



**ALASKA PRESS CLUB CONFERENCE**  
**APRIL 18-20, 2024**

**HEAT: COVERING COMMUNITIES IN A CHANGING CLIMATE**

PHOTO BY EMILY MESNER





# QUICK LOOK

## Alaska Press Club 2024

APRIL	8:15 A.M.	5 P.M.	6 P.M.
<b>18</b>	<b>Radio Day Begins</b> Alaska Public Media	<b>Radio Day Reception</b> Alaska Public Media	<b>Visual Storyteller Meet-Up</b> 49th State Brewing

APRIL	8:30 A.M.	10:30 A.M.	6:30 P.M.
<b>19</b>	<b>All Media Day Begins</b> UAA Rasmuson Hall	<b>Conference Keynote</b> UAA Rasmuson Hall	<b>Climate Gallery Event</b> Akela Space

➔ Need to get work done during the conference? We've got you covered on April 19-20 with our remote work lounge in Rasmuson Hall 211. Coffee and snacks available.

APRIL	8:15 A.M.	8:45 A.M.	6:30 P.M.
<b>20</b>	<b>All Media Sessions</b> UAA Rasmuson Hall	<b>Press Club Meeting</b> UAA Rasmuson Hall	<b>Awards Celebration</b> 49th State Brewing

### - THANK YOU TO OUR PARTNERS -

- Atwood Foundation in partnership with the Alaska Center for Excellence in Journalism Fund
- John D. & Catherine T. MacArthur Foundation - Alaska Public Media - University of Alaska Anchorage Department of Journalism & Public Communications - CoastAlaska with funding from Rasmuson Foundation - University of Alaska Fairbanks Science and Environmental Journalism Department & the UAF Snedden Chair in Journalism - The Northern Light - KRUA 88.1 FM The Edge - Alaska Teen Media Institute

## THURSDAY, RADIO DAY | ALASKA PUBLIC MEDIA

<b>8:15-8:45 A.M.</b>	<b>Doors Open</b> Register for the conference, get some breakfast and hot drinks and warm up for the training. <b>TV Studio</b>
<b>8:45-9 A.M.</b>	<b>Welcome Remarks</b> Alaska Public Media's CEO Ed Ulman welcomes guests back to Radio Day, and News Director Lori Townsend lays out the day's agenda. <b>TV Studio</b>
<b>9-10:15 A.M.</b>	<b>Covering Indian Country: Nuance and Guidance   Allison Herrera</b> Allison Herrera, a senior reporter at APM Reports, has covered Indigenous affairs in Minnesota and Oklahoma. She shares what she has learned about covering topics like climate change and criminal justice in these communities. She'll also discuss sourcing, writing, audio gathering and how to generate story ideas. <b>TV Studio</b>
<b>10:30-11:45 A.M.</b>	<b>Making Climate Change Part of Your Beat   Rachel Waldholz</b> Climate change increasingly reaches every facet of our lives, from shifting weather patterns and changing industries, to decisions about local budgets and school curricula, to questions of culture and identity. No matter your beat, we're all climate reporters now. So how do you cover climate change on top of everything else you're already doing? NPR's Rachel Waldholz will share tips on how to balance it all. <b>TV Studio</b>
<b>NOON</b>	<b>Lunch</b> Catch up with your colleagues in the radio network during a provided lunch. If you have an idea for a small group discussion or mini training during this time, we'll have a sign-up sheet. If you prefer to relax, eat and chat, that's great too. <b>TV Studio</b>

➔ **ASK AN EDITOR (Noon - 2 p.m.):** Have a story idea, draft or other issue you'd like to consult with an editor on? Sign up for a one-on-one conversation. (A sign-up sheet will be circulated ahead of time and available the morning of Radio Day.)

### BREAKOUT TABLES

We'll spend the afternoon rotating between breakout sessions, with topics pre-selected by public radio journalists. Spend time learning from and with your colleagues. Look out for room assignments at the AKPM building.

<b>1-1:45 P.M.</b>	<b>Voice coaching: How to sound your best on air</b> with Elizabeth Arnold
	<b>Essential elements of a radio story</b> with Annie Feidt & Angela Denning
	<b>How to fit public records requests into your daily beat</b> with Nat Herz
<b>2-2:45 P.M.</b>	<b>Writing for the ear &amp; breaking down all the jargon</b> with Kirsten Dobroth & Casey Grove
	<b>How to quickly web your radio script</b> with Tegan Hanlon & Ian Dickson
	<b>How to get the most out of interviews</b> with Lori Townsend, Liz Ruskin & Madi Rose

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<b>3 - 3:45 P.M.</b>	<b>Voice coaching: How to sound your best on air</b> with Elizabeth Arnold
	<b>How to survive (and thrive) on a public radio salary, plus, how to leave work at work</b> with Angela Denning & Robert Woolsey
	<b>How to fit public records requests into your daily beat</b> with Nat Herz
<b>4 - 5 P.M.</b>	<b>Radio Network Annual Meeting</b> What can we do to make the statewide radio network stronger? A network update and discussion with Alaska Public Media's Lori Townsend, Annie Feidt and Tegan Hanlon. <b>TV Studio</b>
<b>5 - 6 P.M.</b>	<b>Radio Day Reception</b> Debrief with your colleagues over snacks and drinks. <b>Alaska Public Media</b>
<b>6 - 8 P.M.</b>	<b>Visual Storyteller Meet-Up</b> Join Alaska photographers and videographers for informal drinks. Email <a href="mailto:katie@katiebasile.com">katie@katiebasile.com</a> to RSVP so we can be sure to reserve enough space. <b>49th State Brewing, 717 W. 3rd Ave.</b>

## FRIDAY, ALL MEDIA | UNIVERSITY OF ALASKA ANCHORAGE

<b>8:30 A.M.</b>	<b>Welcome</b> Breakfast snacks and hot drinks provided by KRUA 88.1 FM & The Northern Light. <b>Rasmuson Hall Lobby</b>
<b>9 - 10:15 A.M.</b>	<b>Adding Value to Your Stories   Erica Proffer</b> KVUE investigative reporter Erica Proffer will share simple techniques to add depth to your stories. If you use video or are thinking of using video for online or broadcast, this session will cover camera set-ups, quick-turn tips, editing hacks and more. Also, learn how you can develop a steady pipeline of story ideas. <b>Rasmuson Hall 101</b>
	<b>Potent Journalism — Every News Team, Every Day   Les Zaitz</b> Longtime Oregon investigative reporter and publisher/editor of the Malheur Enterprise Les Zaitz will use the account of reviving a failing rural newspaper to map how any news team can do meaningful, vital journalism. <b>Rasmuson Hall 110</b>
	<b>Covering Climate Change in Rural Alaska   Panel</b> Climate change is disproportionately affecting Indigenous communities in rural Alaska, but most journalists reporting this ongoing story are from urban areas. We'll discuss how to identify climate stories in rural communities, establish relationships and ensure your stories don't fall into the typical traps encountered by reporters who parachute in. Panelists include Jackie Qataliña Schaeffer from the Alaska Native Tribal Health Consortium, Rachel Waldholz from NPR and independent journalists Katie Basile and Tom Kizzia. <b>Rasmuson Hall 117</b>
<b>10:30 - 11:45 A.M.</b>	<b>Keynote   Judy Woodruff</b> PBS NewsHour senior correspondent Judy Woodruff will share what she's learning in her "America at a Crossroads" reporting project, and highlight the critical role of local journalism in keeping American communities strong and well-informed. <b>Rasmuson Hall 101</b>

<b>NOON</b>	<b>Press Forward Alaska Launch &amp; Lunch</b> Introducing Press Forward Alaska! Atwood Foundation, Alaska Center for Excellence in Journalism and the Alaska Press Club welcome John Palfrey, president and CEO of the John D. & Catherine T. MacArthur Foundation, to introduce the national Press Forward initiative and celebrate our Press Forward Alaska chapter launch. <b>Rasmuson Hall 101</b>
<b>1:30 - 2:45 P.M.</b>	<b>Journalism &amp; Philanthropy   Panel &amp; Interview</b> Join the discussion about how philanthropy has already contributed to important journalism in Alaska, and share what hurdles Alaska newsrooms face looking to the future. This panel of journalists who have leveraged philanthropy in reporting is followed up by an interview with Jim Brady of the Knight Foundation. <b>Rasmuson Hall 101</b>



**BREAKOUT SESSIONS (4:30-5:30 p.m.):** Have an idea for a breakout conversation? See the Breakout Board next to the registration desk to reserve space. Please notify registration about your breakout so that we can promote it.

**6:30 P.M.**

**Akela Climate Photojournalism Show**

Mingle over pizza and beer at Akela Space, where you can view a Press Club sponsored exhibition of images by Alaska photojournalists who document the way the climate is shifting. Tip your bar host! **Akela Space, 320 W. 6th Ave. #132F**

**SATURDAY, ALL MEDIA | UNIVERSITY OF ALASKA ANCHORAGE**

**8:15 A.M.**

**Welcome**

Breakfast snacks and hot drinks provided by Alaska Press Club.  
**Rasmuson Hall Lobby**

**8:45 - 9:45 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](http://alaskapressclub.com). **Rasmuson Hall 110**

**10 - 11:15 A.M.**

**The Checklist | John Sharify**

Wouldn't it be nice if there was a system to help you tell good stories? You're in luck. Award-winning journalist and UAA Atwood Chair John Sharify has a list. He will share with you the things he looks for to tell a compelling story. It doesn't matter if you work in radio, print or TV, every story has the opportunity to be memorable. **Rasmuson Hall 101**

**Breaking News: How to Report it Quickly and Correctly | Panel**

Alaska editors and reporters from across mediums will discuss lessons learned during recent climate-related breaking news, from the Wrangell landslide to Typhoon Merbok. Alaska Public Media's Tegan Hanlon will host the discussion with panelists Vicky Ho from the Anchorage Daily News, Matthew Simon from Alaska's News Source, Angela Denning from CoastAlaska and Anna Canny from KTOO. Bring your questions! **Rasmuson Hall 110**

**Where Data and Narrative Meet | Chris Mooney**

Washington Post journalist Chris Mooney will explore how datasets can serve as the foundation for finding and reporting narrative stories — and the advantages of taking this approach. He'll discuss the Pulitzer-prize winning project, "2C: Beyond the Limit," which sent reporters around the globe to document life in the fastest warming places on Earth. **Rasmuson Hall 117**

**11:45 A.M.**

**Climate Change Photography Panel & Lunch**

Enjoy lunch with and see work from photographers who are documenting climate change across Alaska. Photojournalist Katie Basile will talk with longtime photographers and discuss the challenges of keeping audiences engaged in climate coverage and offer tips and insights for everyone from the seasoned photojournalist to the new radio reporter. Lunch is sponsored by the University of Alaska Fairbanks Science and Environmental Journalism Department and the UAF Snedden Chair in Journalism.  
**Rasmuson Hall 101 & Lobby**

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**12:45 - 2 P.M.****Thinking like an Investigative Reporter Can Make Your Stories Better | Erica Proffer**

From investigating breaking news to building out a special report, KVUE investigative reporter Erica Proffer will cover many topics including backgrounding sources, requesting open records, time management, overcoming challenges and showing transparency. You'll leave this session with story ideas for TV, radio and print journalism. **Rasmuson Hall 101**

**Deep Reporting When There is No Time. Or is There? | Les Zaitz**

Longtime Oregon investigative reporter and publisher/editor of the Malheur Enterprise Les Zaitz will provide practical tips and guidance on how any newsroom and any reporter — regardless of resources — can produce investigative reporting. Consumers hunger for it and journalists at every level should deliver. **Rasmuson Hall 110**

**Covering Climate-Vulnerable Communities | Halle Parker & Carlyle Calhoun**

How do you connect with a community grappling with a slow-moving disaster? Louisiana and Alaska are both states living on the frontline of climate change, reckoning with their future. Sea Change podcast producer Carlyle Calhoun, New Orleans Public Radio environment reporter Halle Parker and Alaska environment reporter Yereth Rosen break down their experiences covering communities undergoing a transformation. They'll offer tips for building relationships, telling climate stories and workshop story ideas.

**Rasmuson Hall 117****2:15 - 3:30 P.M.****Alaska Fisheries in a Changing Climate | Hal Bernton & Loren Holmes**

Veteran reporter Hal Bernton will talk about how climate change impacts the work of covering commercial fishing in Alaska. He and Anchorage Daily News photographer Loren Holmes will also talk about their project on trawling, "Into the Ice," reported in partnership with the Seattle Times with support from the Pulitzer Center's Connected Coastlines reporting initiative. **Rasmuson Hall 101**

**Asking the Right Questions about Climate | Brian Brettschneider**

Alaska climatologist (and social media moose-ologist) Brian Brettschneider goes over how to be comfortable, ask good questions and find sources of good information on complex topics like climate change — even when you might feel out of your depth.

**Rasmuson Hall 110****18 Writing Tools | Lynne Snifka**

Nearly 20 years ago, writing coach and Poynter Institute faculty member Roy Peter Clark released his classic book "Writing Tools: 50 Essential Strategies for Every Writer." In this session, UAF Snedden Chair Lynne Snifka draws inspiration from that work for "Writing Tools: 18 Essential Strategies for Every Journalist on Deadline," a collection of tips and useful habits any writer can work into their daily routine. **Rasmuson Hall 117**



**3:45 - 5 P.M.**

### **Philanthropic Resources For Local Newsrooms | Jennifer Preston**

Learn about philanthropic opportunities to help make news organizations more sustainable, increase community engagement, invest in higher impact journalism and better serve your communities with new listening, reporting and distribution tools. Jennifer Preston is the director of Accelerate Philanthropy for Journalism. A former VP for Journalism at the John S. and James L. Knight Foundation, she spent two decades at The New York Times. She is also a coach in the Local Media Association's Lab for Journalism Funding. **Rasmuson Hall 101**

### **Community Collaborative Media | Anne Hillman & Rachel Cassandra**

Ever wished you could create deeper relationships with the communities you visit? Build trust? Help inspire the next generation of local Alaska journalists? Anne Hillman and Rachel Cassandra discuss lessons learned during Alaska Public Media's ongoing Community Wellness Collaborative Media. Plus, they'll introduce a short interviewing-focused lesson plan you can teach to rural youth to jumpstart your own collaborative media effort. **Rasmuson Hall 110**

### **Update from Press Club's DEI Committee | Panel**

Alaska Press Club's DEI Committee has been working for the past year on initiatives to make Alaska's media industry more representative of the communities it serves. Come to this session to hear about the group's work, pose questions and learn about how you and your newsroom can participate. **Rasmuson Hall 117**

**6:30 P.M.**

### **Cocktail Hour with Thompson & Co.**

Arrive early to the award celebration and banquet for a cocktail hour sponsored by Thompson & Co., a partner at Alaska Press Club events for over 20 years. **49th State Brewing, 717 W. 3rd Ave.**

**7:30 - 10:30 P.M.**

### **Awards Celebration**

Announcing winners of the Alaska Press Club contest! The award ceremony will be hosted by Tom Hewitt and Wesley Early, and followed by dancing with DJ Spencer Lee. Tickets are \$25 in advance or \$35 at the door, includes apps and one beer or wine ticket. Ticket sales help pay for the venue, food, drinks, sound equipment and DJ. Thank you for your contribution. **49th State Brewing, 717 W. 3rd Ave.**

**THANK YOU FOR BEING HERE!**



## VISITING PRESENTERS



Keynote Speaker **Judy Woodruff** is a senior correspondent and the former anchor and managing editor of the PBS NewsHour. Her career covering politics and other news spans five decades across PBS, NBC and CNN.



**Halle Parker** is one of the hosts behind Sea Change, a bi-weekly podcast distributed by PRX and part of the NPR Podcast Network. The show dives deep into the environmental issues facing coastal communities on the Gulf Coast and beyond.



**Hal Bernton** is formerly of The Seattle Times, The Oregonian and the Anchorage Daily News. He has expertise on fisheries, climate and energy reporting.



**Erica Proffer** is an investigative multimedia journalist at KVUE in Austin, Texas. She's covered law enforcement and human trafficking, exposed weaknesses on the international boundary line and strives for justice in her reporting.



**Carlyle Calhoun** is one of the hosts behind Sea Change, a bi-weekly podcast distributed by PRX and part of the NPR Podcast Network. The show dives deep into the environmental issues facing coastal communities on the Gulf Coast and beyond.



**Rachel Waldholz** is an editor with NPR's Climate Desk. She previously worked as a reporter for Gimlet Media's climate solutions podcast, How to Save a Planet. A proud Alaska radio alum, she got her start at KCAW Raven Radio in Sitka and covered the energy industry, state politics and climate change for Alaska Public Media in Anchorage.



**Allison Herrera** is a senior reporter with American Public Media, and has spent her career covering numerous beats, including Indigenous affairs, criminal justice, climate, gender, equity, reproductive rights and more.



**Les Zaitz** is the owner and publisher of the award-winning Malheur Enterprise, a small newspaper serving a vast swath of rural Southeastern Oregon. He is also the head of a digital news service serving Oregon's capital city.



**Chris Mooney** is a Washington Post reporter covering climate change, energy and the environment. He previously worked at Mother Jones, writing about science and the environment in addition to hosting a weekly podcast.

## VISITING LEADERS IN PHILANTHROPY & JOURNALISM



**Jim Brady** has been vice president of journalism at Knight Foundation since 2021. He was instrumental in developing the strategic framework behind Press Forward, a \$500 million effort to revitalize local news in the U.S. Brady has guided Knight's investments in sustainable and scalable local news business models that allow for revenue diversification, market expansion, strategic partnerships and innovative product development.

**Jennifer Preston** is the founder of Accelerate Philanthropy for Journalism. Previously, she was vice president of journalism at Knight Foundation and was an award-winning journalist for The New York Times for almost 19 years, with broad experience as a digital journalist, reporter and senior editor. In 2009, she became the company's first social media editor.



**John Palfrey** is the CEO and president of MacArthur Foundation. He is also a well-respected educator, author, legal scholar and innovator with expertise in how new media is changing learning and education. Prior to joining the foundation, he served as head of school at Phillips Academy, Andover. Palfrey is the board chair of the United States Impact Investing Alliance and serves on the board of the Fidelity Non-Profit Management Foundation.



**Democracy flourishes when people have access to reliable information.**

Alaska has been named one of the first six Press Forward Local chapters in the nation. Local chapters are an opportunity for funders to create place-based initiatives for local news, driven by the specific needs of their communities. Our journalism philanthropy guests will talk about why national and local groups are coming together to strengthen the news and information landscape across the country and in Alaska.

**[Sign up for updates at akjournalism.org/press-forward-alaska](https://akjournalism.org/press-forward-alaska)**

Press Forward Alaska is (so far) a partnership of:



## UNIVERSITY CHAIRS IN JOURNALISM



**John Sharify** is the University of Alaska Anchorage Atwood Chair of Journalism. Sharify is a 79-time Emmy Award winner with nine National Edward R. Murrow Awards. Sharify is also the recipient of the 2021 DuPont Columbia Award for his documentary “Bob’s Choice.”

**Lynne Snifka** is the Snedden Chair of Journalism at the University of Alaska Fairbanks. She has been a working journalist for more than 25 years, beginning in public and commercial TV, then print and online journalism. She has served as a professor for more than a decade.







## **SHOUT-OUT TO OUR LOCAL PRESENTERS!**

Please join us in showing appreciation for Elizabeth Arnold, Katie Basile, Brian Brettschneider, Anna Canny, Rachel Cassandra, Angela Denning, Ian Dickson, Kirsten Dobroth, Wesley Early, Annie Feidt, Kavitha George, Casey Grove, Tegan Hanlon, Nat Herz, Tom Hewitt, Anne Hillman, Vicky Ho, Loren Holmes, Tom Kizzia, Emily Mesner, Richard Murphy, Julia O'Malley, Madi Rose, Yereth Rosen, Liz Ruskin, Jackie Qataliña Schaeffer, Matthew Simon, Lori Townsend and Robert Woolsey.

**THANK YOU FOR SHARING YOUR TIME AND TALENT WITH  
ALASKA'S JOURNALISM COMMUNITY.**