

2018 Southeast Journalism Conference at Harding University in Searcy, Arkansas

Thursday, Feb. 15, 2018

TIME & LOCATION:	EVENT DESCRIPTION:
2 p.m. – 10 p.m. David B. Burks American Heritage Building Lobby	Conference Registration
7:30 p.m. Heritage Auditorium	<p>Screening of “Missing Micah”</p> <p>On a stormy night near Memphis, Tennessee in April 2009, Micah Rine Pate left her home never to be seen again alive. What happened that night remains a mystery. Her husband, Thomas Pate, reported to police that she went for a jog and never came back. Within 24 hours, he would lead detectives to her body, deep in the brush in the muddy Loosahatchie River bottoms, where she died from a single gunshot to her head. Pate insists the shooting was accidental. Detectives disagree. Pate is now serving a 25 year sentence in a Tennessee prison. “Missing Micah” searches for answers to what really happened that night and what role, if any, addictions may have played and how faith has kept a grieving family strong.</p> <p>Dr. Ginger Blackstone, assistant professor of broadcast journalism at Harding University, helped produce the documentary about Pate, who was a nursing student at Harding. On Saturday, Feb. 17 at 9 a.m., Blackstone speaks about the documentary and how to cover these sensitive topics and while telling the full story.</p>

Friday, Feb. 16, 2018

TIME & LOCATION:	EVENT DESCRIPTION:
8 a.m. – 12 p.m. David B. Burks American Heritage Building Lobby	Conference Registration
8:30 a.m. Heritage Auditorium	<p>Welcome to SEJC 2018</p> <p>Katie Ramirez, SEJC President Kaleb Turner, SEJC Student President Dr. Bruce McLarty, Harding University President</p>
9 a.m. – 4 p.m. Liberty Room	Exhibit Hall Open

<p>9 – 10 a.m.</p> <p>American Room 210</p>	<p>Breakout Session: <i>Growing Your Publications Online Presence</i></p> <p>Alexis Crowe, editor of Little Rock Family Magazine</p> <p>Thanks to a variety of strategies implemented by editor Alexis Crowe, Little Rock Family magazine's website had nearly twice as many page views in 2017 compared to the previous year. Learn how to create online content that draws readers in, why a good e-newsletter is so important, how Google searches can provide a huge traffic boost and more.</p>
<p>9 – 10 a.m.</p> <p>Heritage Room 209</p>	<p>Breakout Session: <i>Engaging Your Audience Beyond the Story</i></p> <p>Hannah Owens, director of digital media at Harding University</p> <p>Owens manages all of the digital content creation for Harding University—from creating stories, developing videos, and managing social media, web and app content. Owens shares her secret for identifying your audiences and engaging them beyond just the story.</p>
<p>10:15 a.m. – 11:15 a.m.</p> <p>Administration Auditorium</p>	<p>Panel: <i>Beyond the Broadcast</i></p> <p>Dr. Larry Foley, J. William Fulbright College of Arts & Sciences Departmental Chairperson at the University of Arkansas Dr. Ginger Blackstone, Assistant Professor of Broadcast Journalism & HU16 News Director at Harding University</p> <p>Foley combines his experience in Arkansas broadcast journalism with Blackstone's experience as a producer for CNN to explore what it looks like to tell compelling stories outside the 5:00 news hour. Hear from both on finding the story that breaks the traditional mold of journalism, and ask questions of the two award-winning journalists.</p>
<p>11:30 a.m. – 12:30 p.m.</p> <p>Heritage Room 209</p>	<p>Breakout Session: <i>Don't Miss The Shot</i></p> <p>Tim Hamilton, Assistant Professor of Communication at Harding University and former chief photographer for KATV Channel 7 in Little Rock</p> <p>With 32 years of experience as a photojournalist, Hamilton offers insight into covering historic events like the Clinton Presidency in Arkansas and making sure you don't miss the shot of a lifetime.</p>
<p>11:30 a.m. – 12:30 p.m.</p> <p>American Room 210</p>	<p>Breakout Session: <i>The Importance of Yearbook Journalism in a Non-Yearbook Age</i></p> <p>Michelle Pugh, yearbook sales representative for Walsworth Yearbooks Dr. Blaze Hayes, area sales manager for Walsworth Yearbooks</p> <p>With decades of combined experience in creating award-winning yearbooks, Pugh and Hayes are firm believers of yearbook journalism in an age where it seems yearbooks are a thing of the past. Hear from the two about what it takes to establish a successful yearbook program and what it takes to make yearbook the real deal at your school.</p>

2 – 3 p.m. American Room 210	<p>Panel: <i>More Than Words—Telling the Story Through Photojournalism</i></p> <p>Noah Darnell, instructor of photojournalism at Harding University Philip Holsinger, American photojournalist and author</p> <p>Darnell travelled the globe on an 18-month photojournalism journey and documented life on the fringes in some of the most remote locations. Holsinger has spent years in Haiti, documenting life of everyday citizens to life of the country's longest-serving head of government. Together, the two explore what it looks like to capture the story in the most accurate reality.</p>
2 – 3 p.m. Administration Auditorium	<p>Panel: <i>Reporting and Experiencing the Power Divide in the Newsroom</i></p> <p>Gwen Moritz, editor of Arkansas Business Magazine</p> <p>From the #MeToo campaign to allegations against journalism giants like Matt Lauer, sexual harassment was a nation-wide discussion in 2017. Moritz discusses how to gracefully but powerfully cover sexual assault in your publication while also uncovering what the power divide looks like in newsrooms.</p>
2 – 3 p.m. Heritage Room 209	Advisers Business Meeting
2 – 5 p.m. Reynolds C158	<p>Harding University Student Publications Open House</p> <p>The recently renovated office space is a hub for the campus news and culture beat. Visit the office space for a look at how publications at Harding University come to life.</p>
3:15 – 4:15 p.m. Heritage Room 209	<p>Breakout Session: <i>No One Wants to Read 500 Words Anymore</i></p> <p>Maeghen Carter, public relations specialist at Ghidotti Communications Sandra McGrew, director of content marketing at Ghidotti Communications</p> <p>Carter and McGrew oversee the Arkansas 100 and the Arkansas 100 podcast. The Arkansas 100 produces written and video content—each article is 100 words and each video exactly 100 seconds. Learn from Carter and McGrew about creating short, shareable content of all topics.</p>
3:15 – 4:15 p.m. American Room 210	<p>Breakout Session: <i>White Space is Your Friend</i></p> <p>Carlie Tacker, creative director of the Petit Jean yearbook Kaleb Turner, editor-in-chief of the Petit Jean yearbook</p> <p>When it seems like yearbooks are simply trying to fit as much information on one spread as possible, Tacker and Turner discuss how using the white space on the page can reap many more benefits. It's your book—include what you want. You don't have to include everyone, so make your design simple and clean.</p>
6 – 8:30 p.m	Best of South Awards Banquet and Keynote

Charles White Dining Hall	<p>Sonia Nazario, Los Angeles Times</p> <p>Nazario is an award-winning journalist who has tackled tough humanitarian issues and won numerous awards for her courageous and passionate reporting. She is best known for her story of a Honduran boy's journey to find his mother in the United States, "Enrique's Journey," which won Nazario a Pulitzer Prize in 2003.</p>
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Saturday, Feb. 17, 2018

TIME & LOCATION:	EVENT DESCRIPTION:
<p>9 – 10:15 a.m.</p> <p>Administration Auditorium</p>	<p><i>Telling Micah's Story</i></p> <p>Dr. Ginger Blackstone, Assistant Professor of Broadcast Journalism & HU16 News Director at Harding University</p> <p>Blackstone helped produce "Missing Micah," which told the story of a Harding nursing student who was murdered by her husband. Blackstone discusses what it takes to cover sensitive topics in journalism while making sure the full story gets told.</p>
<p>10:30 – 12 p.m.</p> <p>Administration Auditorium</p>	<p>Panel: <i>Learning from the Little Rock Nine</i></p> <p>Dr. Jim Miller, chair of the Department of Communication at Harding University Dr. John Kirk, University of Arkansas at Little Rock's Anderson Institute on Race and Ethnicity director</p> <p>Miller and Kirk discuss the events that unfolded in Little Rock, Arkansas, when nine African American students attempted to attend a recently desegregated Little Rock Central High School. While strides have been made to bridge the racial divide in the country, there are still massive strides to be made. Miller and Kirk talk about learning from the Little Rock Nine and the role journalists play in documenting the stories of the marginalized.</p>
<p>12:15 p.m.</p> <p>Founders Room</p>	<p>On-Site Awards Luncheon and Conference Conclusion</p>