

The ABCs of L-I-B-E-L: While just saying the word aloud can bring shivers down a journalist's spine, the basics of libel law — and the keys to avoiding it — are actually fairly simple. Let's clear the fear.

Mike Hiestand, Student Press Law Center

Mike Hiestand has been integral to Student Press Law Center's success since 1989. He was an SPLC intern, its first legal fellow and then served as full-time staff attorney. As the SPLC's Senior Legal Counsel, he currently works from Washington State on the SPLC hotline and related projects. Over the years, he has assisted over 18,000 student journalists and advisers. He was the primary author of the Center's book, *Law of the Student Press* (3d ed.) and a co-author of subsequent editions. In 2013-14, Hiestand traveled around the country on a bus tour with free speech icon Mary Beth Tinker as part of the Tinker Tour, teaching and speaking out on behalf of student press rights and free expression. Hiestand, who grew up in Alaska, graduated from Bartlett High School in Anchorage and went on to Marquette University's College of Journalism and Cornell Law School.

Getting Stories Through Washington's Access Laws: Can the ASB throw you out of their meeting?

Peggy Watt, Western Washington University

What about the school board? Can you read the principal's email? How do you get it? Washington has strong "sunshine laws" in its Public Records Act and Open Public Meetings Act, and they are handy tools for student journalists who are in the know. Learn how to mine public records and get great stories, and learn what to do when you're denied access.

Peggy Watt is an associate professor of journalism at Western Washington University, where she teaches media law and reporting, and advises student publications. She is a board member of the Washington Coalition for Open Government, a nonpartisan, nonprofit group that promotes and defends the people's right to know. She worked as a reporter at newspapers in the Pacific Northwest before moving to California and covering Silicon Valley for business and tech magazines. She has a master's degree from Stanford University and is teaching at her undergraduate alma mater. Her first journalism job was as founding editor-in-chief of the Troy In'Voice at Auburn High School.

My Journalism Journey: Meet Everett's Report for America Corps Member

Mallory Gruben is a Reporter for America corps member working with The Daily Herald in Everett to bolster K-12 education coverage. She will share the story of her career arc so far, how she ended up in Everett and how other aspiring journalists might get involved with Report for America.

Mallory Gruben reports on K-12 education in Snohomish County for The Daily Herald in Everett, Washington. Previously, she freelanced on the north and central Oregon coast, reporting primarily for the Newport News-Times and The Astorian. She started her journalism career at The Daily News in Longview, Washington, where she covered education, business and the environment. Her work has won awards from the Northwest Society of Professional Journalists. A graduate of Hastings College in Nebraska, she was editor-in-chief of the student paper and

helped to save the paper from being eliminated by budget cuts. Gruben grew up in Eckley, a village of about 230 people in the northeastern part of Colorado.

Yearbook Theme Development

Jennifer Gregerson, Herff Jones

Jennifer Gregerson has represented Herff Jones since 2001, when she moved back to the west coast after graduating from New York University. She was a yearbook editor in college, high school and middle school; and enjoys sharing what she's learned over the years! She partners with Paul Sun to serve schools throughout Western Washington.

Opinion Writing that Informs and Motivates; tips for writing engaging, fact-based editorials, commentaries and columns.

Jon Bauer, The (Everett) Daily Herald

Jon Bauer is the Opinion Page Editor for The Daily Herald in Everett. He has worked at The Herald since 2001 and previously worked for newspapers in the Tri-Cities, Anacortes and Port Townsend.

Intro to Photography

Alicia Carlson, Walsworth Yearbooks

Are you an aspiring photographer in newspaper, yearbook – or both? This session will cover how to make the best use of your equipment to get that perfect shot; whether you're using a DSLR, pocket camera, or smartphone. Learn what to do before, during, and after a shoot to bring out your maximum potential as a photojournalist.

As a Walsworth Yearbooks rep, **Alicia Carlson** is honored to work with students and advisers to create a yearbook resulting in memories that last a lifetime – on the printed page and in the classroom. Alicia is a graduate of the Edward R. Murrow College of Communication at Washington State University and worked as Photo Editor and Staff Photographer The Daily Evergreen and Chinook Yearbook. She has also freelanced as a photojournalist for the Associated Press, Cougfan.com, The Inlander, Spokesman Review, Moscow-Pullman Daily News, and as an assistant with Sports Illustrated.

Basics of Video Production

Scott Collins, University Prep

Scott Collins, CJE, advises a middle school newspaper, a high school newspaper and a yearbook at University Prep in Seattle. He also has previous experience advising a broadcast program and a literary magazine, as well as teaching a class about podcasting. Prior to teaching, Collins worked as a TV news producer in Portland and Seattle. Additionally, he worked in newsrooms in Kansas City and Columbia, Missouri.

Beyond the 5Ws: Tips for Insightful Interviews

Katherine Schiffner, University of Washington

Katherine Schiffner is an award-winning communications professional with 22 years of experience telling stories and getting results. She is currently the new Director of Strategic Communication and Integrated Marketing at the University of Washington's Division of Student Life. Prior to UW, Katherine worked for 17 years as the Director of Public Relations at Everett Community College and as a crime reporter for three newspapers in Washington state, including The Herald in Everett.

Quick on-campus investigative journalism projects you can do in one term
Caley Cook, University of Washington

Caley Cook is a journalist, filmmaker and multimedia producer with feature and investigative bylines in publications such as Crosscut, The Evergrey, The Los Angeles Times, San Diego Union-Tribune, Elko Daily Free Press, San Diego CityBeat, CBS Sports and others. She received the 2013 Nevada Press Association Outstanding Journalist of the Year award, was a runner-up for the 2017 Boston Globe Spotlight Investigative Journalism Fellowship, was awarded a 2011 Demmler Award for journalism education innovation, and received a 2001 San Diego Society of Professional Journalists Award for her coverage of Sept. 11. She has contributed to multiple books and is a regular speaker at media and journalism conferences across the country.

Finding and telling the Story with RadioActive Youth Media
Troy Landrum Jr., KUOW

Troy Landrum Jr. leads RadioActive's community programming and outreach strategy, as well as co-leading intro workshop and mentor teams. He is a native of Indianapolis, IN and has lived in Seattle WA, for 8 years. He developed a passion for writing during a process of self-discovery surrounding identity, faith, and his family's migration stories from Jim Crow South to the Midwest--A process that is at the helm of his human experience and literature process as a Black artist. Prior to completing his Masters in Fine Arts and Poetics at the University of Washington Bothell, Troy worked for various programs and nonprofit organizations with focuses on youth development, community development and breaking the cycles of the School to Prison Pipeline. He has worked as a Bookseller at Third Place Books Seward Park for the last 2 years before joining KUOW's RadioActive team. Troy currently serves as a freelance journalist and short fiction writer for publications, such as the South Seattle Emerald.

Ask a Pro: Student Journalism Alumni Talk Career Opportunities
T. Andrew Wahl, Everett Community College JOURNmedia pathway

T. Andrew Wahl is a longtime newspaper journalist in the Pacific Northwest and currently serves as tenured faculty at Everett Community College. For WJEA J-Day West 2022, Wahl will be moderating a conversation with several alumni of the EvCC Journalism & Media pathway exploring how student journalism helped prepare them for a wide range of communication jobs. Panelists will include Daniel Albert (former journalist, now business development representative, FASTSIGNS), Emma Crocker (lead designer, Snohomish Conservation District), Rilee Louangphakdy (Communication Specialist at City of Marysville) and Nashika Stanbro

(Diversity, Equity and Inclusion Manager, Community Transit). Come with your career questions and leave with valuable advice from this outstanding group of local professionals!

Building community and repairing relationships in journalism

Jenn Smith, The Seattle Times

Come talk with a Seattle Times journalist about representation, inclusion and accessibility in journalism and why it matters for the future of news and informing communities. Hear what work is happening across the field, share your ideas for how to make change and learn how you can get involved.

Jenn Smith is the engagement reporter for The Seattle Times Education Lab, co-leads the Newsroom Equity Team and serves the Asian American Journalists Association Seattle Board. Reach her at jennsmith@seattletimes.com or [@JennSmith_Ink](https://twitter.com/JennSmith_Ink) on Twitter.

Adventures in Public and Media Relations

Derek Moscato, Western Washington University

Derek Moscato is an Associate Professor in the department of journalism at Western Washington University. He teaches classes in public relations, newswriting, media ethics, and environmental media. He also serves as faculty advisor at Western for the Public Relations Student Society of America. Previous to university teaching, Moscato had a professional background in journalism and public relations. He served as a Director of Marketing and Communication with Simon Fraser University and previously served in similar roles with the Lung Association and the University of British Columbia. He was also a contributor to leading business media outlets, including TheStreet and Resource Investor.