

2019 MEDIA SCHOLARS DAY

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| 8:30 - 9:00 | Information Fair |
| 9:00 - 9:40 | Breakout Session 1 |
| 9:55 - 10:35 | Breakout Session 2 |
| 10:50 - 11:30 | Breakout Session 3 |
| 11:40 - 12:00 | Yearbook & Adviser Awards |

SESSION 1 9:00 - 9:40

DIGGING INTO DATA

Herald Digital Managing Editor Rebekah Alvey will share how delving deep into data can produce compelling stories and show how you can make that data visually interesting with graphs and charts as well.

SHARING SPONSORED STORIES

Cherry Creative Director Hayley Robb and Video Coordinator Hayley Watson will describe the newly-founded specialty content agency and the ways they have implemented sponsored content into the College Heights Herald and Talisman. They'll also explain the opportunities available to incoming students and the careers those opportunities can lead to.

DESIGN COHESION

Talisman Design Editor JB Carter and Marketing Manager Ally Mefford will share how good design helps market your brand. They'll discuss the importance of cohesive design for both publications and brands.

WRITE ON!

Talisman editors Olivia Mohr, Kristina Francis, Phi Chu and Annalee Hubbs will talk about fundamentals of writing, including pitching, interviewing, writing a lead, structuring your story and practicing ethics.

SPORTS PHOTOGRAPHY: MORE THAN BEING ON THE SIDELINES

Learn the basics of sports photography for covering your high school teams with Herald Adviser Carrie Pratt and Herald Photo Editor Silas Walker. Get a taste of what it's like to shoot college sports as well as professional teams. Here at Western Kentucky University, we take our sports photography seriously, going beyond the basics of taking photos and delving into storytelling through sport.

DOCUMENTARY FILMMAKING

Hollywood movies transport audiences to other galaxies and fantastic places to teach what is most meaningful in life. Documentary film does the same, however using real characters living in the world we all inhabit. Heroes and villains live among and in each one of us. WKU University Photographer Bryan Lemon will teach you how to tell visual and true stories through film.

PUTTING THE EDIT IN EDITOR

What makes a good edit for a photo story? Talisman Magazine Photo Editor Emily Moses and Cherry Creative Photo Editor Grace Pritchett will share how a photo editor makes decisions and what they look for in a photographer.

SCHOOL OF MEDIA TOUR

See the state-of-the-art facilities used by WKU students studying film, broadcast, photojournalism and journalism. Tours will meet outside DSU 3029 and walk together to Jody Richards Hall.

SESSION 2 9:55 - 10:35

LIGHT PAINTING: EXPLORATION OF LONG EXPOSURE CREATIVITY

Make fun, creative portraits by using flashlights, string lights, and a light saber to open up a whole world of long exposure experimentation. WKU's Photojournalism Visiting-Professional-In-Residence Jonathan Adams will demonstrate how to create a world that only your camera's sensor can record.

MANAGING ONLINE CONTENT

Talisman Web Managing Editor Bailey Cooke will share how to manage website and social media content and how deciphering analytics can provide insights that will improve your online success.

ADVERTISING IN STUDENT MEDIA

Herald Advertising Adviser Will Hoagland and Advertising Manager Avari Stamps will talk about the challenges of selling advertising in student media and how your staff must keep up with evolving trends.

SESSION 2

9:55 - 10:35

STUDENT MEDIA: THE JOB THAT GETS YOU A CAREER

Student media serve a crucial role, both for the university communities they serve and for the students who work there. Learn how WKU Student Publications — the College Heights Herald, the Talisman, Cherry Creative and Student Publications Advertising — can help you gain the kind of experience and skills that will help you launch a career. This panel discussion will be led by Student Publications Director Chuck Clark.

IT'S WHAT WE DO

Today's photojournalist must be much more than a picture taker. Competing against every person with a camera phone and working in video narrative means photojournalists need to be well prepared to make a career in this visually rich world. They must have a substantial body of work that covers a wide variety of technique, content and self-promotion. Take a walk with Photojournalism Professor Tim Broekema as he guides you on the steps and methodical approach required to bring you and your work to new heights.

LOL

Love of Light that is. When considering the most important ingredients that make up a great picture, compelling light is right up there at the top of the list. Photojournalism Professor James Kenney will cover the three characteristics of light and how to use them to transform your photography. Warning: After attending this session, you will never see the same way again.

MOVING ON UP

Talisman Magazine Writing Co-Editor Max Zambrano will discuss what it's like to move from being a staffer to an editor at a student publication. The session will focus on the traits and habits that are helpful in moving up at a publication and will include how to do that while balancing the rest of your life.

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SESSION 3

10:50 - 11:30

VISUAL STORYTELLERS

Photojournalism is so much more than being able to take pretty pictures, and it is so much more fulfilling! You get to interact with amazing people, and you need to do their stories justice. Each image needs to tell a story: We are reporters as well as photographers. Talisman Web Visuals Editor Lily Thompson will teach you what sets photojournalism apart and how you can apply that to your own work.

POWERFUL PODCASTING

Herald Print Managing Editor Laurel Deppen, co-host of the Herald's Top of the Week podcast, will share how to effectively start a podcast. Learn the power of audio storytelling and develop skills to interview for radio.

IS MY PHONE LISTENING TO ME?

It has happened to you ... moments after discussing a topic you see an ad for it on Facebook, Instagram, and the web. Cold chills ensue. Is your phone listening to you!?! The answer might be far more bizarre than you think. Join entrepreneur, professor and marketer Cody Turner as he lifts the veil on what are arguably the most divisive, misunderstood, powerful and creepastic digital platforms ever created.

BETTER PORTRAITS FOR PUBLICATIONS

Portraits are a big part of newspapers and yearbooks. In this session we will look at ways to make publication portraits better and more interesting for your audience. With just three suggestions from Photojournalism Professor Jeanie Adams-Smith, you can make your portraits more dynamic, interesting and fun to shoot!

SPORTS REPORTING 101

Herald Sports Editor Drake Kizer gives the rundown on everything it takes to cover Division I sports at a college newspaper — including social media integration, simple game stories, analysis pieces about team or individual trends, and long-form feature articles that go far beyond the field of play.

LIGHTING FOR TONE

Film professor Sara Thomason will show you how to realistically light a film scene and how various lighting set-ups can change and enhance mood to elicit an emotional response. For this hands-on session, participants will meet in DSU 3025 then walk together to the film studio.

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