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Alaska Press Club Conference 2018 (J-Week!)

[Quick Look - Happenings](#)

Wednesday, April 18 | 5:30 p.m.

Alaska Public Media Reception

Friday, April 20 | 6:30 – 9:30 p.m.

Anchorage Press party - Mingle with fellow journalists over pizza and beer at the **new** Anchorage Press campus. **Anchorage Press, 731 I Street, Suite 102**

Saturday, April 21 | 9 a.m.

Alaska Press Club board meeting - UAA Social Sciences Building 118

Saturday, April 21 | 6 p.m.

Cocktail hour with Thompson & Co. - Williwaw 609 F Street

Saturday April 21 | 7 p.m.

Awards celebration - Williwaw 609 F Street.

Saturday, April 21 | 9 p.m. – Midnight

The Crude Magazine after party - Brown Bag Sandwich Co. 535 W 3rd Ave.

Thursday, April 19

RADIO DAY

Location: Alaska Public Media

8:15 – 8:45 a.m.

Doors open

Register for the conference, get some breakfast and hot drinks and warm up for the training. **APM TV Studio.**

8:45 – 9 a.m.

Welcomes, introductions and announcements

Meet your fellow reporters and producers. **APM TV Studio**

9 – 10:15 a.m.

How audio stories begin | Alison MacAdam

Good stories need to hook listeners fast, and there's no right way of doing it. This session involves listening critically to different story beginnings, along with discussion about how best to decide where to start. **APM TV Studio**

10:30 – 11:45 a.m.

Sourcing for diversity | Keith Woods

How do you expand the voices your audience will hear? We'll talk through strategies for opening your journalism up to a fuller range of people and perspectives. The session is built on insights from research NPR has done to understand who's on our air and what stands between public radio and our goal to "look and sound like America." **APM TV Studio**

12 – 12:30 p.m.

Lunch (provided). **APM TV Studio**

12:45 – 1:45 p.m.

APRN annual meeting

A network update and discussion, with Alaska Public Media's Lori Townsend and Annie Feidt from Alaska's Energy Desk. **APM TV Studio**

2 – 3:30 p.m.

Strategies for focusing audio stories | Alison MacAdam

What story are you actually telling? It can be hard to pin that down in the midst of deadlines, hours of tape and big, complicated topics. Working with your own stories-in-progress, we'll spend this session

exploring strategies to create better focus and structure. Please come to this session with a story idea in mind — it can be something you are currently in the early stages of working on, or an idea you want to pursue in the future. **APM TV Studio**

Field production | Rob Byers

What mic should you use — and what exactly should you record? We'll talk about mic technique, solving common audio problems, and strategies to achieve engaging-sounding stories. **Conference room.**

3:45 – 5:00 p.m.

Building digital engagement | Sara Goo

Our online audience represents a younger demographic than our radio listeners. But how do we convert news readers and social media followers to fans for life? Managing editor Sara Goo discusses a fresh look at newsletters, Facebook groups and call-out tools that can help convert “traffic” into known “audience” for life. **APM TV Studio**

Friday, April 20

UAA - Social Sciences Building - 1st Floor Layout: Lobby 8-6

UAA - Social Sciences Building - Room 118 Layout: 8-6 **74 people**

UAA - Social Sciences Building - Room 211 Layout: Rows: Chairs Only (Classroom)8-6 **43 people**

UAA - Social Sciences Building - Room 223 Layout: Rows: Chairs Only (Classroom) 8-6 **24 people**

UAA - Social Sciences Building - Room 250 Layout: Rows: Chairs Only (Classroom) 8-6 **29 people**

UAA - Social Sciences Building - Room 253 Layout: Rows: Chairs Only (Classroom)8-6, **45 people**

UAA Student Union Den 8-5 **120 people**

ALL MEDIA

(University of Alaska Anchorage)

8:30 a.m.

Welcome

Breakfast snacks and hot drinks provided by KRUA 88.1 FM and The Northern Light. **UAA Social Sciences Building Lobby**

8 – 9 a.m.

Intro to day – Led by Northern Light & Alaska Teen Media Institute. **UAA Student Union Den**

9 – 10:15 a.m.

Yes You Can | Tim Evans

How reporters at small papers can do high-impact enterprise and investigations on a shoestring budget. **UAA Student Union Den**

Handling race, identity and diversity | Keith Woods

When do you identify someone by their race, gender or political party? What do you do when your story is about a slur? We'll talk about strategies for tackling some of the most common concerns journalists have when discussing the differences that matter most in the country. **UAA Social Sciences Building 118**

Outsmarting the algorithm | Tulsi Kamath

How do you win at Facebook when the rules are constantly changing? Tulsi Kamath, digital producer at the Houston Chronicle, shares strategies for maximizing your newsroom's social impact on Facebook. **UAA Social Sciences Building 211**

Description

Description, description, description. **UAA Social Sciences Building 253**

10:30 a.m. – 11:45 a.m.

Title goes here

Description, description, description. **UAA Student Union Den**

How to be good television: tips and tricks | Libby Casey

Whether making TV or videos for social media, you can hook an audience, keep them watching, and do good journalism all at the same time. We'll go over everything from how to shoot your best smartphone footage to how to look personable but polished. **UAA Social Sciences Building 118**

Reporting on Sexual Assault | Panel

Sexual abuse is one of Alaska's biggest, most persistent problems, yet newsrooms across the state struggle to thoroughly and consistently cover stories of sexual exploitation, violence and harassment. Kyle Hopkins, Liz Raines and Tulsi Kamath look at recent coverage examples and best practices for tackling the subject, from the #MeToo movement to long-ignored abuse of children and teens. Moderated by Julia O'Malley. **UAA Social Sciences Building 211**

Extreme weather reporting

In Alaska, great stories often happen in extreme conditions, far from conveniences like public buildings, cell phone reception or wifi. How do you keep your equipment working and protected in extremely wet, cold or remote conditions? More importantly - how do you prepare yourself so that frostbite or hypothermia don't become souvenirs of your reporting? Jill Burke, XXXXXXXX and XXXXXXXX will offer practical tips from their experience in the field.. UAA Social Sciences Building

253

12 – 1 p.m.

Introduction to Data Journalism | Heather Bryant

(Free lunch provided by Online News Association)

We'll be talking about approaches to data journalism, how to deal with data, where you can find good data sets for Alaska stories, tools that you can use and best practices for methodology and transparency. We'll also go over levels of complexity; what's possible with free and cheap tools and where to start if you're interested in getting more codeful and building your own scripts and scrapers.

Sponsored by the Online News Association. **UAA Social Sciences Building Lobby**

Student Showcase

(Free lunch provided by The Northern Light and KRUA 88.1 FM)

All are invited to a pizza lunch where high school and college students will showcase their recent work. **UAA Student Union Den**

1:15 – 2:30 p.m.

Anxy's Origin Story | Indhira Rojas

Indhira Rojas, the founder and creative director of Anxy Magazine, will be presenting about the creation of her publication. As a designer for over a decade, she has worked in branding, editorial and interaction design for the Bold Italic, Modern Farmer, Atlas Obscura and Medium. Rojas will discuss how her creative team works with writers and artists to move a magazine into production and publication. **UAA Student Union Den**

Reporting with anonymous sources | Panel

What are the rules for handling anonymous sources and the information they share? How do you determine who should be anonymous? How do you establish trust? Under what circumstances does the source lose anonymity that's been granted to them? With NPR Managing Editor Sara Kehaulani Goo, Associated Press Alaska News Editor Mark Thiessen and KTVA-TV (Anchorage) News Director Janis Harper. CoastAlaska's Ed Schoenfeld moderates. **UAA Social Sciences Building 118**

Should we start a podcast? | Panel

It seems like everybody wants to podcast these days. But how do you decide if you or your organization should dive into podcasting? We'll offer some criteria for figuring out whether it's worth it – and what kind of podcast would be valuable to your audience. Panel discussion moderated by Annie Feidt with Alison MacAdam, NPR and Rachel Waldholz and Zachariah Hughes from Alaska Public Media. **UAA Social Sciences Building 211**

2:45 – 4 p.m.

Description

Description, description, description. **UAA Student Union Den**

What do you mean? The power of a question | Keith Woods, NPR

Here are some powerful tools for reporters, producers and editors who are faced routinely with reporting on tough issues of difference. Using three, time-tested journalistic questions, you'll find new ways to deploy them and bring clarity to your stories, especially when it comes to race. This conversation is meant to build off of Woods' morning session. **UAA Social Sciences Building 118**

Building trust with sources | Panel

Techniques for reaching out to undercovered communities and sources who don't know you. How do you cross that bridge without burning it down? With Alaska Public Media's Lori Townsend, KYUK reporter Christine Trudeau and former KNBA News Director Joaquin Estus. CoastAlaska's Ed Schoenfeld moderates. **UAA Social Sciences Building 211**

Tips and tricks for explaining difficult topics | Tim Bradner

Health care. Oil taxes. Ugh! Simple tips for tackling complex topics. **UAA Social Sciences Building 253**

4:15 p.m. - 5:30 p.m.

Hyperlocal Publications | Panel

From neighborhood newspapers to niche magazines, hyperlocal publications are popping up all around Anchorage. Join CRUDE's Cody Liska, Mountain View Post's Kirsten Swann and Samantha Davenport and Victoria Petersen from The Spenardian for a panel discussion about what it takes to start your own publication. **UAA Social Sciences Building 118**

Everything You Always Wanted to Know About Sports Writing But Are Afraid to Ask | William Morrow

At some point, your editor is going to ask you get a story from a sporting event. Now what? In this session, Peninsula Clarion editor Will Morrow, a former sports reporter, will delve into why news reporters should be excited to cover sports, what makes it news, and offer suggestions for and insight into getting a good story. If you're already covering sports, we'll talk about ideas to expand your audience, and we'll wrap things up with things you can learn from a sports reporter that will help your news writing. **UAA Social Sciences Building 211**

6:30 p.m. – 9:30 p.m.

Anchorage Press party

Mingle with fellow journalists over pizza and beer at the **new** Anchorage Press campus. **Anchorage Press, 731 I Street, Suite 102**

Saturday, April 21

LIB 307 from 10:30 to 5 p.m. April 21. LIB 307 is 113 people

UAA - Social Sciences Building - 1st Floor Layout: Lobby 9-5

UAA - Social Sciences Building - Room 118 Layout: 9-5 **74 People**

UAA - Social Sciences Building - Room 211 Layout: Rows: Chairs Only (Classroom) 9-5 **43 people**

UAA - Social Sciences Building - Room 213 Layout: Rows: Chairs Only (Classroom) 9-5 **47 people**

UAA - Social Sciences Building - Room 223 Layout: Rows: Chairs Only (Classroom) 9-5 **24 people**

UAA - Social Sciences Building - Room 250 Layout: Rows: Chairs Only (Classroom) 9-5 **29 people**

UAA Student Union Den 9-5

UAA Student Union Cafeteria 9-5

UAA Lyla Richards Conference Room

9 a.m.

Welcome

Breakfast snacks and hot drinks provided by Alaska Press Club. **UAA Social Sciences Building Lobby**

9 a.m.

Alaska Press Club board meeting

Annual meeting and elections. Interested in volunteering or running for the Alaska Press Club board?

Board applications are available at alaskapressclub.com. **UAA Social Sciences Building 118**

10:30 – 11:45 a.m.

Depth During Dayturns | Catherine Steward & Jason Lamb

Daily assignments are the bread and butter of any newsroom. We're expected to produce television packages under increasing deadline pressure, along with social media and online responsibilities. In this session, we'll show you where to discover the depth in your daily assignments. We'll teach you how to mine everyday moments to create meaningful connections that will resonate with your audience, so you can turn your reports into memorable stories that matter. **UAA Student Union Den**

The Power of Listening | Tim Evans

How IndyStar reporters followed a series of small tips to expose the biggest sex-abuse scandal in American sports. **UAA Social Sciences Building 118**

Video for social media | David Purdy

Extend the reach and impact of your stories with essential strategies and tips for producing effective social videos. KTOO's Digital Director David Purdy discusses how to write, shoot and edit videos targeted to social media within the limitations of a smaller newsroom. **UAA Social Sciences Building 213**

Add depth, objectivity to your reporting on Alaska Native issues | Panel

We'll share ways to add context and bring new perspectives to stories about Alaska Native issues. We'll describe how to develop sources, build relations with the Native community and how we learned to identify and minimize our own biases. Join Christine Trudeau (Prairie Band Potawatomi Nation) KYUK reporter; Vera Bedard (Tlingit), Playwright; and "First Alaskans" editor; Angela Gonzales (Athabaskan), author of "Athabaskan Woman blog" and Indigenous Communications Manager, First Alaskans Institute; Joaqlin Estus (Tlingit), KNBA news consultant. **UAA Social Sciences 211**

Noon – 12:45 p.m.

Lunch Description (Humanities Forum)

Description, description, description. **UAA Student Union Cafeteria**

1 – 2 p.m.

KEYNOTE: Michael LaForgia

How I learned to stop worrying and start going deep on local investigative stories. Key lessons I learned over the years that enabled me to do more ambitious local stories. **UAA Student Union Cafeteria**

We thank The Andrew W. Mellon Foundation and the Alaska Humanities Forum for their generous support of this initiative and the Pulitzer Prizes for their partnership.

2:15– 3:30 p.m.

Chasing Winter: Photojournalism and climate change | Katie Orlinsky

Description, Description, Description. **Library 307**

Michael LaForgia: Keynote Q&A

Description, description, description. **UAA Student Union Den**

In-Depth Television Reporting | Catherine Steward & Jason Lamb

These days, finding time to produce and air in-depth, long-term stories can be difficult. But it's often in those stories where journalism finds its greatest success: stories that can teach, illuminate and inspire (to paraphrase Edward R. Murrow). In this session, we'll help you develop the tools to craft

longer-form stories. Time in a television newscast is precious, and we'll tell you how to make the most of the time you're given – before, during and after the shoot. With attention to story focus, natural moments and emotion, you can create stories from a local newsroom with a nationwide impact. **UAA Social Sciences Building 118**

Description

Description, description, description. **UAA Social Sciences Building 211**

3:45 – 5 p.m.

How to be a journalist in the age of "fake news" | Libby Casey

Recent research shows Americans believe the media has a critical role in democracy, but say it's hard to get informed, trust the media and separate fact from fiction. So, how can journalists show - not tell - our values and process, while increasing community trust? "How to be a journalist" in the age of fake news. **UAA Student Union Den**

Anxy's Origin Story | Indhira Rojas

Indhira Rojas, the founder and creative director of Anxy Magazine, will be telling her personal story about trauma and what inspired her to create a magazine about mental health. Even though Anxy is an international magazine, the content is relevant to just about anyone who has struggled with their mental health. Anxy Mag dives into one topic at hand, whether it be anger or workaholism. **Library 307**

Description

Description, description, description. **UAA Social Sciences Building 118**

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UAA Social Sciences Building 211

Breakout sessions

Have an idea for a breakout conversation? See the Breakout Board in the Rasmuson Hall Lobby to reserve space. **UAA Social Sciences Building & UAA Social Sciences Building 213**

6 p.m.

Cocktail hour with Thompson & Co.

Arrive early for a cocktail hour sponsored by Thompson & Co., a partner at Alaska Press Club events for the last 20 years, **Williwaw**. 609 F Street

7 p.m.

Awards celebration and banquet

Announcing winners of the Alaska Press Club contest! Hosted by XXXXXX and xXXXXXX followed by dancing with DJ Spencer Lee. Tickets are \$20 advance/\$25 door, includes dinner and one drink.
Williwaw 609 F Street.

9:00 p.m. – Midnight

Crude Magazine afterparty

Come hang with fellow journalists over drinks and live entertainment. With DJ Gre and performances by local hip-hop collective Tubby and Friends. **Brown Bag Sandwich Co.** 535 W 3rd Ave.

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SOCIAL SCIENCES BUILDING (SSB)

Room Number	Capacity	Seating Type	Equipment	Room Restrictions
118	74	Lecture Hall/ Fixed Seating	Tier 2	
119	43	Desks	Tier 1	
211	43	Desks	Tier 1	
213	47	Desks	Tier 1	
223	24	Desks	Tier 1	
224	42	Desks	Tier 1	
250	29	Desks	Tier 1	
251	41	Tables	Tier 1	
253	45	Desks	Tier 1	
258	26	Desks	Tier 1	
Lobby				