The Story that Turned into a Book
WEL 3.502
When former Austinite David “Gypsy” Chain was killed by an angry logger during an Earth First! protest in California’s redwood country, the Austin American-Statesman sent writer Patrick Beach to get the story. Little did he know the real story—a book-length narrative nonfiction account—would take five years.
Patrick Beach

You Can’t Sell Underwear
WAG 101
But you can sell ideas that can change your community. Get tips on creating public service announcements that will make a difference.
David Knight

The Big Leagues
WEL 1.308
They don’t teach you this in journalism class. What it’s really like to go from the student newsroom to the real deal. Come talk with this Texas Tribune intern who covers the Texas Legislature. Christopher Smith Gonzalez

The Middle East Revolution
WCH 1.120
From Cairo to Libya, John Moore has documented the faces of change in the Middle East for the past two months. Moore hitchhiked six hours to get to Benghazi and followed the rebel troops as they took Ras Lanuf, and then lost it. WARNING: Possible graphic photos. John Moore

Light Works
PAI 2.48
When considering the most important ingredients that make up a great picture, light is right up there toward the top of the list. This session will cover the three characteristics of light and how to use them effectively in your photographs. Warning: After attending this session, you will never see the same way again. James Kenney

That’s Entertainment
PHR 2.114
Did you enjoy the latest Brad Pitt movie? How about the latest ColdPlay CD? No? Then write a review. Learn the secrets of successful review writing in this session. Rhonda Moore

What Good’s a Journalism Degree?
PHR 2.110
The industry doesn’t promise high pay or even a job. Are those compelling reasons to abandon journalism? Or can I be a journalist without a journalism degree? Man, what do I do about college? Let’s discuss these issues. They’re important. For you, for mass media and for democracy. Scott Winter

Singing Lessons
PHR 2.108
No, it’s not GLEE, but your yearbook needs to speak to the reader with one unified voice, like a well-rehearsed choir. In this session, we will talk about finding and developing voice in your publication. Jeff Moffitt

5 Steps of Revision
GEA 105
Everyone needs editing. Good writing doesn’t happen; it’s crafted. This session will change your life. I promise. Lori Oglesbee

How Sports Writing Lost its Game
WAG 214
Most school newspaper sports sections tell readers what they already know or bloviate about something of which they know little or nothing when they should be revealing the joy, cruelty, exhaltation and occasional injustice of competition. Bobby Hawthorne

Be an Action Hero
PAI 3.02
“With great power comes great responsibility.” You may not be Spider-Man, but that press pass does give you the power and the responsibility to capture images that transform your publications’ pages. Channel your inner Peter Parker as we reveal the secrets of taking compelling action photos while on assignment.

Teaching InDesign
WAG 420
Two InDesign experts will give advisers tips and ideas for teaching the program to their students. Susan Roberts and Hal Schmidt

Photography from Ordinary to Extraordinary
WEL 2.308
Now that we have digital cameras there’s no excuse for bad photos. So why do we have so many? Come to this session to learn about capturing the moment, making the rules of composition work and more. Judy Babb

It Takes One to Know One
WEL 1.316
If you are one of those nerdy yearbook advisers who melt when you see your favorite font in a magazine or applies the graphic three-peat when you get dressed in the morning, then this session is for you. The Ultimate Yearbook Nerd, John Cutsinger, will share the latest and greatest of the 7 Cs of yearbooks. John Cutsinger (advisers only)

So You Think You Want to be a TV Reporter?
WEL 2.246
This local reporter will share the inside scoop on what it’s like to work on a daily news program—reporting breaking news, investigative stories and more. Kate Weidaw

You Can Do What?
PAI 4.42
Come learn how much you can do with Google Docs. The simple program allows you to do some pretty sophisticated stuff. Leland Mallett

Convergent Media
WEL 2.224
In this session, you will learn how to move your department into the 21st century while saving your program from the budget knife. Don Fisher and Dr. Manuel Flores

How to Stay Sane
WEL 2.312
This session has loads of organizational tips and advice to help beginning advisers run their publications smoothly and effectively, while staying sane. From budget planning, keeping staff on track and motivated, to developing policies and guidelines, as well as disaster proofing your publications—this session is your adviser survival kit. Nicole Sanders
Getting Your Start
PHR 2.114
As managing editor of UWeekly Austin, one of the biggest parts of Sarah Neve’s job is to hire freelance writers. Come hear what she’s learned and her tips for successfully applying for internships or jobs. Sarah Neve

Soul Searching Photography That’s Entertainment
WEL 2.224
Come get to know John Isaac and discover how he found himself and his love for photography. He will show how photography is an art, but it’s an art that must be grown around relationships. John Isaac

Crossing the Border
WCH 1.120
Immigration is more than a debate. It’s about real people, real lives. Getty photographer John Moore is currently working on a long-term project in Arizona documenting the crisis in America. John Moore

Story Telling that Ain’t Boring
WAG 101
Learn the secrets of great story telling that will transform your writing into copy that readers can’t put down -- and change the way they see the world. David Knight

Starting a Movement
PHR 2.110
The difference between the good and great publications in Texas, arguably, is The Big Story. The great ones have it. But we could take that one step further. The journalists who want to make a difference at their schools in these final months, may want to start thinking about movements, which can really leave a positive mark on your schools. Scott Winter

Don’t Take It Out of Context ... or Texture
WEL 1.316
Theme development is more than just a catch phrase and a catchy design. It is a story and its look takes on layers starting with the cover and endsheets and then told in the opening, closing and dividers. But it doesn’t stop there --- every story in the yearbook should be influenced by the context and texture of your theme. See how it’s done in this session. John Cutsinger

You Decide, Elements or Photoshop
WEL 2.312
Come learn the ease of using Adobe Elements for color corrections and simple photo enhancements to improve both your newspaper and yearbook. This session will help you learn the differences in these two great programs and decide which is best for your staff. Brian Darland

Back to the Basics
PAI 2.48
Tired of seeing fuzzy, dark sports photographs in your publications? Using the right equipment and camera settings make all the difference. This session will offer tips for getting quality photographs under difficult lighting conditions. Demonstrations will include wireless flash photography using commander flashes and pocket wizard units. We also will use tethered shooting to immediately illustrate the difference f-stops, shutter speeds and ISOs make in low-light. Wade Kennedy and Mary Pulliam

Everyone Loves a Good Story
WEL 1.308
Narratives are what we need more of in our publications, and they come in all shapes and sizes. We will look at lots of examples and even examine the various plots our narratives tend to follow. Jack Kennedy

Run Your Publication like a Theme Park
WEL 3.502
The reason that one theme park chain has 94 percent of its customers return for a second visit is simple: CUSTOMER SERVICE. Let’s apply those same customer service methods to your publication and see how you can benefit from their philosophy. Mike Taylor

Writing People will Read
WEL 2.308
People don’t read yearbook copy. That’s what people say. No wonder when people see how atrocious much of it is. I mean, it’s not like there will be a test later. Come to this session and learn how to think like a reporter and write like a novelist using anecdotes and details, pictures and quotes to pull your reader in. Judy Babb

Beginning Photoshop
WAG 420
Two Photoshop experts will focus on the basics of using Photoshop with shortcuts and tips. Susan Roberts and Hal Schmidt

Catching a Break
WAG 214
Hurricanes, the Fort Hood shootings, planes crashes … Tony Plohetski has covered it all. Come hear how to cover the breaking story — preparation, collecting information on the fly and meeting the ever-present deadline. Tony Plohetski

Give Me a Break: Paths to Breaking into Broadcast/New Media Journalism
WEL 2.246
What should high school students know about breaking into broadcast and/or new media journalism? The session will be an opportunity to ask questions and get tips from professional, student and academic broadcasters, print and multimedia journalists about choosing the right college, deciding on a major and participating in student media, organizations and internship programs. David Free, Mike Whitney, Suyun Hong and Ben Wermund

Can They do That in a High School Paper?
PAI 3.02
Explore how to responsibly and effectively fight the actions of administrators who try to limit your First Amendment rights. Hazelwood does not give administrators absolute right to censor on a whim. Learn how the staff of The Eagle’s Eye used legal and ethical methods to fight the actions of administrators who try to limit your First Amendment rights. Hazelwood does not give administrators absolute right to censor on a whim. Learn how the staff of The Eagle’s Eye used legal and ethical methods to fight what one SPLC lawyer called “one of the most absurd cases of censorship” he had seen. Matthew Connolly

The New Organization
GEA 105
Ever thought about having chronological coverage in your yearbook? It works, if it’s done well. Come talk with a panel of experts who have experienced the pros and cons. Lori Oglesbee and friends

Convergence 101
PAI 4.42
It’s not too late to publish your newspaper online. Learn ways to get started and converge your school’s journalism program. Convergent media isn’t just for the newspaper staff either. This intro class will give you ideas on how to utilize programs already on your campus to form a media powerhouse. Leland Mallett
From Start to Finish  
**WEL. 1.308**  
Learn how to find a concept and then implement it throughout your whole book. This adviser and editor will take you through the development of their theme package and how they incorporated that concept into the 2010 Buccaneer. Hint: It’s all in the details. **Susan Duncan**

Drip by Drip  
**PHR. 2.108**  
How do you market your yearbook? A sign in the lunch room doesn’t cut it anymore. Major corporations use a variety of methods to sell their product, why aren’t yearbook staffs doing the same thing? You will leave this session with a ton of ideas to generate publicity (and sales) for your publication. **Jeff Moffitt**

Rachel Ray’s Recipes for Cool Secondary Coverage  
**WEL. 3.302**  
Ok, it is not a 30 min. meal. Nor is it a week’s worth of recipes, but using Rach’s magazine, you can cook up some amazing sidebars and secondary coverage modules. **Mike Taylor**

Here’s What We Do in Photo I/II  
**GEA. 105**  
We’ll show you the units we’ve developed in our photo classes. More than 200 kids sign up to take Photo I/II every year at McKinney High. Come join us and be prepared to share any of your great ideas. **Lori Oglesbee and Alyssa Armentrout** (for advisers)

Four Traits your Website Must Have  
**WEL. 3.308**  
If you are jumping into the online publishing world, your site needs interactivity, multimedia, connectivity and immediacy. Come to this session to learn tips and strategies to create improve your online product. **Andrea Lorenz**

On the Town  
**WELCH Courtyard (outside behind registration)**  
Bring your camera and your eyes, and take a two-hour shooting tour with **John Isaac.** He will work with students on how to “see” the photos. **LIMITED TO 40 STUDENTS. WELCH Courtyard (see map p. 32)**

Editorial Leadership Answer Guy  
**PHR. 2.110**  
As editors, we can lead with Stalin-esque tyranny, with Mother Teresa’s humility, with Will Ferrel’s funny, with Sitting Bull’s stoicism or with Flight of the Conchords’ genius. Editors, let’s solve all your problems on newspaper staff, from deadlines to morale. Bring me your problems, I’ll bring the answers. **Scott Winter**

The Past, Present and Future of News  
**WEL. 2.304**  
Two local, seasoned journalists will discuss where journalism has been, where it’s headed and what skills you will need to succeed. **Lynn Boswell and Erika Aguilar**

Preparing Images for Publications  
**PAI. 4.42**  
Consistency. A magic word when it comes to working with images, whether you are in the darkroom or on a computer. Learn a step-by-step workflow for photographs that will make both you and your printer smile. **Mark Murray**

Just Write  
**PHR. 2.114**  
Copy is an important element of yearbook design and you should take as much care in writing that copy as you take in shooting great photography. Get some ideas on where to start writing that great copy. **Pat Gathright**

Three’s a Charm Graphic Details  
**WEL. 1.316**  
Integrating the graphic three-peat with the use of fonts, color and white space can make your designs much more reader-engaging. Still as true as ever, content dictates design and form follows function. However graphic enhancement builds a personality for content elements, spread designs and overall yearbook appeal. Don’t miss a single detail. **John Cutsinger**

InDesign Tips and Tricks  
**WAG. 4.20**  
Two InDesign experts will show you their “secrets” of the program — including short cuts and ways to make your life much easier. **Susan Roberts and Hal Schmidt**

Can They Do That in a College Paper?  
**PAI. 3.02**  
You’ve worked hard, suffered through edits and editors, competed and bonded with your high school newspaper staff. Now that you are graduating, you aren’t sure if you want to devote yourself to a college paper when you keep reading about the newspaper industry tanking. Explore the realities of college journalism and how and why you should continue to use the skills and passion you gained in high school. **Matthew Connolly**

Basics of Libel Law  
**WEL. 2.246**  
What is libel? When should you worry about threats to sue? How can you protect yourself from lawsuits? This session will get you up to speed on the basics of libel law. **Robert Jensen**

Everybody Has One  
**WAG. 214**  
An opinion, that is. And if you’re like most teens, you don’t mind sharing your opinion with others. A few tips on maximizing your chances to be noticed, heard and remembered. **Bobby Hawthorne**

The Story of LearnTV  
**WAG. 101**  
Find out how one student television station produces more than 200 30-minutes shows each school year – and shares them with 20,000 viewers. **David Knight**

Drama for Your Mama  
**WEL. 2.312**  
You don’t need drama in the yearbook room. You need a cohesive team with one goal in mind — putting out an excellent publication. Come hear how these current yearbook editors learned to get along and how they organized their yearbook. **LASA Yearbook editors**

Americans at War  
**WCH. 1.120**  
This Lone Star native will share some of his best work from eight years of traveling to the war zones. Since the two wars began, he has made more than 20 trips to Afghanistan and Iraq. **WARNING: Graphic photos. John Moore**

Story Time  
**PAI. 2.48**  
When one picture just doesn’t say enough, think about using multiple pictures to tell your story. This session will take you through the steps of developing a memorable visual narrative. **James Kenney**
Sports Ain’t About the Games

Gary Smith, a lowly sportswriter, has won four national magazine Writer of the Year awards. In sports. Among the many reasons for his success is this: He doesn’t rehash games, write predictions or write about great athletes. He finds the people and the issues that move us, and make our Aunt Gladys want to read the sports pages. Scott Winter

Little Black Dress

How does color affect the message you are trying to deliver? Explore what color means to your reader and how it can improve or detract from your content. Jeff Moffitt

What Are Journalists For?

What is the role of journalism in a modern democratic society? How should journalists consider the politics of their work? What contribution can/do journalists make to promoting a more just world? Robert Jensen

Good Sports

Sports is the bread and butter of every high school publication, but it is also the most challenging to effectively photograph. This action-packed session will cover techniques that will help you improve your sports action and sports features. James Kenney

Twelve for Twelve: A Dozen Design Trends for 2012

The trick of creating a great publication year after year is to reinvent your yearbook each spring. Explore the latest trends in yearbook coverage and showstopping design to make sure your publication stays on the cutting edge. We’ll look at everything from modular design, tips for effectively using white space, cool typography and tons of coverage ideas that all work together to create a true crowd-pleasing yearbook. Renee Lemke and Mica Carpenter

The Next Step

Editors from the University of Texas Cactus yearbook will talk about transitioning from high school to a college yearbook. The editors will discuss what the differences are and why. Cactus editors

Web Publishing & Online Journalism

We surf and browse for information on the Web everyday. Dr. Jacie Yang from Texas State University will start this session by providing a historical background of the Internet and the Web. Moreover, she will discuss the origin of online journalism, the nature and the current trends of online journalism. Jacie Yang

Let’s Get Personal

Feature writing can take on many faces, and one of its best is the Personal Experience Story. Come hear from a seasoned veteran journalist and professor on what makes those stories shine. Gene Burd

The Coaching Method

When reporters and editors aren’t on the same page, the results can be messy: unfocused writing, a poorly developed angle or even a story that isn’t what the editor expected. It’s a major cause of rewrites and killed stories. This four-step process helps writers and editors exchange important information at key points in the writing process and helps keep stories focused and interesting for your audience. Editors will also learn about “diagnostic editing” -- a way to help writers recognize and fix habitual problems. Dave Harmon (editors and advisers)

Cut-It-Out!

Learn to save time and be more precise with cut out backgrounds using the pen tool in Adobe Indesign. Step by step instructions on how to effectively use the pen tool for COBs and other cool design effects. Your cut outs will be razor sharp and the envy of yearbook nerds everywhere. (Added bonus: six page PDF of the complete session!) Jerry Griffin

1 Set, 24 Students, 141 Shows.

How a small school television program (with a non-existent budget) manages to produce a non-existent budget) manages to produce a monthly community show, a weekly sports show and a daily show with news stories. Get tips on organizing and motivating your staff and finding creative projects. Pleasant Grove TV directors

Literary Genius

Using dialogue, similes, minor sentences and other cool literary devices to make your writing as rich and powerful as a __________ — well, you fill in the blank. Bobby Hawthorne
It's All About Me
WAG 201
A “Me” yearbook or newspaper spread tells the story of one individual. Use it as your application for next year’s staff or to get to know each other at the beginning of the year. It can be used to teach basic journalistic skills or as an end of the year activity or final project. Jeff Moffitt

60 Minutes or Less
WAG 420
Learn how to create a quality broadcast package in Final Cut Pro in less than one hour. McKinney HS broadcast students

Improving Photography in Your Publications
PAI 3.02
Outstanding photography is a requirement for every publication. Take a look at examples of great photos and talk about what is required to get the same for your publication. Mark Murray

The Art of Seeing
WEL 2.224
From shooting the beautiful Bengal tigers to the faces of poverty, John Isaac has learned “the art of seeing.” Come see his beautiful photographs and hear his stories and tips. John Isaac

We Have Separation
PAI 2.48
Overlapping elements results in sheer chaos, mayhem and strife in a photograph. Separating these elements will save the day. This session will cover compositional techniques that will help keep your pictures simple, yet powerful. James Kenney

Verbal Visual Connection
WEL 2.312
To get readers into a story, words alone won’t do. You must work with designers, artists and photographers to create a well thought-out visual package, utilizing striking headlines photography, artwork, infographics and the article itself to complete the “sell.” Ray Westbrook

Management of the Absurd
WEL 1.308
Leadership is confusing and complex, and it is good to understand some of the paradoxes we all have to live with, as advisers, editors or staff members. We will even talk about some of our personal “lost causes.” Jack Kennedy

Action, Reaction, Interaction
PAI 4.42
Shooting sports for publications is more than just taking a picture of a person with the ball. More action happens on the sidelines than many publications shoot. James Rich

Don’t Pull Your Hair Out
WEL 3.260
Nothing in college prepares you to be a journalism adviser. The best way to survive is to learn from those who have been around. This session will focus on survival tips and techniques to improve your publications, your classroom and your life. The session is best for advisers with five or fewer years experience. Cindy Berry and Christine Davis

Finding Your Voice
WEL 3.502
Learn how to say something meaningful without whining. Learn how to use the voice of the school newspaper to do some real good around your campus. Putting an opinion out there means good reporting first, solid logic second and a call to action to sum it all up. Don’t waste one of the few authoritative venues you have to advocate for your student body. Sandy Hall-Chiles

Before and After: Yearbook Feature Makeover
WEL 2.304
Transform feature copy “don’ts” with a few tips editors and staff members can use to instantly improve writing. Examples of miraculous makeovers will be shared. (You didn’t hear it from me, but if you need help with scholarship or admissions essays, it’s a sweet little technique to improve those, too.) Paula Adamek

Now What?
WEL 2.308
You have an online newspaper, so now what? Gain ideas on coverage, deadlines, staff set up, communication and keeping your website fresh with great content in this session. Be ready to share what’s working for your staff. Leland Mallett

O Christmas Tree...
GEA 105
Push your writing beyond the inverted pyramid, and discover the power of dynamic tension with a simple but effective story structure. Corey Hale

You Wanna Start Something?
WAG 214
Well then, write a decent lead, something clever and original and relevant and maybe even interesting. This session will review the best and the worst of the bunch. Bobby Hawthorne

Great Gathering Comes First
WAG 101
The greatest journalists are always the greatest gather – of information, of stories, of images. Find out how to improve your gathering with great interviews. David Knight

20 Design Rules
WEL 1.316
Hey, I didn’t make these up. I have the book they came from. Check out these rules recommended by the pros and how they apply to yearbook design. Lori Oglesbee

Deadline Writing in Moving Vehicles
WEL 2.246
Covering political campaigns and other news often means blogging, tweeting and filing stories from planes, buses and cars. How do you file a story on the road without missing deadline, and what’s the one thing you must never forget to bring on the campaign trail? Corrie MacLaggan
Preparing a Portfolio

Q&A

Straight from the Heart

Bring it Home

Ethics Stuff

Keeping Score:
Sports Reporting and the Internet

Why be a Journalist? (in high school, college or whatever)

Can I Do That?

Get the Shot

Wordpress

Telling it All

Go Organic

Move out of Hatersville

Any Questions?

Beef It Up

How to Be Funny - The Right Way

20 Great Leads – and Some Bad Ones, Too

Preparing a Portfolio

PAI 3.02

There is much more to creating a portfolio than simply “collecting your 10 best pictures.” Know how a portfolio should look while gaining tips to improve your photography. Bridge the gap between high school photography and college photography. Mark Murray

Q&A

WCH 1.120

Students will have the opportunity to have a question and answer session with this globetrotting photographer who recently returned from covering the Gifford shooting in Arizona, the protests in Cairo and the civil war in Libya. John Moore

Straight from the Heart

WEL 2.224

John Isaac shoots straight from his heart. Bring your questions to find out how he found success and peace in his job. John Isaac

Bring it Home

WEL 2.312

Every day, the national and local media break stories that affect teens. We need to cover these stories, but we need to cover them for OUR readers. Learn how to localize new for your reader so they will be informed and entertained. Ray Westbrook and the ReMarker staff

Ethics Stuff

WEL 1.308

Let me ask you this: Which ethical decision did you make this year that changed someone’s life? If you can’t think of one, we need to change how you do business on the newspaper staff. We’ll work through some ethical dilemmas from censorship issues to protecting sources. From lizards in lettuce to farmers on antidepressants. Trust me, it all relates. Scott Winter

Why be a Journalist? (in high school, college or whatever)

WEL 3.302

At a time when newspaper, television and radio journalists are facing awful challenges, there are still a lot of great reasons to do what we do. Andrea Ball

Can I Do That?

PAI 2.48

Ever wonder if a picture you are looking at is real? Are you unsure of what ethical line to draw when you are in the field or working in Photoshop? The credibility of your publication depends on making wise, ethical decisions. This session will cover common ethical issues and how to thoughtfully work with them to maintain the trust of your readership. James Kenney

Get the Shot

PAI 4.42

In this session, students will learn how to make the most of their time on the sidelines of high school sporting events. Photographers will learn how to get amazing sports photos. Included in the presentation will be information on building relationships with coaches and ADs, understanding sports terminology, UIL photography rules and equipment use. This session will have actual photography equipment on hand to share, but the majority of the session will NOT be about equipment. Michael Reeves

Wordpress

WEL 2.308

This adviser admits that he does not know all there is to know about the Web, but he’s taught his students to get their stories, photos and videos on the Web using a program that is gaining popularity with many newspapers across the country. Come learn the basics of how to use Wordpress and how this program can help you get up and running quickly on the Web. James Rich

Telling it All

WEL 3.260

Your adviser has said every photo needs a caption. Learn how to make caption writing the best feature of your book and how to complete the story the photo starts. Cindy Berry

Go Organic

WEL 1.316

Your concept is more than just a theme. It connects the book and takes an idea from cover to coverage to copy and everything in between. See how to make the pieces connect in this session. Lots of examples of concept development and ideas for copy approaches, secondary packages and visual tie-ins. Charla Harris

Move out of Hatersville

WEL 2.304

Experiencing staff strife? If drama and daily trauma are keeping your staff from reaching its full potential, come learn student-based techniques to refocus for this year and/or start next year on better footing. Paula Adamek

Any Questions?

GEA 105

Watch the sparks fly as a panel of advisers and experts answer your burning questions live. What will they talk about? It’s up to you. Corey Hale, Susan Duncan and friends

Beef It Up

WAG 201

Take a plain, basic yearbook spread and go from design zero to design hero by adding layers of coverage that tell the full story. Jeff Moffitt

How to Be Funny - The Right Way

WAG 420

“Think of your video camera as a political football.” Did you think that was funny? Probably not. That’s because it’s an inside joke with my students and me - one that should not be used in your video broadcast. In this session, see how to be funny and not make everyone at your school groan. Also don’t ask me what that inside joke means, because I won’t tell you. Alyssa Armentrout

20 Great Leads – and Some Bad Ones, Too

WAG 101

A boring lead can doom a great story that you spent hours interviewing, researching and writing. See examples of great leads that grab readers. And get tips on avoiding cop-out leads that turn readers off. David Knight