

# Programming Schedule

**NOTE:** Speakers, times, and topics subject to change

## Friday

5:00 – 9:00 p.m.	<b>Conference Registration</b> —Crowne Plaza St. Louis–Clayton
6:00 – 9:00 pm	<b>Opening conference reception</b> —Carondelet Grill. Drink tickets and food.

**Saturday** All events, except evening party, held at Crowne Plaza.

7:30a.m. – 1:30 pm	<b>Conference Registration</b>		
8:00 – 8:30 a.m.	<b>Continental breakfast</b> —banquet room		
8:45 – 10:00 a.m.	<p><b>Investigative Reporting</b> Clint Brewer, president-elect of SPJ national, will give tips on how to investigate controversial stories.</p>	<p><b>Navigating the New Media</b> Learn how to set up a blog and a podcast; what each means and what each can accomplish; beat the next blog or podcast to the story and how it matters. Speaker: Mike Anderson, <a href="http://www.stlmedia.net">www.stlmedia.net</a></p>	<p><b>Are journalists biased? Of course we are. And that's a good thing.</b> Professor George Kennedy intends to argue that the biases that most consumers of journalism identify as liberal are built into our job description. We intend to comfort the afflicted and afflict the comfortable, to question authority, to give a voice to the voiceless, to push for openness, to challenge the status quo. All that is certainly more liberal than conservative, though it has little or nothing to do with partisan politics. And the society is far better served by this liberal bias than it would be by a conservative, respectful, unquestioning press. Speaker: George Kennedy, author "What Good is Journalism?" Professor emeritus, newspaper journalism University of Missouri–Columbia</p>

<b>Morning Break 10:00-10:15 -- beverages</b>			
<p>10:15-11:30 am Career Track</p>	<p><b>That first job</b> “How to start a career in today’s market” Speaker: Phill Brooks, State capital reporter, 1120 KMOX-AM Director, State Government Reporting Program University of Missouri-Columbia, School of Journalism</p>	<p><b>Reinventing Your Career</b> What can you do to reinvigorate your career? What about fellowships or taking on new assignments? How can you stay fresh and motivated? Listen as these experienced panelists share their personal stories of how they have remained inspired and relevant. Pam Maples, managing editor, <i>St. Louis Post-Dispatch</i> Jim Kirchherr, host/senior producer, <i>Living St. Louis</i>, KETC-TV Channel 9 Don Marsh, host, “St. Louis On The Air,” 90.7 KWMU</p>	<p><b>Freelancing: Write What you Know - and Some Things you Don't - as a Freelancer</b> Have you ever thought about becoming a freelance writer, taking assignments that appeal to you and working on your own time? Kerri Fivecoat-Campbell, a successful freelance writer, talks about the advantages and gives you hints of avoiding some of the pitfalls of starting your own business, coming up with story ideas and pitching them to editors. Speaker: Kerri Fivecoat Campbell: “Making a Living as a Freelancer” Chair of national SPJ’s freelance committee Independent journalist and writing coach; past SPJ Region 7 director and the immediate past president of the Kansas City Press Club.</p>
<p>11:30 am –1:15 pm</p>	<p><b>Luncheon/Keynote Speaker</b> Mark of Excellence Awards, presented by SPJ regional director Ron Sylvester. Keynote speaker: Ray Hartmann, publisher, former owner and founder of <i>Riverfront Times</i>, president of the American Civil Liberties Union of Eastern Missouri, speaks on the First Amendment and why freedom of the press is at stake.</p>		
<b>Break 1:15-1:30</b>			
<p>1:30 pm – 2:45 pm</p>	<p><b>Looking into a Cloudy Crystal Ball</b> The pressure from the stock market for large profit margins at a time of declining ad revenues has put a squeeze on the newsrooms of big city papers. The result is a declining number of reporters covering news. There are similar trends in network TV and radio. Despite this gloomy picture, we're living through the most exciting moment of technological innovation in information since the invention of moveable type. Speaker: Bill Freivogel, SIUC Acting Director, School of Journalism</p>	<p><b>Sports Panel Discussion</b> Three highly-regarded sports writers bring their many years of experience and knowledge to this panel discussion about covering sports in an era of blogs, fan sites and talk radio. Jeff Gordon, columnist for <a href="http://www.stltoday.com">www.stltoday.com</a>, <i>St. Louis Post-Dispatch</i>'s Web site; co-host of ESPN radio show; regular contributor to FSN Midwest and Fox Sports.com Joe Posnanski, columnist, <i>Kansas City Star</i>; author of several books. Ron Jacober, Sports Director, 1120 KMOX-AM, elected to St. Louis Radio and St. Louis Media Halls of Fame.</p>	<p><b>Using FOIA Every Day, On the Beat</b> Join a couple of FOI junkies for a discussion of the ways you can use public records to map out a beat. You'll leave thinking about records in a whole new way! Speaker: Charles Davis, Associate Professor, Journalism Studies University of Columbia-Missouri Executive Director, National Freedom of Information Coalition</p>

<b>Break 2:45-3:00</b>	
3:00 pm – 4:15 pm Media Track	<p><b>Radio: “When We Get It Wrong”</b> We'll start by assuming that, at times, we do get it wrong and then jump into the basics of libel and slander law. We'll see the way media makes (or does not make) corrections and then get into what to do if you're sued. Speaker: Bob Hamilton, News anchor 1120 KMOX-AM</p> <p><b>Print: “New Age Writing for a New Age in Journalism”</b> Learn how to put stories together that will leap across platforms! This new story technique is catching on across the world. Come learn the NEW secret! Speaker: Martha Steffens, Professor, Journalism Studies University of Columbia-Missouri Chair in Business and Financial Journalism Society of American Business Editors and Writers</p> <p><b>Television: “Corporatization of TV News: You’ve got to play the game to change the game”</b> This solution-oriented session will offer journalists at all levels of broadcasting (student, staffer, manager, news director, general manager and even the stockholder) and interested citizens a simple, practical plan to save, revive and reform broadcast journalism. Faith, idealism, insight, practicality, action and hope--the six attributes journalists need to not only survive in the current culture of "corporatized" broadcasting, but also, what they need to do to change the current culture of broadcast journalism. Speaker: Chuck Maulden, Director of News Operations KSDK-TV NewsChannel 5</p>
4:15 pm – 5:45 pm	<p><b>Afternoon reception, national SPJ president-elect, and keynote speaker Bill Lueders—author of <i>Cry Rape: The True Story of One Woman’s Harrowing Quest for Justice</i>,</b> 4:15-4:30 Clint Brewer: “Overview of SPJ at the nation level: FOI, Diversity, Ethics” 4:30-5:45 Bill Lueders: “Covering the Injustice System -- the Story Behind Cry Rape” In September 1997, a legally blind Wisconsin woman named Patty was raped by an intruder in her home. Afterward, she called the police. That's when her troubles really began. The police didn't believe her, and had her charged with a crime for insisting she was raped; she spent the better part of a decade fighting for justice. Bill Lueders, news editor of the Madison weekly Isthmus, covered her ordeal almost from the start and eventually turned his research into a book, <i>Cry Rape</i>, whose publication last year caused a dramatic and ongoing political reaction. Lueders will talk about the case and the lessons to be learned from tracking a complicated story over time.</p>
<b>Regional meeting for chapter leaders 5:45-6:15p</b>	
5:45 pm – 6:30 pm	Free time to browse journalism book store; purchase autographed copies of speakers’ books; change for City Museum.
6: 30 pm	Leave for City Museum
7: 00 pm – 10:00 pm	<b>City Museum</b> Food, beer, wine, fun