

2019 ALASKA PRESS CLUB CONFERENCE

APRIL 25-27

• QUESTION YOUR ASSUMPTIONS • DRESS FOR THE WEATHER • TALK TO STRANGERS • TRUST YOUR GUT • GET TO THE SCENE • TAKE A PHOTO • MASTER UNCOMFORTABLE CONVERSATION • LEARN FROM MISTAKES • PRACTICE • OBSERVE • ADAPT • VERIFY THE FACTS • LISTEN • GET THE NAME OF THE DOG • BE HONORABLE • FIND INSPIRATION •

CRAFT

QUESTION THE STATUS QUO • DEVELOP A THICK SKIN • CHECK THE COURT RECORD • BE FAIR • MANAGE YOUR TIME • RECOGNIZE THE SPIN • FOLLOW THE MONEY • REMEMBER THE AUDIENCE • PULL THE DATA • LOOK INTO THE LEADERSHIP • GO TO THE HEARING • FILE THE FOIA • ASK AGAIN • DEFUSE THE SITUATION • LEARN THE STYLE • SET THE SCENE • READ IT AGAIN • GET FEEDBACK • BE ACCURATE • SPELLCHECK • MAKE THE DEADLINE • FOLLOW UP • MENTOR • GET OUT OF THE OFFICE • PREPARE • FOLLOW THE LEAD • FIND PURPOSE

QUICK LOOK AT HAPPENINGS

Thursday, April 25 | 1 p.m.

STATEWIDE RADIO NEWS ANNUAL MEETING

Alaska Public Media, 3877 University Drive

Thursday, April 25 | 5 p.m.

ALASKA PUBLIC MEDIA RECEPTION

Alaska Public Media, 3877 University Drive

Friday, April 26 | 5:30 – 7 p.m.

THE SPENARDIAN ISSUE 4 RELEASE

The Writer's Block, 3956 Spenard Road

Friday, April 26 | 8:30 – 10 p.m.

ALASKA PRESS CLUB TRIVIA NIGHT

The Writer's Block, 3956 Spenard Road

Friday, April 26 | 6 – 10 p.m.

ANCHORAGE PRESS PARTY

Anchorage Press, 731 I Street, Suite 102

Saturday, April 27 | 9 a.m.

ALASKA PRESS CLUB BOARD MEETING

UAA Rasmuson Hall 110

Saturday, April 27 | 6 p.m.

COCKTAIL HOUR WITH THOMPSON & CO.

Williwaw, 609 F Street

Saturday, April 27 | 7 p.m.

ALASKA PRESS CLUB AWARDS CELEBRATION

Williwaw, 609 F Street

DID YOU PURCHASE YOUR MEMBERSHIP?!



Memberships and payments for annual contest entries keep Alaska Press Club afloat! They are a major reason we get to provide yearly journalism week events.

\$30 General Members are persons whose primary occupation is journalism in Alaska. This may include owners and employees of newspapers, radio stations, television stations, magazines, news services, cable and online news sources, as well as freelancers and educators whose main focus is journalism.

\$45 Associate Members are members of the general public who support the objectives of Alaska Press Club.

\$10 Student Members are full-time students or part-time students who are considering a career in journalism.

Purchase your membership at alaskapressclub.com until April 24 or at the conference registration table.

#AKPRESSCLUB

THURSDAY, APRIL 25

RADIO DAY

Alaska Public Media TV Studio

8:30 - 9 A.M.

Doors Open

Register, get a light breakfast and coffee and warm up for training.

9 - 9:15 A.M.

Welcomes, Introductions and Announcements

9:15 - 10:30 A.M.

Mastering the “Mix of Five” to Drive a Story | ED JAHN

Oregon Public Broadcasting Science & Environment reporters work in both television and radio. They rely on a “Mix of Five” sound elements to drive a story and keep things interesting. Being strategic about when to use which elements — and how — can be the difference between a story that captivates and a story that sends folks into snoozeland. Ed Jahn, executive editor for science and environment reporting at OPB, will bring some samples and host a discussion to help reporters knock down the “Wall of VO” and build a better story through sound.

10:45 - 11:45 A.M.

You’ve Got This! The Art of Peer Editing | JENNIFER PEMBERTON

Maybe you work at one of the many stations that doesn’t have an editor. Maybe your editor is out of town and says offhand, “Edit each other while I’m gone.” Maybe you have a colleague at another station who asks you to take a look at her story that features an issue your community deals with, too. There are lots of times you may need an edit from a fellow reporter. But not all reporters are equipped with the skills to offer you an edit. We’ll change that today. From how to do a sound edit over the phone to what to look for in a line edit — Jennifer Pemberton, managing editor for KTOO and Alaska’s Energy Desk, will tell us how she edits a story. You’ll leave with a roomful of peer editors to choose from.

12 - 1 P.M. Lunch (provided)

1 - 2 P.M.

Statewide Radio News Annual Meeting

Open to members of the statewide news radio network.

2 - 3 P.M.

Filing in the Field: Reporting Better, Faster, and Soundy-er Far From the Office | ZACHARIAH HUGHES

It's one thing to write, track and mix in the studio. But in a breaking news situation, or in the field, you need a different set of tools. Zachariah Hughes, reporter for Alaska Public Media, will run through strategies for reporting, writing and producing radio stories on deadline from the field — everything from Wi-Fi-deserts along the Iditarod trail to military bases overseas. We'll cover strategies for gathering audio elements, forward-planning the reporting process and the production process with only the tools that fit inside a gear bag.

3 - 4 P.M.

Story Coaching Small Group/Breakout Sessions One

Sign up to work through a story with an editor in a small group, work on your audio mixing skills with Dave Waldron, or meet in small groups around topics of your choosing. Links to sign up for story coaching and audio mixing sessions will be sent via email in advance. Contact Jennifer Pemberton (jenniferp@ktoo.org) to receive the link to the sign up form via email.

4 - 5 P.M.

Story Coaching Small Group/Breakout Sessions Two

Sign up to work through a story with an editor in a small group, work on your audio mixing skills with Dave Waldron, or meet in small groups around topics of your choosing. Links to sign up for story coaching and audio mixing sessions will be sent via email in advance. Contact Jennifer Pemberton (jenniferp@ktoo.org) to receive the link to the sign up form via email.

5 - 6 P.M.

Reception

Mingle with fellow radio reporters and audio producers. [Alaska Public Media, 3877 University Drive](#)

FRIDAY, APRIL 26

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ALL MEDIA

University of Alaska Anchorage

8 - 8:30 A.M.

Welcome

Breakfast snacks and hot drinks provided by Alaska Press Club.

Rasmuson Hall Lobby

8:15 - 9:15 A.M.

Mastering the Quick-Turn

A quick skill session with writer Michelle Theriault Boots and writer/editor Julia O'Malley on how to write news, fast.

UAA Rasmuson 117

9:30 - 10:45 A.M.

Getting Great Shots of Adventure Sports | HELEN RICHARDSON

From rock and ice climbing to professional cycling and ski racing, bull riding, BMX riding and even yoga — Helen Richardson, photojournalist for the Denver Post, knows how to capture unique photographs from the adventurous side of sports. Learn how to take the best photo possible and come up with new story ideas for your newspaper, radio or television station. UAA Rasmuson 101

Juggling Deadlines with Bedtimes — Being a Parent-Journalist in the 21st Century

Being on call at all hours of the day is an implied requirement of being a journalist — and a parent. Three veteran journalists with children at various ages talk about their challenges, rewards, and how they make it all work. UAA Rasmuson 110

BREAKOUT SESSIONS

Have an idea for a breakout conversation? See the Breakout Board in the Rasmuson Hall Lobby to reserve space. Please notify the registration table about your breakout so that we can promote it.

Handling Heated Conversations | BRADLEY HENTSCHEL & STACI FEGER-PELLESSIER

Journalists find themselves in uncomfortable conflict situations as a routine part of their jobs. Maybe there's someone mad about coverage in the lobby of your news organization or you run into someone in the field who is angry at reporters in general. Every so often, we also deal with threats via phone, social media or email that feel serious. Special Agent Bradley Hentschel and Staci Feger-Pellessier will role-play through a few scenarios, demonstrating strategies for handling heated conversations with members of the public. (This is an off-the-record session, provided under the agreement that it will not be recorded or reproduced.)

[UAA Rasmuson 117](#)

11 A.M. - 12:15 P.M.

Getting Noticed! | ED JAHN

Every newsroom is trying to figure out how to reach people where they are. The Oregon Public Broadcasting science and environment team started by restructuring how reporters work within a department — that includes online, radio and television platforms — with the goal of ensuring that story dictates platform. Their new mantra is “Get Noticed!” This helps reporters avoid cheap metrics (Facebook likes!) while capturing the most important ways stories have impact. Executive editor, Ed Jahn, will share some lessons and struggles from within the OPB/Science & Environment newsroom as they seek to become Oregon's primary source of news.

[UAA Rasmuson 101](#)

Self-care in a Changing News Climate

Journalists cover tough stories every day, and deal with the emotions of those stories — and other newsroom stresses — while news budgets and staffing numbers dwindle. Facilitated by Liz Raines, reporter and anchor at KTVA, professionals from Counseling Solutions of Alaska discuss processing job-related trauma and battling burnout in the workplace. [UAA Rasmuson 110](#)

Student Showcase

Student reporters and producers share some of their recent work.

[UAA Rasmuson 117](#)

12:15 - 1:15 P.M.

Lunch Breakouts

Grab a sandwich in the Rasmuson Lobby and then join one of the planned breakouts or visit the conference registration desk to create your own. [UAA Rasmuson Lobby](#)

Breakout One

Crafting the Perfect Social Media Post | KORTNIE HORAZDOVSKY

KTUU's Multimedia Content Manager Kortnie Horazdovsky gives some of the tricks of the trade when it comes to meeting news consumers where they are — on social media. She'll tell you what it takes for a post to get more reach, and how to avoid being 'punished' by social media algorithms that detect "spammy" behavior you may be doing unintentionally. [UAA Rasmuson 101](#)

Breakout Two

Alaska in Focus - Taxing Online Sales | LARRY PERSILY

Alaska municipalities are struggling with how to get into the business of collecting sales taxes from online merchants, such as Amazon, after a U.S. Supreme Court ruling last year opened the door — but did not require — collection of local sales taxes. Learn the details and the problems for Alaska with Larry Persily. [UAA Rasmuson 117](#)

Breakout Three

Student, Freelancer + Editor Meet-up

Are you an editor in need of freelancers? A freelancer looking for opportunities? A student looking for an internship or to begin freelancing? Come find each other at this informal meet-up.

[UAA Rasmuson 220](#)

1:30 - 2:45 P.M.

Covering the Catastrophe That Hits Home | BRETT WILKISON

Journalists pride ourselves on rushing to work as others race to safety. What happens when an unfathomable disaster strikes your community? How can a small newsroom respond? Brett Wilkison from the Santa Rosa Press Democrat will tell the inside story of how one local paper pulled together to cover an unprecedented firestorm and its aftermath, an effort that was recognized with the 2018 Pulitzer Prize for breaking news. [UAA Rasmuson 101](#)

Alaska in Focus - Courts 101

Two Anchorage superior court judges and an administrator walk you through court system rules, procedures, and the best way to access court documents. Facilitated by KTUU's Kortnie Horazdovsky, who worked the assignment desk for five years and knows the online resources to find information about both state and federal courts and criminal proceedings in Alaska. [UAA Rasmuson 117](#)

3 - 4:15 P.M.

Caravan Narratives in Journalism: Immigrants, Asylum Seekers & Refugees | ALBERTO ACRE

Words and terms matter. UAF Snedden chair Alberto Arce will talk about his work covering caravans and the Mexico border, and the disparities between popular depictions of refugees and asylum seekers and the reality of life on the ground. Arce worked in AP's Mexico City bureau and at The New York Times as a senior staff editor. Over this past year, he's also covered assignments in Venezuela and Nicaragua for eldiario.es. [UAA Rasmuson 101](#)

Alaska in Focus - Alaska 101 | TIM BRADNER & LARRY PERSILY

What makes Alaska tick? Veteran journalists Tim Bradner and Larry Persily will talk about who pays the bills and keeps people employed, and what the future holds – and you might be pleasantly surprised. [UAA Rasmuson 110](#)

Building Solutions Instead of Walls - Mental and Behavioral Health Reporting

Journalists know better than any that words matter, and when reporting on the topic of mental illness, suicide and addiction, the words we use make a difference and can help focus on solutions rather than page views. Participate in an exercise on words that help vs. words that harm, and hear from our panel that includes a public health professional, mental and behavioral health advocates, and a journalist who covers mental health issues. Q&A to follow.

[UAA Rasmuson 117](#)

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5:30 - 7 P.M.

The Spenardian Issue 4 Release

Stop by the Block for the fourth issue of The Spenardian, a hyperlocal magazine about the neighborhood of Spenard.

[The Writer's Block, 3956 Spenard Rd.](#)

6:30 P.M. - 10 P.M.

Anchorage Press Party

Mingle with fellow journalists over pizza, beer and ping pong at Anchorage Press headquarters in downtown. [731 I Street, Suite 102](#)

8:30 - 10 P.M.

Alaska Press Club Trivia Night

Test your knowledge of Alaska history at Press Club's trivia night. Hosted by AK Ledger, the Downtown Anchorage Repository, Mountain View Post and The Spenardian. Limit to four people per team. Prizes available. [The Writer's Block, 3956 Spenard Rd.](#)

SATURDAY, APRIL 27

9 A.M.

Welcome

Breakfast snacks and hot drinks provided by Alaska Press Club. [UAA Rasmuson Hall Lobby](#)

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 Rasmuson 110](#)

BREAKOUT SESSIONS

Have an idea for a breakout conversation? See the Breakout Board in the Rasmuson Hall Lobby to reserve space. Please notify the registration table about your breakout so that we can promote it.

10:15 - 11:30 A.M.

Bringing Your Inner Watchdog to Breaking News | BRETT WILKISON

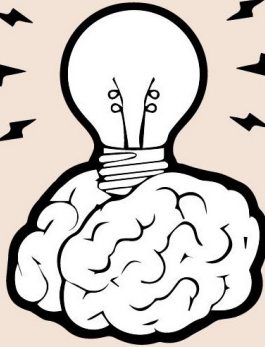
The sirens are still blaring, the all-consuming story still unfolding, but it's your responsibility to begin asking the tough questions: What went wrong? Who is responsible? And what is being done as a result? Smaller newsrooms can excel by making accountability a greater focus of their breaking news coverage. Brett Wilkison of the Santa Rosa Press Democrat, whose newsroom was awarded the 2018 Pulitzer Prize for breaking news, will explore how strong beat reporting and use of public records can transform daily stories into more aggressive and sustained watchdog projects.

[UAA Rasmuson 101](#)

How To Do It All Well As a Solo Video Journalist | TED LAND

Believe it or not, sometimes working alone can give you an edge. Ted Land, multimedia journalist at KING 5 News in Seattle, will show realistic examples of how to be effective as a solo video journalist and share strategies you can use throughout your day to make your work look and sound great. [UAA Rasmuson 117](#)

PRIZES



TRIVIA NIGHT

FRIDAY, APRIL 28TH, 8:30-10PM
@ WRITER'S BLOCK

HOSTED BY

*AK Ledger, the Downtown Anchorage Repository,
Mountain View Post, and The Spenardian*

11:45 - 12:45 P.M.

Lunch Breakouts

Grab a sandwich in the Rasmuson Lobby and then join one of the planned breakouts or visit the conference registration desk to create your own. [UAA Rasmuson Lobby](#)

[Breakout One](#)

Alaska in Focus - State Budget Reporting | TIM BRADNER & LARRY PERSILY

What you need to know to understand the budget. Why numbers are not nearly as important as what the dollars buy. Why it's important to figure out who is pushing what and why, and more history of state fiscal issues. With Tim Bradner and Larry Persily.

[UAA Rasmuson 110](#)

[Breakout Two](#)

Gadgets On The Go | JOHN THAIN

Tips and tricks to make the most of your smartphone in the field. Join Emmy award-winning photojournalist John Thain for a discussion about how to maximize your visual storytelling abilities with minimal tools. [UAA Rasmuson 117](#)

1 - 2 P.M.

KEYNOTE: To Serve the Governed | LAKSHMI SINGH

"The press was to serve the governed, not the governors." This is just one in a series of famous quotes to emerge from the 1971 Supreme Court ruling that overturned the Nixon Administration's attempt to suppress reporting on information about the Vietnam War. Those words still resonate with journalists worldwide and the public to whom the free press is responsible. NPR Anchor Lakshmi Singh joins us for a candid conversation about the current climate weighing privacy with transparency, separating fact from fiction and working our way back to civility. [UAA Rasmuson 101](#)

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2:15 - 3:30 P.M.

How to Make More Memorable Video Stories | TED LAND

Even when the story is giant and when everyone is chasing it, there are strategies to make your work stand out. Ted Land, multimedia journalist at KING 5 News in Seattle, will talk about how to get into better writing for TV, get closer to your story's subjects and make better pictures and sound. [UAA Rasmuson 117](#)

Building Your Best Career

So you're on your feet in a newsroom. Now what? Facilitated by Liz Raines, reporter and anchor at KTVA, Alaska Executive Search offers tips for advancing as a young professional: Negotiating for your best salary, budgeting for the future, and the power of mentorship.

[UAA Rasmuson 211](#)

3:45 - 5 P.M.

How to Prepare Yourself For Breaking News – Before it Happens | HELEN RICHARDSON

When breaking news happens there isn't a lot of time to plan, whether you are a reporter or photographer. With experience in shooting international, national and local breaking news, Denver Post photojournalist Helen Richardson offers insights, thoughts, and tips on how to make the most out of stressful news situations that are constantly evolving while staying safe and getting the story told.

[UAA Rasmuson 101](#)

How to Navigate the World of Alaska Native Corporations and Tribal Organizations

Alaska Native Media Group members host a talk about native organizations. What are their origins, roles, and responsibilities? Tripp J Crouse, news and public affairs producer at KNBA 90.3 FM and chair of the Station Advisory Committee for Native Public Media; Joaqlin Estus, freelance radio news reporter; and Angela Łot'oydaatlno Gonzalez, indigenous communications manager for First Alaskans Institute and author of the Athabascan Woman Blog give tips on how to work with these organizations to bring more depth to coverage. Panelists and participants then will discuss challenges or successes in coverage of Natives.

[UAA Rasmuson 110](#)

6 P.M.

Cocktail Hour with Thompson & Co.

A Press Club tradition for more than 20 years, Thompson & Co. Public Relations is hosting a cocktail hour before the start of the awards banquet. Mingle with journalists and Thompson and Co. staff, and put some faces to names. [Williwaw 609 F Street](#)

7 P.M.

Awards Celebration and Banquet

Announcing winners of the Alaska Press Club contest! Tickets \$20 advance/\$25 door. [Williwaw 609 F Street](#)

WANT TO JOIN THE ALASKA PRESS CLUB BOARD?

If you are interested in working to put together the annual Alaska Press Club Conference and Awards Celebration, you may like to join our board.

Keep in mind, this is a working board. Alaska Press Club does not have staff members. Joining the board is a hefty volunteer commitment that is very rewarding.

Elections are Saturday, April 27 in UAA Rasmuson Hall Room 110 at 9 a.m.

Board member applications are at alaskapressclub.com.

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SPONSORS & PARTNERS

Atwood Foundation

Alaska Public Broadcasting Commission

Alaska Public Media

**University of Alaska Anchorage
Department of Journalism & Communication**

**University of Alaska Fairbanks
Department of Communication & Journalism**

Alaska Teen Media Institute

Anchorage Press

The Spenardian

AK Ledger

Mountain View Post

VISITING PRESENTERS



Keynote **Lakshmi Singh** is midday newscaster for NPR. She joined NPR's award-winning Newscast Unit in 2000. Singh's experience extends beyond the studio booth to domestic and international field reporting. From comprehensive coverage of the infamous sniper shootings in the Washington, DC, area to in-depth feature reporting on immigration from both sides of the border, Singh's stories reflect the magic of radio. In her pieces, Singh tries to get the right mix of rich sound and descriptive narrative to transport listeners to a place hidden deep in one's imagination.

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Alberto Arce, the University of Alaska Fairbanks Snedden Chair, studied Political Science in Spain and after a decade as a freelance journalist, he joined the AP in February 2012 as a correspondent for Honduras and Central America.

For several years, Alberto was the only foreign correspondent to report from Tegucigalpa. He later joined AP's Mexico City bureau and The New York Times as a senior staff editor.



Brett Wilkison is city editor for The Press Democrat of Santa Rosa, where he helped direct coverage of the 2017 Northern California wildfires, which earned the newspaper the Pulitzer Prize for breaking news. He oversees coverage of local government, politics and environmental issues and acts as senior editor of the affiliated Sonoma Magazine.



Ed Jahn is the Executive Editor for Oregon Public Broadcasting's Science & Environment team. He leads a staff of 13 reporters, producers, photographers and video editors dedicated to coverage of science, the environment, recreation, wildlife & rural issues on radio, television and digital.



Helen H. Richardson, staff photographer for the Denver Post, has been lucky enough to have been sent all over the world during her tenure at the paper to document many large breaking news stories, including the 2004 Christmas tsunami in Indonesia and Thailand, the bombings of the World Trade Center on 9/11, and more recently the devastating Aurora theatre shooting, the historic wildfires in Colorado, the 1000 year flood that destroyed communities along Colorado's front range and the oil pipeline protests at Standing Rock in North Dakota.



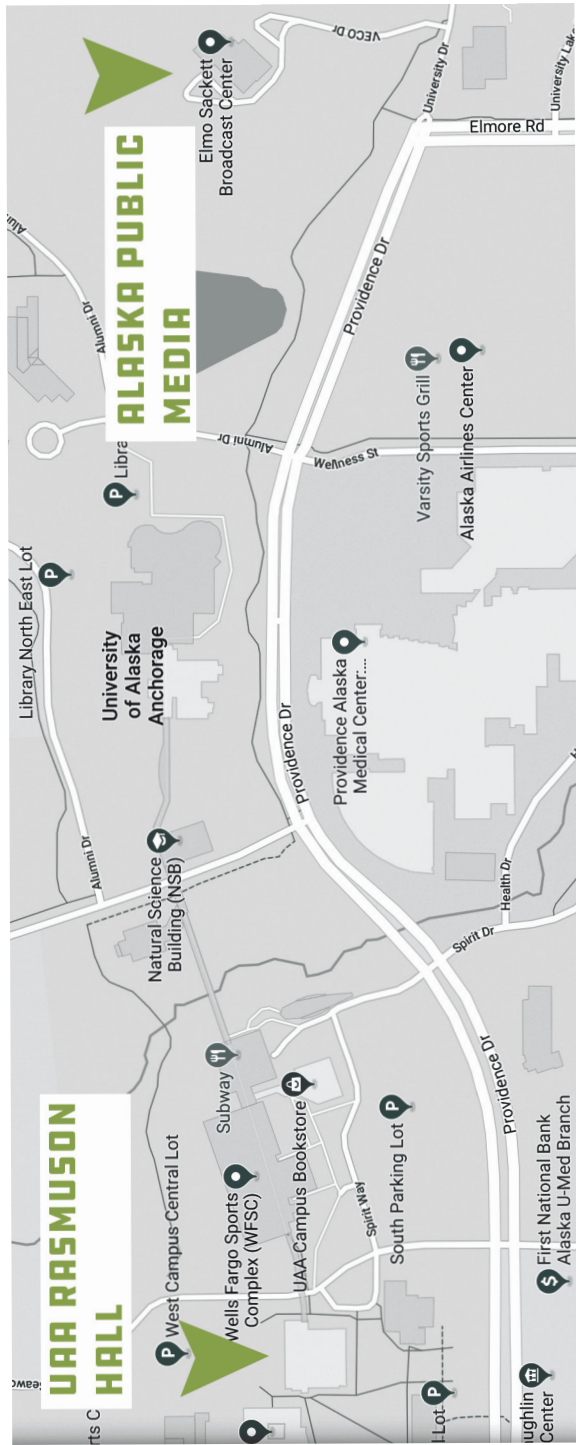
Ted Land is a multimedia video journalist at KING 5 News in Seattle, where he shoots, writes and edits stories on a wide range of topics. He's previously worked in Anchorage at KTUU, South Bend, Reno and the Chicago area, where he grew up. He's earned five Emmy awards for his work, and a National Edward R. Murrow award for writing. He won the 2018 Washington State Mental Health and Suicide Prevention Media Award for his segment "Washington teens help peers confront suicide epidemic."

MANY THANKS TO ALL OUR LOCAL PRESENTERS!

Angela Łot'oydaatlno Gonzalez, Joaqlin Estus, Tripp J Crouse, Zachariah Hughes, Jennifer Pemberton, Dave Waldron, Tim Bradner, Larry Persily, Liz Raines, Kortnie Horazdovsky, John Thain, Bradley Hentschel, Staci Feger-Pellessier, Michelle Theriault Boots and Julia O'Malley.



MAP



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