITING

### **HOW TO USE SOCIAL MEDIA ANALYTICS TO GROW YOUR AUDIENCE**

Social media is a staple to growing and engaging your audience online, but in order to capitalize on these tools, its essential to measure and analyze your progress. Learn how to use the built-in social media analytics programs with services like Twitter and Facebook. Discover how to use on these tools to successfully grow your social media presence.

*Cardinal Metrics, Ball State University*  
**11 a.m., Student Center 301-2**

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WRITING

### **INTERVIEW WITH A PUPPY**

You like puppies? You like journalism? Join this session to ask questions to your favorite interviewee ever: an 11-month-old Labrador puppy training to become a guide dog. Learn more about FLD Boba's journey and ideas for writing stories about disability and service dogs in your hometown.

*Robin Blom (and Boba!), Ball State University*

**11 a.m., Cardinal Hall C**

VIDEO

### **IPHONE VIDEO; MAKE IT THE BEST IT CAN BE.**

The ad said your smart phone would capture broadcast quality video, but why does it still look like it was shot by a Noob? Learn about the best apps for your smart phone to capture and edit video like a pro.

*Tim Underhill, Ball State University*

**11 a.m., Cardinal Hall A**

YEARBOOK

### **MIXING IT UP**

We will focus our discussion on what it takes to produce non-traditional yearbooks and chronological yearbooks. If you are looking to jazz up your yearbook coverage, this is your session. Bring plenty of questions as this is a a give-and-take session that will cover anything yearbook related.

*Tom Hayes, Ben Davis High School*

**11 a.m., Cardinal Hall B**

WRITING

### **WRITING NONFICTION NARRATIVES**

Nonfiction narratives tell a true story that is dramatic, inspiring, or sometimes controversial. You will learn how to recognize these stories from your everyday environment and organize and write the material in a way that will engage readers.

*Dr. David Sumner, Ball State University*

**11 a.m., Music Lounge**

noon

WRITING

### **CELEBRATING DIVERSITY THROUGH STORY**

Stories inspire empathy, advance understanding, and encourage action. Consider how you, the storyteller, can convey life's complexities and challenge stereotypes through a focus on varied sources and topics.

*Kate Elliott, Ball State University*

**noon, Cardinal Hall C**

DESIGN

### **FUN WITH FONTS AND COLORS**

FonTS and colors have personalities. Which ones to choose depends on who you wants your yearbook or newspaper to be. In this session, we will discuss how to choose fonts, pair them properly, and pick colors that will make your publications stand out next year.

*Melissa Deavers-Lowie, Portage High School*

**noon, Pineshelf Room**

LEADERSHIP

### **NEWSROOM LEADERSHIP: WHAT IT TAKES TO BE AN EDITOR**

Calling all high school editors! Join the Ball State Daily News Editor-in-Chief and Managing Editor for a conversation about how to successfully lead your sections and your newsroom. We'll talk about organization, conflict resolution, encouraging staff members to produce quality content and more. Bring your questions — we'll bring snacks!

*Allie Kirkman and Casey Smith, Ball State University Daily News*

**noon, Student Center 301-2**

PHOTOGRAPHY

### **PASSION AND PHOTOS**

I am lucky enough to combine what I love with what I do. The key behind good photojournalism is having passion; learn more about why having passion for your work early on matters in the photojournalism world. From camera basics, to editing your photos-- every detail matters.

*Grace Hollars, Ball State University*

**noon, Cardinal Hall A**

YEARBOOK

### **SENSATIONAL SENIOR SECTIONS**

One of the most anticipated parts of a yearbook is the senior section. Using a time-tested system, come see some fresh ideas for making your senior section more inclusive and unique than ever.

*Tim Cleland, Delta High School*

**noon, Forum Room**

SOCIAL MEDIA

### **SOCIAL STORYTELLING**

What is the first rule of social media? In this session we'll explore strategies to keep social media social.

*Lori Byers, Ball State University*

**noon, Cardinal Hall B**

STORYTELLING

### **VISUAL STORYTELLING: HOW TO MAKE A DOCUMENTARY**

We'll take a practical look at creating documentaries for those with limited budgets and equipment. Join award-winning documentarian Ryan Shank for this presentation covering how to find ideas, structuring stories, and other tips of the trade.

*Ryan Shank, Ball State University*

**noon, Music Lounge**



# JOURNALISM DAY AT A GLANCE

Room	Session one: 10 a.m.	Session two: 11 a.m.	Session three: noon	Session Four: 1 p.m.
Cardinal Hall A	<b>TERRIFIC TEAMBUILDING</b> <i>Claire Burke</i>	<b>IPHONE VIDEO; MAKE IT THE BEST IT CAN BE.</b> <i>Tim Underhill</i>	<b>PASSION AND PHOTOS</b> <i>Grace Hollars</i>	<b>GOING FOR GOLD: REPORTING FROM THE OLYMPICS</b> <i>BSU at the Games</i>
Cardinal Hall B	<b>MORE THAN THE SCORE</b> <i>Tom Hayes</i>	<b>MIXING IT UP</b> <i>Tom Hayes</i>	<b>SOCIAL STORYTELLING</b> <i>Lori Byers</i>	<b>SOCIAL STORYTELLING</b> <i>Lori Byers</i>
Cardinal Hall C	<b>PROTECTING HOOSIER VOICES</b> <i>Ryan Gunterman and Diana Hadley</i>	<b>INTERVIEW WITH A PUPPY</b> <i>Robin Blom (and Boba!)</i>	<b>CELEBRATING DIVERSITY THROUGH STORY</b> <i>Kate Elliott</i>	<b>COMMUNITY-FOCUSED JOURNALISM</b> <i>Kate Elliott</i>
Forum Room	<b>AVOID 'OPPSIES': COPYEDITING WITH A VENGEANCE</b> <i>Terry Nelson</i>	<b>FINDING NEWS STORIES AND ANGLES THAT MATTER</b> <i>Terry Nelson</i>	<b>SENSATIONAL SENIOR SECTIONS</b> <i>Tim Cleland</i>	<b>THEME ISSUES</b> <i>Tim Cleland</i>
Pineshelf Room	<b>HOW TO MAKE YOUR ADVERTISER YOUR FRIEND</b> <i>Chuck Herber and Clayton LeCain-Guffey</i>	<b>ADAPTED FROM THE PROS</b> <i>Sarah-Anne Lanman and Micala Boyd</i>	<b>FUN WITH FONTS AND COLORS</b> <i>Melissa Deavers-Lowie</i>	<b>ASK AN EXPERT: HOW TO SURVIVE YOUR FRESHMAN YEAR OF COLLEGE!</b> <i>Chester Bryant, Abby Hines, Dan Liming and Jordan MacMillan</i>
Room 301 - 2	<b>LEGAL ISSUES OF SOCIAL MEDIA</b> <i>Dom Caristi</i>	<b>HOW TO USE SOCIAL MEDIA ANALYTICS TO GROW YOUR AUDIENCE</b> <i>Ball State Cardinal Metrics</i>	<b>NEWSROOM LEADERSHIP: WHAT IT TAKES TO BE AN EDITOR</b> <i>Allie Kirkman and Casey Smith</i>	<b>DETAILS MATTER: IT PAYS TO SWEAT THE SMALL STUFF</b> <i>Kim Green</i>
Multipurpose Room	<b>SPEAK YOUR TRUTH WITH UMP!</b> <i>Donna Griffin</i>	<b>BUILDING YOUR BRAND</b> <i>Ball State Cardinal Communications</i>	<b>VISUAL STORYTELLING: HOW TO MAKE A DOCUMENTARY</b> <i>Ryan Shank</i>	<b>GET THE PICTURE!</b> <i>Betsy Albersmeyer</i>
Student Center 310	<b>FOLLOW YOUR ALT</b> <i>Roth Lovins</i>	<b>11 TIPS TO BETTER DESIGN</b> <i>Nancy Hastings</i>	<b>VIVA LA CRAN AND OTHER ODDITIES: ADVERTISING CAMPAIGNS FOR THE REST OF US.</b> <i>Ball State American Advertising Federation</i>	<b>PR? NEVER HEARD OF IT.</b> <i>Sydeney Thompson and Derek Heim</i>
Music Lounge	<b>OPINION WRITING: THE 'DO' AND THE 'DOO DOO' LIST</b> <i>Kim Green</i>	<b>WRITING NONFICTION NARRATIVES</b> <i>David Sumner</i>		

## SESSIONS CONT.

### SOCIAL MEDIA

#### **VIVA LA CRAN AND OTHER ODDITIES: ADVERTISING CAMPAIGNS FOR THE REST OF US**

In this session, you will learn the steps of creating an advertising campaign, and then you will get to create your own campaign. This session is run by the American Advertising Federation. *American Advertising Federation, Ball State University*  
**noon, Student Center 310**

### 1 p.m.

### COLLEGE

#### **ASK AN EXPERT: HOW TO SURVIVE YOUR FRESHMAN YEAR OF COLLEGE!**

Join four of Ball State's finest journalism students to discuss the ins and outs, the ups and downs and everything they didn't know, but wish they knew about college. If you are running off to school in the fall, this is a can't-miss session. *Chester Bryant, Abby Hines, Dan Liming and Jordan MacMillan, Ball State University*  
**1 p.m., Pineshelf Room**

### WRITING

#### **COMMUNITY-FOCUSED JOURNALISM**

Through deeper collaboration, listening and empathy with our communities, this approach engages residents throughout the storytelling process to produce meaningful content that leads to productive conversations and change. *Kate Elliott, Ball State University*  
**1 p.m., Cardinal Hall C**

### LEADERSHIP

#### **DETAILS MATTER: IT PAYS TO SWEAT THE SMALL STUFF**

Don't ever let anyone tell you that you are a student journalist. You are a journalist period. To be the best journalist you can be, it pays to sweat the small stuff. We'll examine 10 categories of details that every good journalist sweats. *Kim Green, Ball State University*  
**1 p.m., Student Center 301-2**



# BRING YOUR YEARBOOK TO LIFE!

Bring your yearbook to life with Yearbook AR, Walsworth's augmented reality app that brings a whole new interactive experience to your yearbook. See the homecoming dance leap off the page. Watch the marching band perform. Relive chemistry class. Here's how it works:

- Download the Yearbook AR app.
- Find the images and graphics in your yearbook tagged with the Yearbook AR icon.
- Open the app, scan each image marked with an AR icon and watch it come to life!

Walsworth Yearbooks is the leader for augmented reality yearbook content and we are making it fun and easy to use:

- No channels to follow.
- No individual accounts to create.
- Get creative by using special motion effects, 3D shapes, background audio and more.

**CONTACT US TODAY TO LEARN MORE ABOUT WALSWORTH.**



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## SESSIONS CONT.

### PHOTOGRAPHY

#### GET THE PICTURE!

In order to tell a digital story you first need the photographs. From planning the photo shoot to the types of photos they need to capture, this session will help you get the photos you need from your photographers.

*Betsy Alhermeyer, Ball State University, Taylor University*  
**1 p.m., Multipurpose Room**

### OLYMPICS COVERAGE

#### GOING FOR GOLD: REPORTING FROM THE OLYMPICS

Five Ball State students had the chance of a lifetime when they were chosen to go to the 2018 Winter Olympic Games in PyeongChang, South Korea as part of Ball State at the Games. The students will talk about their experiences, show photos and video of their experiences and discuss what it was like to cover events like Shaun White's half-pipe gold medal alongside reporters from around the world.

*BSU at the Games, Ball State University*  
**1 p.m., Cardinal Hall A**

### PUBLIC RELATIONS

#### PR? NEVER HEARD OF IT.

The purpose of the session is to teach middle and high school students what public relations is, what it encompasses, the different types of PR campaigns we are all familiar with and how middle and high school



**Join us June 10-14, 2018 for our 52nd Ball State Journalism Workshops!**

Unlike any other summer journalism experience, we combine class time with planning and production time to challenge and empower students for successful storytelling!

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- 21,196 students in seven colleges
- More than 170 different majors, 88 master's degrees, 16 doctoral degrees and four specialist programs
- Named one of the "Best in the Midwest" by The Princeton Review for 11 years
- Recognized for first-year programs by U.S. News & World Report for 10 years.

# WELCOME TO — BALL STATE UNIVERSITY!

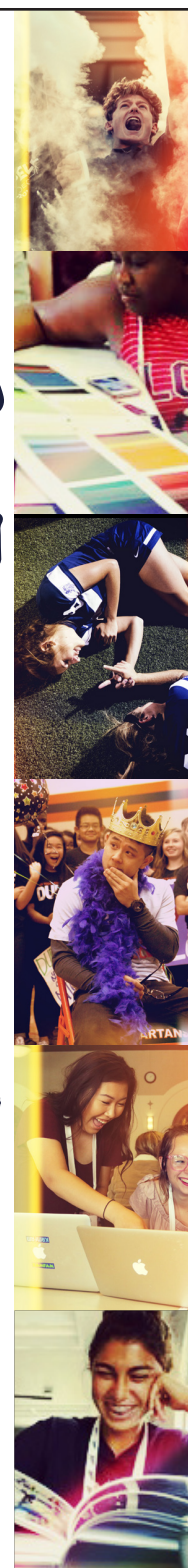






# YOUR TRULY YEARBOOK

AS A YEARBOOKER YOU REPRESENT THE  
CULTURE, THE ACTIVITIES AND THE PEOPLE  
THAT MAKE YOUR SCHOOL ONE OF A KIND.  
WHEN YOU DO THIS EXCEPTIONALLY WELL,  
YOU CREATE A BOOK THAT IS TRULY YOURS.



## SESSIONS CONT.

students can incorporate public relations at their schools within their own publications.

*Sydney Thompson and Derek Heim, Ball State University PRSSA*

**1 p.m., Student Center 310**

### SOCIAL MEDIA

#### **SOCIAL STORYTELLING**

What is the first rule of social media? In this session we'll explore strategies to keep social media social.

*Lori Byers, Ball State University*

**1 p.m., Cardinal Hall B**

### YEARBOOK

#### **THEME ISSUES**

Producing a theme issue can be a fun yet challenging change of pace. Let's share some ideas and answer some questions about how to create a special theme edition of your next newspaper or magazine.

*Tim Cleland, Delta High School*

**1 p.m., Forum Room**

## **BSU JOURNALISM WORKSHOPS**

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**Attend Ball State Journalism Workshops 2018!**

**JUNE 10-14**

For more information:  
**[bsujournalismworkshops.com](http://bsujournalismworkshops.com)**



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