

Jason Hunsicker*Kirksville Daily Express*

Jason Hunsicker has been managing editor at the Kirksville Daily Express since 2009, after being elevated from the position of sports editor. In addition to his duties at the Daily Express, Hunsicker is a regional editor for GateHouse Media, coordinating large-scale projects, editorials and hiring for the company's northern Missouri newspapers. GateHouse Media owns more than 300 newspapers in the United States. The Daily Express has won third place and honorable mention for general excellence from the Missouri Press Association in the last two years, respectively, and was named Newspaper of the Year by GateHouse Media in 2013. Hunsicker has won numerous awards for news writing, feature writing, investigative reporting, editorial writing, design and column writing from the Missouri Press Association and Heart of America Awards. Hunsicker is also a member of the Kirksville Rotary Club and the Kirksville Chamber of Commerce's Governmental Affairs Committee.

Brenna McDermott*Columbia Chamber of Commerce*

Brenna McDermott is a 2011 Graduate of Truman State University with a degree in Communications with an emphasis in journalism. She worked at the Index, Truman's student-run newspaper, for four years, rising up from columnist to Opinions Editor to Editor in Chief. Her proudest moment as EIC was MCMA Awarding the Index best in state in 2011. Brenna served as the Marketing and Public Relations Director at the Mark Twain Boyhood Home & Museum in Hannibal, Mo. She now works at the Columbia Chamber of Commerce as Director of Women's Network, a networking and leadership organization for more than 500 business women and men in the Columbia, Missouri area.

Robert Overmann*Truman State University*

Robert Overmann is a senior English major at Truman State from Cape Girardeau, Mo. He serves as the 2013-2014 Managing Editor of the Truman State Index. Robert has worked at the Index and the Southeast Missourian newspaper in Cape Girardeau, and previously has served in the capacities of columnist, copy editor, news and features writer and section editor. He has been selected as the Editor-In-Chief of the Index for the 2014-2015 academic year.

Robert serves Truman State as President of the University's chapter of Sigma Tau Delta. He is minoring in both biology and philosophy, and his other interests include hiking, literature, travel and cooking.

Liz Spencer*Missouri Southern State University*

Liz Spencer earned her professional photography degree in the frozen tundra of Iowa. She graduated from Hawkeye Community College with the top portfolio award. She holds a dozen awards from photography exhibitions. She will graduate from Missouri Southern State University in May with her Communication degree. She brought her passion for fine art photography into her role as photo editor for MSSU's campus newspaper, The Chart, and to the campus alumni magazine, Crossroads. Her excitement for storytelling images spills over into dynamic cutlines. She is currently an adjunct instructor teaching photo communication at Crowder College. Spencer is also completing a freelance photojournalism internship with the Joplin Globe.

Olive Sullivan*Missouri Southern State University*

A former newspaper reporter and television producer, and current editor, poet, and fiction writer, Olive Sullivan believes in the power of a good quote to spice up, clarify, inform and entertain readers of almost any genre. She advises The Chart, Missouri Southern State University's student-run newspaper, and has created and advised student publications in Colorado and New Mexico as well. Sullivan has presented workshops at regional and national conferences. Her next speaking engagement will be at the Power of Words conference in Overland Park in September.

Andrea Trierweiler*Truman State University*

Andrea Trierweiler is a junior Romance Language major and English minor. She started copy editing for the Index as a freshman. As a sophomore she worked as the assistant copy chief and is currently the co-copy chief. This year she also wrote columns for the Index. Around the office she assumes the role of the passive voice police.

Blake Toppmeyer*Columbia Daily Tribune*

Blake Toppmeyer joined the Columbia (Mo.) Daily Tribune in November 2013 after working for the Quincy (Ill.) Herald-Whig for about three and a half years. He is a 2010 graduate of Truman State University and a native of Virden, Ill. Toppmeyer is the Tribune's University of Missouri non-revenue sports beat writer, and he assists with coverage of MU football. He covered preps and Division II athletics while working in Quincy. Toppmeyer has received awards from the Illinois Press Association and Illinois Associated Press Editors Association for his reporting. The IAPEA awarded Toppmeyer first place in 2013 for sports breaking news reporting among newspapers with a 15,000-40,000 circulation.

Samantha Zoltanski*Missouri Southern State University*

Samantha Zoltanski is a senior Mass Communication major, public relations minor, at Missouri Southern State University in Joplin, Mo. Zoltanski is the editor-in-chief and former sports editor of MSSU's student-run newspaper, The Chart. Outside of the university, Zoltanski has been interning at The Joplin Globe Newspaper for three years doing photography, writing and videos. She has recently started a new project of weekly video features that highlight citizens from around the Joplin area.

Advertising Roundtable (3201)*Adam Antor, Truman State University*

At the end of the day, advertising is what powers your paper's success. Editors, advisers and advertising reps alike will gather to discuss what works and what doesn't, successful advertising models and helpful tips for using ads to increase revenue.

Getting the quote (3202)*Olive Sullivan, Missouri Southern State University*

Before you can write, you've got to get the story. Learn tips and etiquette for successful interviewing to make sure all your bases are covered.

Branding your paper (3203)*Tamara Buck, Southeast Missouri State University*

Like any business, your newspaper needs a strong brand. Learn how to grow a consistent brand for your paper and use it to market toward your readership.

Secrets to successful coaching (3204)*Jack Dimond, Missouri State University*

The traditional view of editing was this: An all-knowing, all-powerful superior (an editor) reads a story written a humble subordinate (a reporter) and then "fixes" all of the "mistakes" the reporter has made, thereby making the story better (maybe). In this session, we'll look at a different model, known as "coaching": One in which the editor and reporter are equals, sharing control of the story and working together throughout the writing process — from idea to reporting to writing to revising — with the mutual goal of creating the best possible work.

Finding stories that matter (3201)*Joe Barker and Don Krause*

There are tons of stories on your campus, but sometimes finding the good ones can be difficult. Learn how to go beyond the simple stories, and find the ones that make a difference to your readers. Attendees will be encouraged to share their tips as well.

**Investigative reporting for Missouri (3202)
college journalists***Bob Bergland, Missouri Western State University*

You might not be like Woodward and Bernstein and take down a (college) president, but there tons of in-depth and investigative stories you can do to make a difference on your campus. This presentation provides both a wealth of story ideas and tips and tools for researching those stories.

I don't want to be a journalist (3203)*Brenna McDermott, Columbia Chamber of Commerce*

So you've dedicated your college career to your campus publication — but you're a philosophy major. If your time at college has convinced you that journalism is not for you, learn how to apply the skills you've gained in the newsroom to other real-world settings.

Planning for multimedia (3204)*Larry Baden*

"Multimedia" is the buzzword of the moment in the world of journalism. Learn how to include multimedia elements with your stories and plan packages accordingly.

Leadership Roundtable (3201)*Emily Battmer and Robert Overmann, Truman State University*

Being a good reporter doesn't necessarily make you a good leader. This interactive roundtable will focus on effective leadership, what works and what doesn't. Come share your experiences, good or bad, so others can learn how to be a better leader.

Getting the most out of the story (3202)*Blake Topmeyer, Columbia Daily Tribune*

A big story breaks on campus, and the facts are flying a mile a minute. How do you avoid writing a jumbled, 1,000-word compilation of minor details and instead write a compelling piece worth reading? How do you make the "same old" study abroad story stand out? It's all about angle selection. Learn how to ask the right questions and choose the right angle to make any story front-page worthy.

Landing a job in the newsroom (3203)*Jason Hunsicker, Kirksville Daily Express*

Journalism can be a competitive field. Learn how to stand out from the competition and land your dream job with a news organization from someone who has experienced the job market first hand.

Crossing platforms (3204)*Samantha Zoltanski, Missouri Southern State University*

You've been writing for print for two years, but lately you've been considering branching out to broadcast or digital reporting. It's a whole new world, and you're not sure where to start. This session will give you tips and tricks for making the transition.

Roundtable: Think like a copy editor (3201)*Emily Brennan and Andrea Trierweiler, Truman State University*

Your copy desk has been over this story, like, a thousand times. Every week, they catch the same mistakes by the same reporters. It would be so nice if clean stories could hit the desk by deadline — and they can! Copy chiefs will advise editors and reporters alike on how to think like a copy editor and train others to do the same.

Social media storytelling (3202)*Steven Chappell, Northwest Missouri State University*

The New York Times, USA Today, Associated Press — all of them break their news on social media first. Why aren't you? Social media expert gives advice for setting up and managing successful social media accounts and telling the news in 140 characters or less.

Internships: What's the big deal? (3203)*Jason Hunsicker, Kirksville Daily Express*

Find out why they're important and how to land one. Real life employer Jason Hunsicker will be on hand to answer your questions and give you advice for getting your foot in the door with these experiential learning opportunities.

Photojournalism (3204)*Liz Spencer, Missouri Southern State University*

Photography can supplement a story, tell a story all on its own, and most importantly, captivate readers. Turn your mediocre snapshots into dynamic storytelling tools with this informative session.