



# Your guide to WJEA Journalism Day

hosted on campus by  
The UW Department of Communication

2015

Journalism Day is sponsored by the Washington Journalism Education Association, with help from the University of Washington Department of Communication, especially Jessica Herzog in that office.

Other partners making this day possible include Pacific Publishing Company (this booklet), Herff Jones Co. (teachers' hospitality room). Thanks also to Herff Jones and Walsworth Publishing Company for providing speakers for the yearbook sessions.

A very special thanks also to Mike Hiestand for serving as our 2015 Keynote Speaker.

J-Day would not happen without the many media professionals who volunteered their time to share their talents and expertise with student journalists from across our state.

Thank you one and all!

**2015 Keynote Speaker**  
**Mike Hiestand**  
**Attorney**  
**& First Amendment champion**



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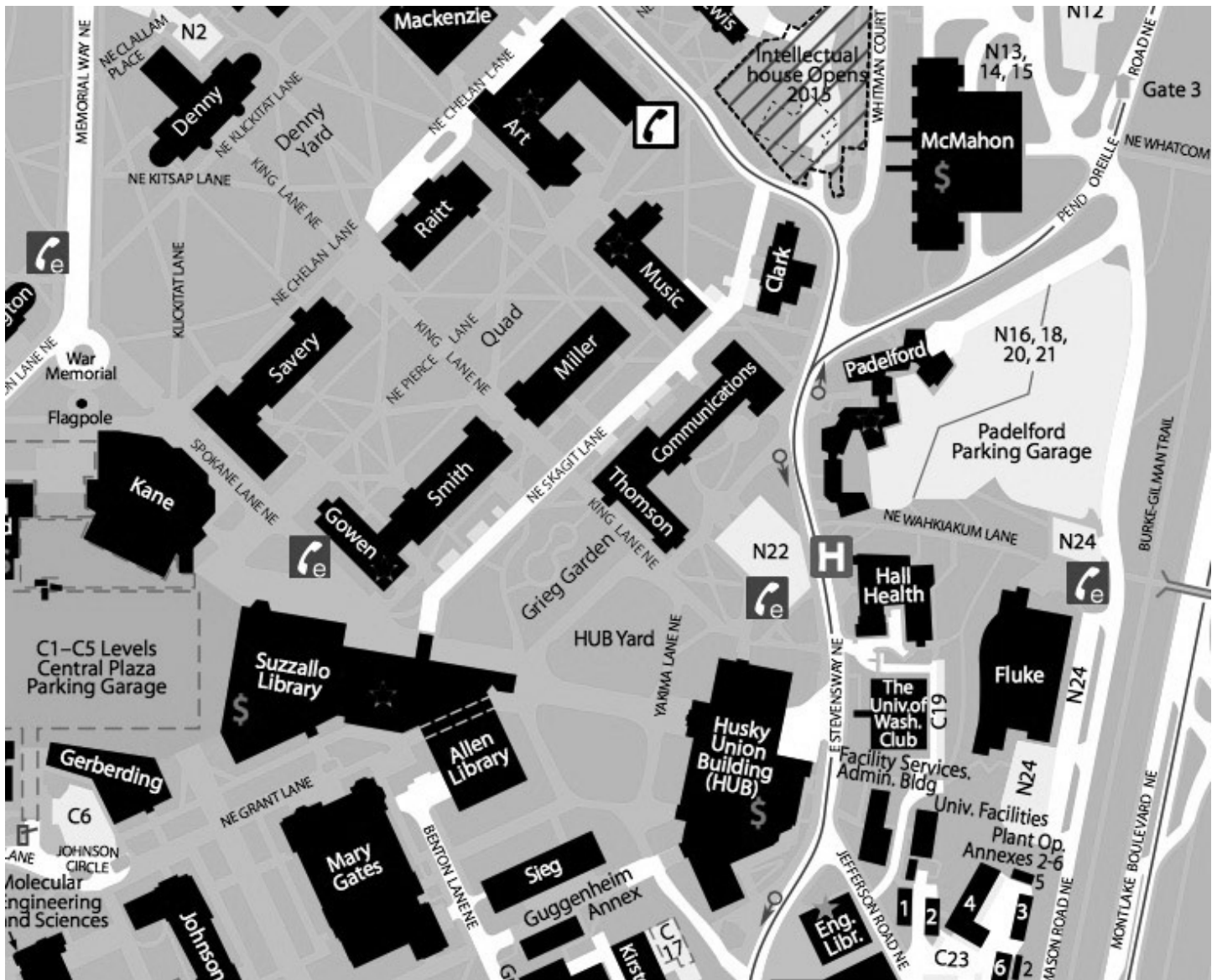
## INSIDE

**Special Bonus Section**

**Print Production Tips**

**from**





All sessions are in the “Quad” area of campus: Communications, Miller, Raitt, Savery, Smith, and Thomson. The keynote will take place in Kane Hall.

**Students:** Please stay within the area visible on the map during conference hours (8:30-1:30.) There are numerous food options on campus with nearly an hour for lunch. This allows plenty of time to arrive at Kane Hall on time for the keynote at 12:30. If you need assistance, please call Kathy Schrier (WJEA) at 206-979-3234 or Campus Security: 206-685-UWPD (8973)

Lunch Options:

- ▶ Husky Union Building (HUB) - Etc. (quick stop food items), Husky Den (cafeteria), Pagliacci Pizza, Subway
- ▶ The Burke Cafe (Burke Museum)
- ▶ McMahon Hall - The 8 (hot meals, soups, salads), Pagliacci Pizza
- ▶ Suzzallo Espresso (Suzzallo Library)

After lunch, arrive early at Kane Hall and check out information tables hosted by:

- ▶ Central Washington University Department of Communications
- ▶ Herff Jones Company
- ▶ Newspapers in Education
- ▶ University of Idaho School of Journalism and Mass Media
- ▶ University of Washington Department of Communication
- ▶ Walsworth Publishing Company

# Journalism Day Schedule

- 8:15 - 9:15: Check-in ..... Communications Building lobby
- 9:30 - 10:20: Session 1 ..... Classrooms
- 10:30 - 11:20: Session 2 ..... Classrooms
- 11:30 - 12:20: Lunch ..... See list of options on opposite page
- Students, please stay on campus for lunch in order to be on time for the keynote speaker.
- 12:30 - 1:15: Keynote – Mike Hiestand..... Kane Hall, Room 130
- 1:15 - 2:30: All-Washington Ratings -- Commendations ..... Kane Hall, Room 130
- 1:40 - 2:30: Media Tours..... KUOW National Public Radio, UW-TV, The UW Daily

**KUOW Studio:** A behind the scenes look at radio broadcasting

Location: 4518 University Way NE, Suite 310

**UW-TV Studio:** (begins at 1:45 pm, limited to 20): Inside television broadcasting & production

Location: Lower level, Kane Hall; take elevator down one floor

**UW Daily:** The staff of The Daily invites you to see what life is like in their newsroom.

Location: Communications Building, main floor

## Advisers Hospitality & Program

- 9 - 9:30: Continental breakfast/Meet & greet ..... Communications 126
- 9:30 - 10:20: Advisers' program ..... Communications 126
- Introductions, special guests and news of WJEA and JEA
- 10:30 - 11:20: Session 2 ..... Classrooms
- Advisers are welcome to attend any session of interest.
- 10:30 - 11:20: New adviser roundtable ..... Communications 120
- New advisers are invited to stay in Room 120 during Session 2, where they can meet with veteran adviser Kay Loney, CJE, who is a trained mentor with the Journalism Education Association. Kay will answer questions, provide resources and give moral support.

**KEYNOTER Mike Hiestand** earned a journalism degree from Marquette University and a law degree from Cornell. He was the staff attorney for the nonprofit Student Press Law Center, near Washington, D.C., between 1991-2003 and worked full-time as the Center's sole consulting attorney until 2012. He continues to assist student media and work with the SPLC on special projects affecting the student press. Over the years, Hiestand has provided legal assistance to nearly 15,000 high school and college student journalists and their advisers. He has filed friend of the court briefs on First Amendment and media law issues with appellate courts across the country and before the United States Supreme Court in nearly every significant free speech case affecting youth speech over the past two decades. His work has been recognized by groups including the National Scholastic Press Association, College Media Advisers, the Society for Professional Journalists and the Washington Journalism Education Association. During the 2013-14 school year, Hiestand organized and participated in a nationwide civics education bus tour — the Tinker Tour — with Mary Beth Tinker, plaintiff in the landmark 1969 First Amendment Supreme Court case that bears her name, to talk at schools and colleges across the country about the importance of free speech and a free and independent press. The tour traveled nearly 25,000 miles, making over 100 stops while traveling through 41 states and two foreign countries. The Tinker Tour was the 2014 recipient of the Hugh M. Hefner Foundation's First Amendment Award. In 2015, Hiestand was honored as one of Real Speaking Academy's 2015 Holy Fool's Day (April 1) fools. The mythologist and writer Joseph Campbell said a "Holy Fool is the most dangerous person on earth" because he or she will say whatever needs to be said, no matter what, to make a difference in the world.





# Sessions & Locations (unless specified, sessions are repeated the second hour)

SESSION DESCRIPTIONS AND SPEAKER BIOS ARE LISTED ON THE FOLLOWING PAGES.

Key: CMU=Communications Bdg. MLR=Miller Hall THO=Thomson Hall SAV=Savery Hall SMI=Smith Hall

SESSION TITLE	SPEAKER	LOCATION	DETAILS PAGE
<b>Adviser Session &amp; Hospitality</b>	Sandra Coyer, MJE	CMU 126 Session 1 only	3
<b>New Adviser Roundtable</b>	Kay Locey, CJE	CMU 126 Session 2 only	3
<b>Editorial Cartooning</b>	Jeff Johnson	CMU 120	5
<b>Video Production: Your Canvas is the Mind</b>	Austin Siedentopf	CMU 228	5
<b>Solutions Journalism</b>	Linda Shaw	CMU 230 Session 1 only	5
<b>The Art of the Game: Sports Design</b>	Rich Boudet	CMU 230 Session 2 only	5
<b>Yearbook Themes and Cover Ideas</b>	Jennifer Gregerson	CMU 243 Session 1 only	5
<b>They're not your readers; they're your collaborators</b>	Tracy Record	CMU 243 Session 2 only	5
<b>Opinion Writing: Where beginnings matter</b>	Jule Banville	CMU 302	5
<b>Photojournalism in the Digital Age</b>	Josh Trujillo	CMU 326 Session 2 only	6
<b>What is a leader anyway?</b>	Courtney McClasky	MLR 316	6
<b>Hyperlocal Music Journalism in the Pitchfork Age</b>	Kelton Sears	THO 101 Session 1 only	6
<b>GIF Journalism: Make it Wiggle</b>	Kelton Sears	THO 101 Session 2 only	6
<b>The Fun Side of News Editing</b>	Bill Kossen	THO 134	6
<b>Sportswriting: The Answers to All of Your Questions</b>	Jeff Nusser	THO 135	6
<b>BEATBOXING (Comprehensive Coverage)</b>	Cynthia Mitchell	THO 231	6
<b>Pre-press tips</b>	Richard Fazakerley	THO 234 Session 2 only	7
<b>The TAO of Journalism: Transparent, Accountable, Open</b>	John Hamer	SMI 107	7
<b>A Crash Course in Public Records</b>	George Erb	SMI 115	7
<b>News Design for Impact and Understanding</b>	David Miller	SMI 211	7
<b>Student Rights &amp; Responsibilities in the Digital Age</b>	Jamila Johnson/David Keenan	SMI 305 Session 2 only	7
<b>Telling Stories in Sound: Radio is everywhere</b>	Cathy DuChamp	SMI 307	7
<b>Intro to Advertising Sales</b>	Tammy Greenaway	SMI 311 Session 2 only	7
<b>It's not just parties &amp; social media: All about PR</b>	Troy Brown, APR	SMI 313	7
<b>How to Report on the Bizarre but Utterly Interesting Stuff</b>	Julia Duin	SMI 405	7
<b>Effective Interviewing: Asking the right questions</b>	Coy Fletcher	SMI 407	8
<b>PANEL DISCUSSION Award-Winning Storytelling</b>	Seattle Times collaborators	SAV 260	8

What does it take to produce award-winning journalism? The whole team. **Seattle Times** journalists discuss their Pulitzer Prize-winning coverage of the devastating Oso landslide. From reporting to copy editing to photo to print and web design, everyone in the newsroom played a part in telling the story of one of Washington's worst natural disasters. This panel includes some of the journalists who spent a great deal of time on the scene or preparing the work for public consumption. Panel: **Paige Cornwall**, reporter; **Mark Nowlin**, graphic designer; **Lindsay Wasson**, photographer. Moderator: **Teresa Scribner, CJE**.

**Attention students:** Please move quickly and quietly between sessions; there are UW staff members working in each building.

The Washington Journalism Education Association and its parent organization, the Journalism Education Association, provide professional support to journalism educators and advisers of student media. Through its training programs, scholarships, competitions and networking, WJEA gives advisers and their students tools to maintain a strong and free scholastic press, fundamental to teaching democratic principles.

More info: **[www.wjea.org](http://www.wjea.org)**



# Session descriptions/presenters

## ► Editorial Cartooning CMU 120

**Jeff Johnson** has been an award-winning freelance editorial cartoonist in Washington state for 25 years. He shares his experience in conceptualizing, composing, executing and marketing editorial cartoons as well as the ups and downs of navigating the freelancer's world, running a home business, relationships with editors/publishers, meeting deadlines, taboo editorial issues, etc. We'll even draw a few caricatures of brave, willing session attendees! Come join the fun, see examples of Jeff's work and learn a thing or two about what it takes to become an editorial cartoonist....the truth may surprise you!

## ► Video Production: Your Canvas is the Mind CMU 228

A brief discussion on cultivating skill and developing talent in video production.

**Austin Siedentopf** started working in broadcast as an actor on the PBS program "Biz Kid\$." In college he made the transition from working in front of the camera to working behind it by finding a home in The Daily's video production department. He started as a video-reporter, shooting, writing and editing stories. He eventually came to head the video department where he worked to better integrate video into The Daily's publications, grow and train a robust staff, and act as Executive Producer of the bi-weekly news-magazine program, The Daily's Double Shot. Armed with a degree in communication Austin began work as a producer at UW Video. He produces for the news-magazine program, "UW 360," records lectures and events, and creates video for staff and faculty across the UW. Austin is excited to meet with his soon-to-be peers, who will shape the future of video-journalism. Feel free to talk to Austin about juggling all the responsibilities of being a journalist, a reporter, and a student. You will hear him say "I cut my teeth at The Daily."

## ► Solutions Journalism CMU 230 Session 1

Find out about this emerging trend, which seeks to augment reporting on society's problems with equally rigorous looks at how people are working to solve them. Journalists should be whistle-blowers, no question. But a steady diet of problem stories can be depressing, and leaves out a whole lot of what's happening in our communities. Session will focus on Education Lab, a partnership between The Seattle Times and the Solutions Journalism Network.

**Linda Shaw** is The Times' education editor, overseeing the Education Lab project. She previously worked as a reporter covering public schools. Her coverage has won numerous national and local awards and honors, including national beat reporter of the year in 2008.

## ► The art of the game: Sports design CMU 230 Session 2

Take a look at print and digital designs that capture the adrenaline rush of sports, including an inside look at how the Seattle Times presented the Super Bowl and the Seahawks in recent years. Sports design offers a chance to break from traditional layouts, to have impact and to show unforgettable moments.

**Rich Boudet** is the lead sports designer for The Seattle Times and has worked in the news business for nearly 20 years, producing designs on Super Bowls, NCAA tournaments, the up and down Mariners, and much more. He has won multiple awards from the Society for News Design and twice been named the top designer in the Northwest by SPJ.

## ► Yearbook Themes & Cover Ideas CMU 243 Session 1

Join a yearbook expert and hear tips on how to brainstorm your theme idea, and how to develop that concept through your

yearbook. If you need a concept still, this is the session for you. If you have a concept or theme, you'll get tips on how to build your theme in your yearbook successfully, and to make your idea work for you.

**Jennifer Gregerson** partners with schools throughout the Puget Sound to create great yearbooks. She helps provide technology training, design advice, and budget management. Jennifer first worked on yearbook in 8th grade, and kept it up through high school, and in college at New York University. Jennifer moved back to her hometown to start working for Herff Jones. She is now joined in yearbook service by her associates, Paige DeChambeau and Coy Fletcher.

## ► They're Not Your Readers, They're Your Collaborators: Covering a community amid a swirl of comments, e-mails, texts, calls, tweets, pics, posts, etc. - inbound and outbound CMU 243 Session 2

**Tracy Record** is co-publisher and editor of West Seattle Blog, the market-leading news publication for the city's largest neighborhood. WSB has been a professional, commercial 24/7/365 news operation since fall 2007. Tracy's journalism career spans online, broadcast, and print media, starting in the late '70s on the college newspaper at the University of Nevada, Las Vegas. Her co-publisher for WSB is husband Patrick Sand, who has a background in journalism and advertising/retail sales. WSB is a completely bootstrapped operation, with no co-owners, no investors, no grants, no donations; its co-publishers have no day jobs, no rich relatives - the revenue is 100 percent from display advertising sold on the site, exclusively to local advertisers. WSB's awards include a national Online Journalism Award for "community collaboration." Launching an early social-media presence, WSB has 34,000+ followers on Twitter, almost 20,000 on Facebook, and 2,500+ on Instagram (find us on all three at /westseattleblog).

## ► Opinion Writing: Where to Begin CMU 302

Beginnings are important! How to get an idea, think about the idea and write a killer open.

Assistant Professor **Jule Banville** began teaching at the University of Montana School of Journalism in 2009. She's both a word nerd and a radio nerd and teaches feature writing, editing, elements of news writing, introduction to reporting, intermediate audio and advanced audio. Before she began teaching, Jule worked for newspapers, public radio and ran the editorial for a website covering the Rocky Mountain West. Before moving to Missoula, she was the assistant managing editor at Washington City Paper, the alternative newsweekly serving the District of Columbia. She was a daily news reporter at the Erie Times-News in Erie, PA, for a decade. She also worked as a radio producer for WNYC, Marketplace Radio and Weekend America. She earned her bachelor's degree in political journalism from Mercyhurst University in Erie and her master's in journalism from Columbia University's Graduate School of Journalism in NYC. This is her third time presenting at WJEA J-Day West.

## ► Photojournalism in the Digital Age CMU 236 Session 2

Working as a photojournalist since 1999, visual journalist **Joshua Trujillo** uses his craft to capture images that grab attention. In uncontrollable environments or in situations where he can collaborate with a subject to create the perfect image, he works to capture the perfect storytelling moment. Josh has worked at major US newspapers, including the Houston Chronicle, the Seattle Post-Intelligencer and seattlepi.com, the first major metro newspaper to make online their focus. His work has been published in almost every major US newspaper and magazine, including on the front page of the New York Times and full page features in People

Magazine and Sports Illustrated. His photos are often shared via the Associated Press. But probably more rewarding, his photos have been featured on countless refrigerators in the communities where he has worked. Josh is on the board of the Society of Professional Journalists, Western Wash. and is a co-founder of Northwest Photojournalism, a group that supports and educates photojournalists in the Pacific Northwest. He also can be found occasionally teaching photography classes to everyone from college students to first-graders.

### ►What is a leader anyway? MLR 316

Come learn how to lead a group of your peers in the best possible way. Want to get students to do what is asked of them? These skills are needed in order to have a smooth year.

**Courtney McClasky** is a former yearbook adviser who uses her knowledge and passion to bring her customer's yearbook to a new level. Her goal is to help people by making their lives easier and their year run smoother.

### ►Hyperlocal Music Journalism in the Pitchfork Age

THO 101 Session 1

A lesson on the importance of local music coverage in 2015, despite the overwhelming vastness of today's music media/music festival circuit that makes "breaking through" seem impossible. This lecture will touch on the power of a narrative, journalism as myth making, the roots of Seattle/Olympia's music scene, and how the Northwest originally rose to cultural prominence through small zines created by passionate young weirdos. Students will hopefully come away understanding the continuing vital role that they play in holding up local bands they love, and the power paying attention to and caring about your community can have.

**Kelton Sears** is the Music Editor at Seattle Weekly and a PNW correspondent for VICE. He is a former member of Seattle "tree-punk" band Kithkin, in which he toured the U.S. and played at festivals like Sasquatch, Bumbershoot, SXSW and Iceland Airwaves in Reykjavik. He currently spends most of his time making crude animations, shooting GIFs, working with local comic artists, and interviewing witches.

### ►Make it Wiggle: A Workshop/Lecture on GIF Journalism (Kelton Sears- see bio above) THO 101 Session 2

A crash course on how to create GIFs (or "photographic animations") in a journalism setting, and how the media-savvy millennial generation can wield the very tools that have been accused of "ruining journalism" to rebuild and reinvent the artistic medium of non-fiction storytelling and reporting. Students will learn how to make a simple GIF, the mechanics of a GIF, and how novel multimedia elements have (and haven't) been successfully integrated into digital non-fiction storytelling.

### ►The fun side of news editing THO 134

An upbeat, hopefully humorous look at the wonderful world of editing news stories in a session by a veteran news editor and reporter who also knows that the work is sometimes not so fun. So here are some quick and easy lessons to improve as an editor and help others improve, too. Now doesn't that sound fun?

Longtime Seattle journalist **Bill Kossen** got his start writing rarely read editorials for his high-school paper, but he didn't let that stop him. The graduate of Central Washington University went on to a long career as a reporter, editor, photographer and even a humor columnist. He has won awards for his stories and headlines and worked at The Seattle Times and newspapers in California, Alaska and Ellensburg.

### ►The Answers To All Of Your Sports Writing Questions!

THO 135

OK, I might not have \*all\* the answers, but as someone who has extensive experience as a student journalist, professional journalist and journalism adviser, I'll give it my best shot. Bring your best questions -- from how to improve your coverage to how to get a job as a sports writer to anything else on your mind -- and we'll talk strategy that allows you to leave with a concrete plan.

**Jeff Nusser** is a sportswriter who co-founded and manages [CougCenter.com](http://CougCenter.com), and also writes on a freelance basis for publications such as ESPN.com and Lindy's Sports Magazines. In another life as a full-time journalist, he worked at The News Tribune in Tacoma and CBSports.com. He got into sportswriting as a student at Mountlake Terrace High School working for The Hawkeye and eventually earned a journalism degree from Washington State University because he thought it sounded pretty cool to get paid to watch sports. He once was the journalism adviser at Emerald Ridge and Wenatchee high schools, but now he just teaches English at Rogers High School in Puyallup.

### ►BEATBOXING THO 231

If you've ever heard a beatboxer, you know that a talented one can produce an amazing symphony of percussive sounds, using only their body. Just as beatboxing is one of the key elements of hip hop, setting up a beat system in your newsroom is a key element of solid news coverage. If you plan your beats strategically, they can produce a symphony of comprehensive coverage that will help your newspaper or yearbook do a better job of reflecting life on your campus. Come get ideas for how to set up a good beat system -- along with how to "work it" for story ideas -- from a longtime newspaper reporter-turned-adviser, who won several state, national and chain awards for her beat and investigative reporting.

**Cynthia Mitchell** is an associate professor of journalism at Central Washington University. She's also advises the student chapter of the Society of Professional Journalists and The CWU Observer, which was a finalist for the 2011 and 2012 Pacemaker Awards for general excellence and was a finalist in the Best All-Around Newspaper non-daily category in 2013 and 2014 in SPJ's 2013 Region 10 Mark of Excellence Awards. Her teaching, service and research passions are First Amendment education. Before turning her career toward the classroom, Cynthia worked at The Wall Street Journal and the Atlanta Journal-Constitution, where her investigative and beat reporting won national, state and chain awards. She serves on the board of the Washington Coalition for Open Government and is past president of the Pacific Northwest Association of Journalism Educators.

### ►Pre-Press Tips THO 234 Session 2

Pacific Publishing's press guru gives you the inside scoop on how to prep your publication so it looks great when printed. This tips apply no matter whether you print with PPC or not.

As Operations Manager for Pacific Publishing Company's (PPC) commercial printing Division, **Richard Fazakerley** enjoys using his background and experience helping clients produce profitable, quality, on-time and successful publications. A fourth generation printer, Richard joined Pacific Publishing 12 years ago. During that time, PPC has gone through several technology upgrades and Richard has been actively involved in researching, choosing and setting up the new equipment. He also spends a fair amount of time on customer service and training, working with customers mostly by phone to help prepare digital files for submission to PPC for printing, setting up templates and creating PDF presets. In 30 plus years in printing, Richard has worked in Design, Pre-press, Pressroom, Bindery as well as Administration.



### ►TAO of Journalism: How being Transparent, Accountable & Open can make better journalists SMI 107

**John Hamer** is Director of the TAO of Journalism Center ([www.taoofjournalism.org](http://www.taoofjournalism.org)), which encourages ALL journalists to be Transparent about who they are, Accountable if they make mistakes, and Open to other points of view. Any journalist in the world can take the TAO of Journalism Pledge and post the TAO Seal online or in print, then invite their audiences to hold them to it. The TAO tool is free of charge and totally voluntary. High-school journalists who take the TAO Pledge will receive a nylon TAO flyer, a TAO coffee tumbler and some temporary TAOtoos. John was formerly president of the Washington News Council ([www.wanewscouncil.org](http://www.wanewscouncil.org)) for 15 years. Before that he was an editorial writer and columnist at The Seattle Times. He began his career as a reporter at The Oregon Journal in Portland, then was a writer and editor at Congressional Quarterly and Editorial Research Reports in Washington, D.C. He is a graduate of Dartmouth College and has a master's degree in journalism from Stanford University. He lives on Mercer Island with his wife and dog.

### ►A Crash Course in Public Records SMI 115

Learn how to get and use public records in Washington state, and find out about the latest skirmishes in the ongoing battle over what's public and what's secret.

**George Erb** is an adjunct instructor of journalism at Western Washington University and a contributing writer to various publications, including The Seattle Times. For nearly eight years he was editor of the Puget Sound Business Journal; during his tenure, the newspaper won numerous national awards and was a finalist for a Pulitzer prize. He has been an editor and a reporter at daily and weekly newspapers in Washington state since 1983. Erb is also a long-time board member for the Washington Coalition for Open Government. He has a bachelor's degree in history from Hanover College and a master's degree in journalism from the University of Oregon.

### ►News Design for Impact and Understanding SMI 211

This session will cover the basics of newspaper design. It will introduce new designers to the building blocks of page design and how to use them to generate interest and excitement for readers. It will also cover some insider tricks for more advanced designers and show how to tell compelling stories with words and pictures.

**David Miller** is currently a designer and illustrator at The Seattle Times. He has worked in newspapers for the past 36 years as Art Director for USA TODAY, The San Jose Mercury News, The Denver Post and The Kansas City Star and most recently as Design Director at The Seattle Times. His illustrations and designs have won numerous awards in national and international competitions. He led two complete redesigns of The Seattle Times, including the current design. The Seattle Times has a tradition of design and journalistic excellence and was named World's Best-Designed Newspaper during his tenure as design director. The focus of his presentation will be on designing for impact and understanding, how to get readers' attention and deliver a message with clarity and style.

### ►Students Rights & Responsibilities in the Digital Age SMI 305 Session 2

A primer regarding the contours of free speech and privacy rights and some of the unique concerns which arise in an academic setting.

**Jamila Johnson** and **David Keenan** both practice in the areas of civil litigation and constitutional law in cases in Washington state and around the country. Both are very active in the community on issues relating to civil liberties and access to justice.

### ►Telling Stories in Sound: Career Options in Radio SMI 307

Radio is everywhere these days: in your car, online and on your phone. It's also one of the purest forms of storytelling and among the most creative. Learn about career paths and how to be job-ready at graduation.

**Cathy Duchamp** is Managing Editor at KUOW, the NPR news station in Seattle. She sets the editorial priorities for local news coverage and leads our team of reporters and editors. Cathy began her public media career in 1998, after tours of duty in TV news at KING-5 and high-tech marketing at Microsoft. At KUOW she's worked as an announcer, reporter and regional news editor. She did stints at NPR and Marketplace in Washington D.C. before returning to Seattle in 2012 to lead the newsroom.

### ►Introduction to Advertising Sales SMI 311 Session 2

**Tammy Greenaway**, director of Sales and Marketing at Pacific Publishing Co., has extensive knowledge in sales, marketing and client support in the Publishing and Printing industry. Tammy has worked in sales and sales management since her start in Publishing at The Dispatch Newspaper in Eatonville Washington, The Gazette Newspaper in Orting Washington and with Pacific Publishing heading up sales and product development in the Newspaper Division covering the many neighborhoods within Seattle. In her spare time, she enjoys volunteering, mentoring at Changing Rein Equine Assisted Activities and Therapies as a volunteer captain.

### ►It's not just parties and social media -- What public relations (PR) is and reasons to consider it as a career SMI 313

**Troy Brown, APR**, has more than 20 years of professional experience in communications, with a background in both the public and private sectors. He currently works as the Public Relations Director for Brandner Communications, a full-service marketing agency in Federal Way. Troy also teaches an upper division course on PR writing at UW Tacoma. Previously he worked in various staff and management roles at Seattle-Tacoma International Airport, where he was part of a team that gained regional political approval for a \$4.1 billion capital expansion program, including construction of a much-debated new runway on the airport's west side. Troy is accredited in Public Relations (APR) by the Public Relations Society of America (PRSA) and is the 2015 president of the Puget Sound chapter, one of the society's 10 largest chapters by membership.

### ►How to Report on Bizarre but Utterly Interesting Stuff SMI 405

Four years ago, a photographer and I submitted an idea to the Washington Post Sunday magazine to drive to West Virginia to research how the pentecostal serpent handling practices were finally dying out after 100 years. Instead, we found a vibrant culture of 20-somethings who were not only handling snakes but posting such photos on Facebook. Just how does one find an entree into these cultures much less report on them well? The Post article led to a piece in the Journal, which led to a reality show picking up these young handlers. What happens when your reporting changes peoples' lives - but maybe not for the better? Come find out.

**Julia Duin** began her career in journalism covering police and municipalities for small newspapers in Oregon and South Florida. In 1986, she landed a job with the Houston Chronicle as a full-time religion writer. She received a MA in religion at a seminary in western Pennsylvania in 1992. She then worked as a city editor for the Daily Times in Farmington NM before moving to Washington

DC in 1995 to be an assistant national editor with the Washington Times. She stayed there 14 years, then left there to freelance for the Washington Post, the Economist and the Wall Street Journal. She then taught journalism at Union University in Jackson, Tenn., got an MA in journalism at the University of Memphis last year and just finished up a year as the Snedden Chair for the University of Alaska/Fairbanks. She's written several books.

► **Effective Interviewing: Asking the right questions to improve your copy** SMI 407

**Coy Fletcher** is a Sales Representative for Herff Jones Yearbooks. He graduated from The Evergreen State College in 2011 with a degree in Sociology. He has a strong interest in Yearbook Design, sales, and showing students the endless possibilities the yearbook world has to offer. In his personal life he is an avid hiker and loves the outdoors. However, relaxing at home with his Beagle and significant other are at the top of the list as well. Coy grew up in Eastern Washington and currently lives in Seattle.

► **PANEL: What does it take to produce award-winning storytelling? The whole team.** SAV 260

**PANEL PARTICIPANTS**

**Mark Nowlin** has been creating award-winning infographics for The Seattle Times' most important news stories since 1999. He got his start in graphics more than 20 years ago when his strong background in illustration, printmaking and cartography made him a natural fit at The Sagebrush, the University of Nevada at Reno's school newspaper. He distinguished himself at the Reno Gazette-Journal and The San Diego Union Tribune before coming to The Seattle Times, where he currently produces breaking-news graphics as well as large-scale graphics that pair with The Seattle Times' enterprise and investigative projects.

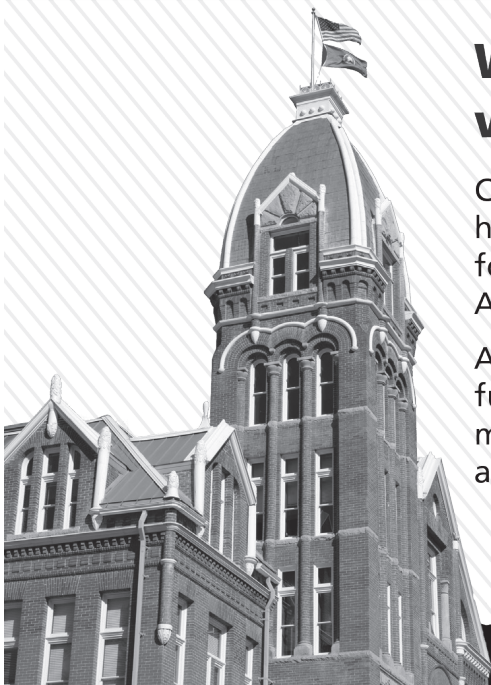
**Paige Cornwell** is a reporter for The Seattle Times, covering breaking news and K-12 education. Originally from Kansas City, she attended the University of Nebraska-Lincoln and the New York Times Journalism Institute. She previously worked at VICE in Brooklyn, N.Y., The Atlanta Journal-Constitution and the Lincoln Journal Star in Lincoln, Neb.

**Lindsey Wasson** has been a staff photographer at The Seattle Times since 2013. Raised in Woodinville, she joined her hometown paper as a summer intern after graduating from Seattle University's BFA program. While on the job, she's made awkward small talk with the former Prime Minister of Somalia, covered a Super Bowl and chased pants-less people through the airport. Previously, Lindsey worked an intern for SeattlePI.com and was the photo editor of her college newspaper, The Spectator, while taking the occasional freelance job. Her images have been recognized by the National Press Photographer's Association, Society for Professional Journalists and the AP's Reid Blackburn Memorial Award. She was also part of a team of Seattle Times journalists who won a 2015 Breaking News Pulitzer for coverage of the Oso landslide. She wasn't sure what she wanted to do with her life when she was in high school, either. Say hi on Twitter or Instagram: @lindseywasson

**PANEL MODERATOR:** Arkansas native **Teresa Scribner** is a media teacher at Cleveland High School and a Visual Journalist for The Seattle Times. She brings over 15 years of experience to the job, having worked as a news page designer in Arkansas and Texas before settling at The Times. Scribner's work in the journalism field allows her to bring an authentic experience to students on her publications staff. She has worked with numerous schools around the area, helping them revamp their designs and build a professional newsroom environment. Scribner was a volunteer at Cleveland for four years before joining the staff as media adviser.



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