

april 2023

# GATHER

Alaska Press Club Conference



#akpressclub23



# QUICK LOOK

## Alaska Press Club 2023

**APRIL**  
**20**

8:15 a.m.

**Radio Day Begins**  
Alaska Public Media  
TV Studio

4 p.m.

**Network Meeting**  
Alaska Public Media  
TV Studio

5 p.m.

**Radio Day Reception**  
Alaska Public Media

**APRIL**  
**21**

8:15 a.m.

**All Media Sessions**  
UAA Gorsuch Commons

4:15 p.m.

**Breakout Discussions**  
UAA Gorsuch Commons

6:30 p.m.

**All Media Meetup**  
SEED Lab



Need to get work done during the conference? We've got you covered on April 21 with our remote work lounge in UAA Gorsuch Commons Room 105. WiFi, coffee and snacks available.

**APRIL**  
**22**

8:15 a.m.

**All Media Sessions**  
UAA Rasmuson Hall

12 p.m.

**Press Club Meeting**  
UAA Rasmuson Hall

7 p.m.

**Awards Celebration**  
The Nave

**- THANK YOU -**

- Atwood Foundation via the Alaska Center for Excellence in Journalism Fund -  
Alaska Public Media - University of Alaska Anchorage Department of Journalism and  
Public Communications - Rasmuson Foundation - Alaska Community Foundation  
Strengthening Organizations Fund - The Northern Light - KRUA 88.1 FM The Edge -  
Alaska Teen Media Institute - Anchorage Museum SEED Lab -



## Thursday Radio Day | Alaska Public Media

|                    |                                                                                                                                                                                                                                                                                                                    |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8:15 - 8:45 a.m.   | <b>DOORS OPEN</b><br>Register for the conference, get some breakfast and hot drinks and warm up for the training. <b>TV Studio</b>                                                                                                                                                                                 |
| 8:45 - 9 a.m.      | <b>WELCOME REMARKS</b><br>Alaska Public Media's CEO Ed Ulman welcomes guests back to Radio Day, in person for the first time since 2019. <b>TV Studio</b>                                                                                                                                                          |
| 9 - 10:15 a.m.     | <b>INTERVIEW TIPS   Ayesha Rascoe</b><br>NPR Weekend Edition Host Ayesha Rascoe shares what she has learned about how to nail your interviews. She'll give tips on how to get your guests to open up, think on your feet and ask hard questions. <b>TV Studio</b>                                                  |
| 10:30 - 11:45 a.m. | <b>ANATOMY OF A STORY   Annie Feidt and Jennifer Pemberton</b><br>Alaska Public Media's Annie Feidt and KTOO's Jennifer Pemberton break down the anatomy of a great radio story. We'll talk about host intros, how to use tape, finding active sound scenes and how to write a satisfying ending. <b>TV Studio</b> |
| Noon               | <b>LUNCH</b><br>Catch up with your colleagues in the statewide radio network during a provided lunch. <b>TV Studio</b>                                                                                                                                                                                             |

## BREAKOUT TABLES

Rotate through breakouts on topics pre-selected by public radio journalists. Spend time learning from and with your colleagues. Look out for room assignments at the Alaska Public Media building.

|               |                                                                                                               |
|---------------|---------------------------------------------------------------------------------------------------------------|
| 1 - 1:45 p.m. | <b>Audition tips</b> with Toben Shelby and Jeremy Hsieh                                                       |
|               | <b>Voice coaching</b> with Jennifer Pemberton and Eric Stone                                                  |
|               | <b>Digging into docs: How to fit public records requests into your daily beat</b> with Nat Herz               |
| 2 - 2:45 p.m. | <b>Two-way tips</b> with Casey Grove                                                                          |
|               | <b>Quickly convert your radio script into a web story</b> with Tegan Hanlon                                   |
|               | <b>From meh to a-meh-zing! Transform your story with a compelling lede</b> with Robert Woolsey and Liz Ruskin |

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|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3 - 3:45 p.m. | <p><b>Digging into docs: How to fit public records requests into your daily beat</b> with Nat Herz</p> <p><b>Audition tips</b> with Toben Shelby and Jeremy Hsieh</p> <p><b>Voice coaching</b> with Jennifer Pemberton and Rachel Cassandra</p> |
| 4 - 5 p.m.    | <p><b>RADIO NETWORK ANNUAL MEETING</b><br/>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></p>            |
| 5 - 6 p.m.    | <p><b>RADIO DAY RECEPTION</b><br/>Debrief with your colleagues after a busy Radio Day. Snacks and drinks provided. <b>Alaska Public Media</b></p>                                                                                               |

## Friday, All Media | University of Alaska Anchorage

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|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8:15 a.m.          | <p><b>WELCOME</b><br/>Breakfast snacks and hot drinks provided by KRUA/The Northern Light. <b>Gorsuch Commons</b></p>                                                                                                                                                                                                                                                                                                                                                                                                       |
| 9 - 10:15 a.m.     | <p><b>NOT ONE EXTRA WORD   John Sharify</b><br/>Award-winning journalist and UAA Atwood Chair of Journalism John Sharify talks about the art of using fewer words and writing tight, whether you're a TV, radio or print journalist. <b>Gorsuch Commons Room 106</b></p>                                                                                                                                                                                                                                                    |
|                    | <p><b>THE ART OF THE IN-PERSON INTERVIEW   Charles Ornstein</b><br/>Since the pandemic, we've gotten used to less in-person source contact, but often the best interviews happen when you sit face-to-face with a source or official. Charlie Ornstein of ProPublica gets into how to request, plan and execute these kinds of interviews. <b>Gorsuch Commons Room 107</b></p>                                                                                                                                              |
| 10:30 - 11:45 a.m. | <p><b>SORTING OUT THE VISUALS AND THE SOUND   Joseph Huerta</b><br/>How do you decide what visuals to capture? Do you randomly gather footage and sound and then sort it out later? Or do you go into the process with a specific plan? Award-winning photojournalist Joseph Huerta breaks down how to gather and use your visuals and sound for the biggest impact. His methods will help anyone using video in their job, whether you're new to the game or have years of experience. <b>Gorsuch Commons Room 106</b></p> |
|                    | <p><b>HOMELESS COVERAGE, WHAT'S THE POINT?   Francine Orr</b><br/>Los Angeles Times staff photojournalist Francine Orr has been covering poverty, homelessness and public health issues for decades. She shares photo essays, nuanced stories on the individuals she has covered, and some tips on covering vulnerable populations with dignity. <b>Gorsuch Commons Room 107</b></p>                                                                                                                                        |

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|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Noon</p>             | <p><b>LUNCH</b></p> <p>Put a face to a name! Come meet and share lunch with Alaska members of the Public Relations Society of America. Lunch provided by Alaska Press Club and PRSA. <b>UAA Creekside Eatery</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p>1:15 - 2:30 p.m.</p> | <p><b>NEW TO ALASKA: HOW TO NOT GET IT WRONG   Rhonda McBride, Joaqlin Estus, Rob Woolsey &amp; Liz Ruskin</b></p> <p>Every year, new reporters filter into the state and immediately start reporting in their small towns on topics that might be foreign to them. Veteran journalists talk about how to approach reporting on culture and geography, and how to work with sources to not make mistakes. <b>Gorsuch Commons Room 106</b></p> <p><b>BEYOND POINT AND SHOOT   Young Kim</b></p> <p>Born and raised Anchorage photographer and co-owner of the community gallery, Akela Space, Young Kim will guide us as we strive for better images for our stations and publications. He'll discuss how to approach the situation, position yourself, use natural light, manage your time, add depth and layers, anticipate the action and compose your shots. <b>Gorsuch Commons Room 107</b></p> |
| <p>2:45 - 4 p.m.</p>    | <p><b>MISTAKES JOURNALISTS MAKE THAT YOU DON'T HAVE TO   Lynne Snifka</b></p> <p>From how to get what you mean out of averages to when to use "less" instead of "fewer" to why the period should be your favorite piece of punctuation, this round-up of habits and writing tips with Lynne Snifka, UAF Snedden Chair of Journalism, will improve your stories no matter your medium. <b>Gorsuch Commons Room 106</b></p> <p><b>FINDING FEATURE STORIES   Lane DeGregory</b></p> <p>Pulitzer Prize-winning journalist Lane DeGregory of the Tampa Bay Times has been writing about folks in the shadows, and off the news, for more than 30 years. She shares tips for coming up with ideas in your own communities, and stories she found using those suggestions. <b>Gorsuch Commons Room 107</b></p>                                                                                             |
| <p>4:15 - 5 p.m.</p>    | <p><b>BREAKOUT SESSIONS</b></p> <p>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.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <p>6:30 p.m.</p>        | <p><b>ALL MEDIA MEETUP</b></p> <p>Mingle with fellow journalists over pizza and beer. <b>SEED Lab, 111 W. 6th Ave.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

## SHOUT-OUT TO OUR LOCAL PRESENTERS!

Please join us in showing appreciation for Annie Feidt, Jennifer Pemberton, Toben Shelby, Jeremy Hsieh, Eric Stone, Nat Herz, Casey Grove, Tegan Hanlon, Robert Woolsey, Liz Ruskin, Rachel Cassandra, Lori Townsend, Rhonda McBride, Joaqlin Estus, Young Kim, Julia O'Malley, Zaz Hollander, Shayne Nuesca and Kortnie Horazdovsky. Thank you for sharing your time and talent with Alaska's journalism community.

## 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**

**9 -10:15 a.m.**

### **RECONNECTING TO COMMUNITY | Julia O'Malley**

As our work was done remotely and social media had an outsized influence in newsrooms, many of us got out of the habit (or, in the case of new reporters, never developed a habit) of finding stories by exploring our communities in person, which is one of the central pleasures/challenges of our profession. This session focuses on exploring Anchorage, but includes universal strategies for finding stories, sources, connection and creative inspiration by finding ways to connect with sources outside of the internet. **Rasmuson Hall 101**

**10:30 - 11:45 a.m.**

### **TELLING POWERFUL STORIES | John Sharify**

What makes a story memorable? Award-winning journalist and UAA Atwood Chair John Sharify is a master storyteller. He will share what his years of experience have taught him about telling a good story. **Rasmuson Hall 101**

### **INTIMATE INTERVIEWING | Lane DeGregory**

How do you get someone to let you in, then open up? Pulitzer Prize-winning journalist Lane DeGregory of the Tampa Bay Times has hung out with politicians and sex offenders, refugees and survivors of mass shootings — and convinced them all to share their stories. Plus, 30 questions to ask for any profile.

**Rasmuson Hall 117**

### **BREAKING NEWS – HOW TO GET IT RIGHT AND GET IT FAST | Zaz Hollander**

Veteran breaking news reporter Zaz Hollander of the Anchorage Daily News shares her experience in some of the bedrock reporting skills you can use every day, focusing on fundamentals of good journalism — how to quickly report, verify and write breaking news as it happens. **Rasmuson Hall 110**

**Noon**

### **LUNCH**

Join us for lunch provided by Alaska Press Club. Donations made help to fund future professional development events. **Rasmuson Hall Lobby**

### **ALASKA PRESS CLUB ANNUAL 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**

**1 - 2 p.m.**

### **KEYNOTE: ASKING THE RIGHT QUESTIONS | Ayesha Rascoe**

From the White House to Weekend Edition, NPR's Ayesha Rascoe has made a career of questioning powerful, famous and everyday people. She will offer tips on getting people to open up, accountability and diving below the surface in interviews. She will also discuss the questions that we, as journalists, should be asking ourselves. **Rasmuson Hall 101**

**2:15 - 3:30 p.m.**

**STRATEGIES TO ENGAGE AUDIENCES | Shayne Nuesca**

How do you engage your audiences when you have limited resources? Shayne Nuesca, audience strategy director for States Newsroom, will give an overview of free or low-cost tools that newsrooms of all sizes can use to start talking and listening to their audiences — from websites to newsletters to Google Forms and more. **Rasmuson Hall 101**

**UP THE GAME IN YOUR VISUAL STORYTELLING | Joseph Huerta**

Your visuals are solid, but how do you move them to the next level? What is missing that will help elevate good work to outstanding work? Award-winning photojournalist Joseph Huerta talks about how you can make your stories more memorable. **Rasmuson Hall 117**

**NEWS LITERACY AND THE NEWS | Kortnie Horazdovsky**

The rise of “alternative facts,” social media echo-chambers and blaming “the media” for all of society’s ills has made being a journalist, well... tough. Alaska Teen Media Institute’s Kortnie Horazdovsky, a journalist for more than a decade, discusses how professional journalists can tackle misinformation and news literacy education while doing their jobs. **Rasmuson Hall 110**

**3:45 - 5 p.m.**

**BEING PRESENT DURING COVID | Francine Orr**

LA Times staff photojournalist Francine Orr covered the coronavirus pandemic unfolding inside of 15 hospitals. She’ll share photo essays and personal stories about working inside hospitals during that time. She’ll also share lessons she learned and tips on covering stories inside medical settings with sensitivity and respect. **Rasmuson Hall 101**

**INVESTIGATIVE STORIES WHILE ON A DAILY BEAT | Charles Ornstein**

Even when you’re expected to write stories every day, there are steps you can take to dive deeper into problems. Charlie Ornstein of ProPublica gives you concrete steps on how to build on prior coverage and track questions that remain before you turn the page on a story. **Rasmuson Hall 117**

**SELF-EDITING TECHNIQUES | Lynne Snifka**

Let’s face it, these days editors who can spend time with your stories are in short supply. UAF Snedden Chair of Journalism Lynne Snifka will cover how to get the most from an editor you can always count on — yourself. **Rasmuson Hall 110**

**6 - 7 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 the last 20 years. **The Nave, 3502 Spenard Road**

**7 - 10 p.m.**

**AWARDS CELEBRATION**

Announcing winners of the Alaska Press Club contest! Hosted by Tom Hewitt and Wesley Early followed by dancing with DJ Alex the Lion. Tickets are \$25 in advance or \$35 at the door, includes food, beer and wine. **The Nave, 3502 Spenard Road**





Keynote Speaker **Ayesha Rascoe** is the host of NPR's Weekend Edition Sunday and the Saturday episodes of Up First. Prior to her role as host, Rascoe was a White House correspondent. She covered three presidential administrations, gaining a reputation for her sharp questioning in the White House briefing room.



**Charles Ornstein** is the managing editor/local at ProPublica. In that role, he oversees ProPublica's local initiatives, including its Local Reporting Network, regional units in the Midwest, South and Southwest, and a joint investigative unit with the Texas Tribune. Articles he has edited have won the Pulitzer Prize for Public Service, the Selden Ring Award, the Scripps Howard Impact Award, the National Magazine Award and many other national honors. He worked with ADN on the Pulitzer Prize-winning "Lawless" series.



**Francine Orr** has been a staff photojournalist for the Los Angeles Times since 2000. She was raised in Colorado and earned bachelor's degrees in both history and art from the University of Saint Mary. Orr has focused on public health and poverty issues in Africa, India and the United States. In Los Angeles, she has concentrated on the growing homeless crisis since 2005.



**John Sharify** is a 79-time Emmy Award winner with nine National Edward R. Murrow Awards, including the National Murrow for top news writer in the country in 2004, 2007, 2008 and 2020. Sharify is also the recipient of the 2021 DuPont Columbia Award, the broadcast equivalent of the Pulitzer Prize, for his documentary "Bob's Choice." He was selected as the 2015 and 2019 National Press Photographer Association Reporter of the Year for his work at NBC affiliate, KING 5 News. Sharify is the University of Alaska Anchorage Atwood Chair of Journalism.



**Joseph Huerta** is a photojournalist from KING 5, the NBC affiliate in Seattle. His love for skateboarding helped establish his unique approach to visual storytelling. He is also a faculty member of the National Press Photographer Association News Video Workshop, where he helps train and mentor journalists worldwide.



**Lane DeGregory** is a listener, a writer, a teacher, a podcaster and, for more than 20 years, a human interest writer at the Tampa Bay Times. She loves intimate details, emotional connections and sharing stories about people in the shadows. She has followed a feral child who gets adopted, a 99-year-old man still sweeping a shrimp factory and a young girl whose dad dropped her off a bridge. She has won dozens of national awards, including the Pulitzer Prize for feature writing, and is co-host of the podcast WriteLane.

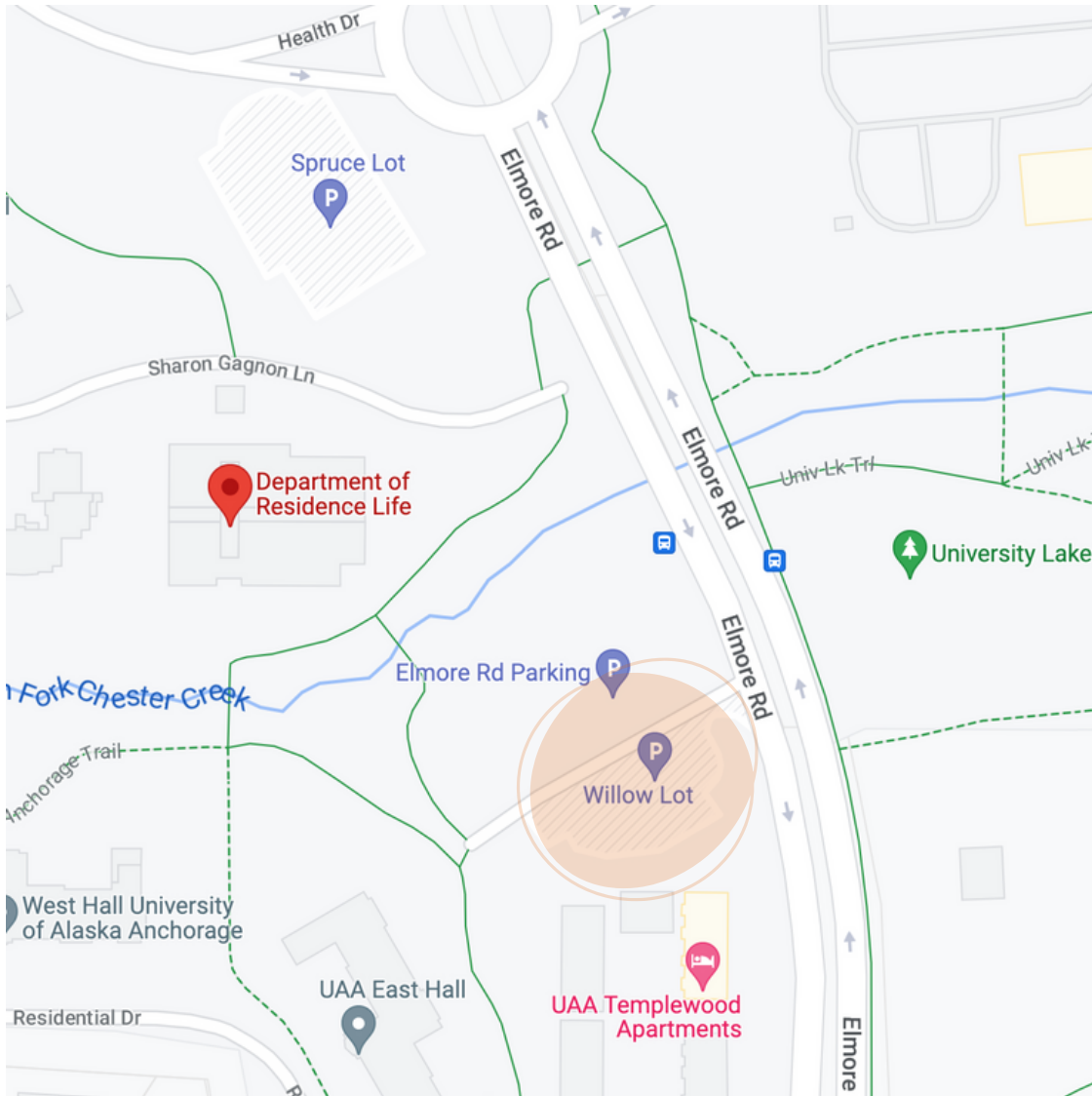


**Lynne Snifka** is the Snedden Chair of Journalism at the University of Alaska Fairbanks. She has also been a working journalist for more than 25 years, beginning in public television before moving to commercial TV, then print and online journalism. She has also served as the media relations manager for the nation's largest farmer-owned organic cooperative and as a professor at UAF for more than a decade.



# FRIDAY PARKING

UAA Department of Residence Life (Gorsuch Commons)



Alaska Press Club Conference attendees enjoy free parking in the Willow Lot located off Elmore Road.