FRIDAY  2.19

1 p.m.–4 p.m.
**Convention Registration**  
*State Foyer*

1 p.m.–4 p.m.
**Shoot Chicago registration**  
*State Foyer*

2 p.m.
**Shoot Chicago Orientation**  
Get the details on the annual photo shootout competition.  
■ Jim Killam / Northern Illinois  
*LaSalle Ballroom*

1:30–2:30 p.m.
**How To Be A Quote Whore in 10 Sleazy Steps**  
A veteran film critic offers a guide to what passes as film criticism in the 21st century.  
■ Dann Gire / Daily Herald (Arlington Heights)  
*State I*

1:30–2:30 p.m.
**Pioneering Mobile Journalism**  
A nearly 30-year newspaper veteran will talk about the rewards and challenges of being a reporter/photographer. Vince Pierri started as a staff photographer, then moved into the position of photo editor in the mid-1990s. In 2004, he moved to the writing and reporting side of the newsroom. He is currently pioneering the new position of “mobile journalist,” where he combines reporting along with still and video photography. In this interactive workshop, Pierri will explain how he combines the two crafts on a daily basis. Given the ongoing staff cuts in the industry, journalists need to be accomplished in producing both words and images. Count on plenty of time for questions and answers.  
■ Vince Pierri / Daily Herald (Arlington Heights)  
*State II*

1:30–2:30 p.m.
**Put The ‘Edi’ in ‘Copy Editing’**  
What do copy editors do? Write headlines, paginate pages ... and edit. Grammar mistakes that damage credibility, factual errors that damage credibility, ethical and legal landmines – that damage credibility – copy editors catch them all and keep publications from losing customers, money and lawsuits. Get a sampling of real-life editing big and small.  
■ Neil Holdway / Daily Herald (Arlington Heights)  
*Ohio*

1:30–2:30 p.m.
**Hope You Paid Attention in Design 101**  
Get an exclusive firsthand impression about the winners at the Society for News Design’s international Best of News Design competition earlier this month. In this session, a judge from that competition will explain what set the winners apart from the rest, most of it involving the design fundamentals that you are working to master at your own publications. Learn how nailing the basics now just might help you create world-class designs later on.  
■ Chuck Burke / Chicago Tribune  
*Huron*

2:40–3:40 p.m.
**Finding a Job after Graduation**  
Landing your dream job after graduation may be difficult in a down market, but it’s NOT impossible. All you need is proper planning and the right mindset.  
■ Herminia Irazarry / Imagination Publishing  
*State I*

2:40–3:40 p.m.
**Covering Religion**  
There’s no difference between covering religion on a college campus and in the real world. It requires the same sensitivity, skill set and open mind. This presentation will cover how to acquire those skills and balance your beliefs with your professional obligation. We’ll also discuss what every good religion story should include and how new technology has created new possibilities for interreligious conversations in the 21st century.  
■ Manya Brachear / Chicago Tribune  
*State II*

2:40–3:40 p.m.
**A New Day in Illinois for Access to Information**  
Major revisions to the Illinois Freedom of Information Act and Open Meetings Act went into effect Jan. 1. The legislation created the position of Public Access Counselor within the Office of Attorney General with the authority to review and determine whether documents must be disclosed under FOIA or whether a government body has violated the Open Meetings Act. Speakers in this session will explore the new law and explain the functions and services of the public access counselor and her staff.  
■ Cara Smith / Illinois Attorney General’s Office  
*Ohio*

2:40–3:40 p.m.
**Ask the Expert**  
How should college journalists be using social media to promote their work? How can they keep their private lives separate from their public persona? What should college papers be doing to merge the online and copy desks? For answers to these and any other questions, this session is for you.  
■ Bryan Murley / Eastern Illinois  
*Huron*

4 p.m.
**Keynote**  
Keynoter Eric Zorn is an op-ed columnist for the Chicago Tribune and author of the “Change of Subject” blog on chicagotribune.com.  
■ Eric Zorn / Chicago Tribune  
*La Salle I*
8–9:45 a.m.

ICPA Business Meeting
All publications advisers are encouraged to attend this annual meeting.
St. Clair Board Room

9–9:45 a.m.

Student Roundtable: Establishing an Illinois College News Cooperative
Missing UWire? Student editors interested in participating in a news cooperative to share news stories and opinion pieces with other four-year student newspapers in Illinois will want to attend this roundtable.
■ Moderators: Tyler Angelo, Collin Whitchurch & Emily Steele/The Daily Eastern News, Amy Gorczowski/Daily Vidette
Lauren Stott/ Northern Star
State I

10 a.m.

Chicago Shootout Critiques
Two veteran photojournalists will critique student photos taken as part of the Chicago Shootout competition.
■ Chuck Berman/Chicago Tribune
Steve Kagan/Freelance photojournalist and former New York Times photographer
Jim Killam, Northern Illinois
St. Clair

9:50 a.m.–10:40 a.m.

PhotoShop 101: The Basic Five Steps
Everyone Should Know to Tone Pictures
Handling pictures for publication isn’t just the responsibility of the photo department anymore. Designers, editors and writers are being asked to get photos ready for publication. This presentation will cover the basic steps to tone and crop photos using PhotoShop. It is geared toward people who work with images but were never trained in the software.
■ Chris Birsks / Benedictine University
State I

9:50–10:40 a.m.

Covering Governing Bodies
It may not be the sexiest aspect of a journalist’s job, but covering meetings might be one of the most important skills to learn while in college. Most newspapers will assume you know how to do so, whether you are an entertainment reporter or a statehouse correspondent. This session will give techniques that will improve your coverage, help find the important stories and keep up with current reporter trends in coverage.
■ Marco Santana/Daily Herald (Arlington Heights)
State II

9:50 a.m.–10:40 a.m.

Applying old law in the new media environment
Is media law created in the 20th-century relevant to the new media of the 21st century?
■ James Tidwell/Eastern Illinois
Ohio

9:50–10:40 a.m.

Writing Sports Profiles
Profiles are meant to offer a slice of life, an insight into an athlete’s life either on or off the field. Learn how to capture readers by telling stories, not by repeating stats and awards.
■ Joe Gisondi/Eastern Illinois
Hurron

10:50–11:40 a.m.

Should We Run This?
Do you run a photo that shows someone in a negative light, like an athlete who has lost the big game? Can you use images off the Internet or someone’s Facebook page? Should we use pictures that the university supplied? These are the kinds of questions many college journalists are facing. This discussion will focus on the ethical and legal ramifications of publishing certain kinds of images, no matter if they are seen in a print publication or online.
■ Chris Birsks / Benedictine University
State I

10:50–11:40 a.m.

Anatomy of a Special Section: Concept, Content and Design
This session will take you through the genesis of a newspaper special section from idea development to content planning and design. We’ll describe the planning process: How to brainstorm section ideas that will drive reader — and advertiser — interest. Content: You have a section idea; now what goes inside? Staff-written articles, fillers or advertorial? The design phase: Design eye-catching layouts using creative type, photo placement, graphics, color and white space.
■ Gail Gaboda/Daily Herald (Arlington Heights)
Eileen Brown/ Daily Herald (Arlington Heights)
State II

10:50–11:40 a.m.

Getting Your First (Or Second) Job
Three recent graduates will talk about their job-hunting experiences and what it’s like to make the transition from college to the “real world” of journalism. The three will talk about how they got their jobs in the tight media market and how they’re keeping them. They will share tips on résumé building and getting through the interview process. The group will also engage the audience in a discussion on where the newsroom is headed and the outlook for young journalists.
■ Katie Anderson/Fox Valley News Group
Marco Santana/Daily Herald (Arlington Heights)
Emily Zulz/The Daily Journal (Kankakee)
Ohio

10:50 a.m.–11:40 a.m.

Writing feature stories worth reading
How does one find offbeat and compelling stories? A Pulitzer-Prize winning journalist offers ways to locate stories and reveals techniques and approaches to reporting and writing stories readers can’t put down — or click away from.
■ Ted Gregory/Chicago Tribune
Hurron

Noon – 2 p.m.

Awards Luncheon
Honoring the best work of student journalists during 2009, and this year paying special tribute to Jim Sulski, longtime adviser and past president of ICPA, winner of ICPA’s meritorious service award. LaSalle Ballroom