Southwest Broadcast Newsroom Workshop

Saturday, September 20, 2014
8:30 am - 6 pm
Belo Center for New Media
University of Texas • Austin

Special Thanks to our Sponsors

Texas Association of Broadcasters

Broadcasters

The Emmy Awards
Lone Star Chapter

Moody College of Communication
The University of Texas at Austin

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GRANTS PROGRAM FOR SPECIAL PROJECTS IN JOURNALISM

The Headliners Foundation of Texas is awarding a limited number of grants annually for journalism-related projects and events that support the Foundation’s mission is to promote excellence in journalism through training and education.

GRANTS WILL BE AWARDED IN AMOUNTS RANGING FROM $300 TO $5,000

The Foundation accepts applications for projects and sponsorships year-round.

Eligible applicants include nonprofit 501(c)(3) entities, trade associations, newsrooms and schools. Although projects or programs must have journalism as the focus, the audience may include the general public as well as entity staff, members of the media, industry associations and students.

SHOWCASE AWARD
FOR ENTERPRISE & INNOVATION IN JOURNALISM

Recognizing news stories that have made significant impact on Texas government or public policy, or on the conduct of business or non-profit organizations.

★ Investigative stories
★ Interactive projects
★ Breaking news
★ Long-form pieces

GOLD AWARD WINNER: $2,000
SILVER AWARD WINNERS: $1,000

Stories should be submitted within 90 days of initial publication or broadcast. The 2014 deadline to submit fourth quarter 2014 stories is Jan. 31, 2015.

Eligible submissions accepted from professional Texas-based news providers—print, broadcast or digital—that distribute at least monthly and adhere to the highest journalistic principles. Accepted entries will be posted on the Headliners Foundation website. Participants in TAPB/Headliners Foundation Awards are eligible, but must submit separately and comply with rules of Showcase Award.

WWW.HEADLINERSFOUNDATION.ORG
## Schedule at a Glance

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## Special Thanks to Our Presenters

Stacy Allen, Partner  
Kris Betts, Reporter/Anchor  
Haley Cihock, Executive Producer  
Brian Collister, Investigative Reporter  
Bettie Cross, Reporter  
Chad Cross, News Director  
Emily Donahue, News Director  
David Donaldson, Lecturer  
Joe Ellis, Investigative Producer  
Josh Hinkle, Reporter/Investigative Executive Producer  
Rudy Koski, Reporter  
Hema Mullur, Anchor  
Ashley Paredez, Anchor/Reporter  
Ben Philpott, Reporter  
Andy Pierrotti, Investigative Reporter  
Deborah Potter, Executive Director  
Laura Prather, Partner  
Adam Racusin, Reporter  
Les Rose, Photographer/Producer  
Al Tompkins, Broadcast/Online Group Leader  
Pam Vaught, VP News  
Frank Volpicella, News Director  

Jackson Walker LLP, Austin  
KVUE-TV Austin  
KXAN-TV Austin  
KEYE-TV Austin  
KUT-FM Austin  
UT School of Journalism  
KXAN-TV Austin  
KXAN-TV Austin  
KTBC-TV Austin  
KEYE-TV Austin  
KTBC-TV Austin  
KUT-FM Austin  
KVUE-TV Austin  
NewsLab, Washington, DC  
Haynes and Boone LLP, Austin  
KEYE-TV Austin  
CBS News, Los Angeles  
The Poynter Institute, St. Petersburg  
FOX 7 Austin  
KVUE-TV Austin
7:30-8:30 am ................................................................. First Floor Lobby
Check-In/Badge Pickup

8:30-8:40 am ................................................................. Room 2.106

Introductions

John Bumgardner, National Academy of Television Arts & Sciences, Lone Star
Chapter, Austin; Kate Dawson, University of Texas, Austin; Diana Heidgerd, Texas
Associated Press Broadcasters, Dallas; Oscar Rodriguez, Texas Association
of Broadcasters, Austin

SPECIAL THANKS TO ALL OUR SPONSORS!

SKY HELICOPTERS

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THE EMMY® AWARDS - LONE STAR CHAPTER

SCHOOL OF JOURNALISM, MOODY COLLEGE OF COMMUNICATIONS,

THE UNIVERSITY OF TEXAS AT AUSTIN

8:40-10:10 am ................................................................. Room 2.106

Let’s Get Critical

Al Tompkins, Poynter Institute for Media Studies,
St. Petersburg, FL

Critical thinking is the single most important skill that journalists
must hone, yet few have had any real training in HOW to seek
the truth. This highly interactive session will examine stories
that should never have made the news, but did because some-
body didn’t ask the right questions that would have rooted out assumptions, spins and
misinformation.

From altered photographs to muddy math and polluted polling, we will explore the dif-
ference between accuracy and truth. You will see that it is possible to get the facts right,
but still not have the right facts.

We will also look at some of the most misleading statements and data that you are likely
to encounter during the Mid-term election cycle, nonsense claims about guns and gun
control and how failing to include facts can be as misleading as reporting the wrong
information.

Come ready to participate. Disagreement is encouraged. Keep your mind open!
10:20-11:50 am  ........................................................... Room 1.202

**Listening for Stories**

*Deborah Potter, NewsLab, Washington, D.C.*

We all have to do interviews. Sometimes they go smoothly, and sometimes they run off the rails. What’s the recipe for a successful interview? It depends on who you’re talking to and what you’re trying to learn. Bring your toughest challenges to share. We’ll demonstrate strategies and questions that work for different types of interviews.

10:20-11:50 am  ........................................................... Room 3.206

**The Fundamentals of Great Storytelling**

*Les Rose, CBS News, Los Angeles, CA*

Everyone can benefit from sharpening their storytelling skills. In this session a network veteran will share his ideas on story structure, identifying memorable characters, conducting interviews and visual composition. Les Rose is a CBS photographer/field producer who has shot many of Steve Hartman’s memorable stories.

10:20-11:50 am  ........................................................... Room 2.106

**How to be a Social Media Superstar AND Enrich Your Journalism with Social Media**

*Al Tompkins, Poynter Institute for Media Studies, St. Petersburg, FL*

This session is a double-header. You will learn to PUSH to Twitter and Facebook and PULL from social media to find sources, information and reliable photos and video:

- Learn the best time to post your stuff and when it is a near waste of time
- See what kinds of posts will attract followers and likes and what irritates them
- Learn how not just to feed Twitter and Facebook, but to feed your station’s needs
- See how to use Twitter’s deep search functions
- Find old tweets you thought didn’t exist
- Use the deep search functions on Facebook to find sources, photos and posts

Don’t be surprised if you leave the session feeling a little unsettled about how much we can find out about you in minutes. You will learn to use these powers for “good” of course!
BECOME A MEMBER OF THE LONE STAR EMMY® CHAPTER!

We won’t provide you a secret decoder ring, but we do offer an investment in your career and the future.

Lone Star Emmy® members enjoy significant discounts on Emmy entry fees and the Lone Star Emmy® Awards Show! Plus your membership dollars go towards meaningful scholarships for college students studying in the television and video broadcasting industry.

The Lone Star Emmy® Scholarship Program is invaluable. We will recognize and award both undergraduate and graduate students from across the State of Texas with scholarships.

So join today! Do it for yourself, your career and the future of our industry.

(Plus you’d rather have an Emmy® than a secret decoder ring wouldn’t you?)

LONE STAR SCHOLARSHIPS:

National Academy Television Arts and Sciences, Lone Star Chapter Student Scholarship
Misti Torres Student Scholarship
Harold Taft Scholarship
Lone Star EMMY Educational Foundation Scholarship

For more information visit lonestaremmmy.org
**10:20-11:50 am .......................................................... Room 4.204**

**A Reporter’s Toolbox**

*Bettie Cross, Adam Racusin, both KEYE-TV Austin*

In this session, reporters Bettie Cross and Adam Racusin discuss the essential skills that have served them over their years reporting in Texas.

Cross and Racusin share their best practices for story enterprising, developing/main-tain sources, pre-shoot preps, gathering interviews/b-roll, and putting it all together for on-air. Cross won the Division 2 Reporter category in the 2014 Texas Associated Press Broadcasters’ awards. Racusin received an honorable mention in the division.

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**10:20-11:50 am .......................................................... Room 4.206**

**How I Got My First Newsroom Job**

*Kris Betts, KVUE-TV Austin; Haley Cihock, KXAN-TV Austin; Hema Mullur, KEYE-TV Austin; Ashley Paredez, KTBC-TV Austin*

In this special session for current students, learn what some University of Texas grads did to get their first jobs in broadcasting, what transitions they’ve had to make and what the greatest challenges (and rewards) have been in their first decade as broadcast professionals.

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**11:50 am-12:40 pm .............................................. First Floor Lobby**

**Lunch**

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**12:40-2:10 pm ............................................................ Room 2.106**

**Write Tight - Learn to Sound Like Morgan Freeman**

*Al Tompkins, Poynter Institute for Media Studies, St. Petersburg, FL*

In this session we will focus on the keys to tight writing. You will learn how to make the audio and video in your stories do more work so you can write less. You will see how great writers explain their video, not narrate it. We will look line-by-line at great stories to unlock what makes them magical. (Hint: it’s not magic!)

You will also learn how Morgan Freeman delivers such powerful narration simply by using a word ordering system in the lines he reads. Great songwriters and Shakespeare himself used this technique and now you can use it too—and your sentences will come to life, even if you don’t have a silky voice. This is a session you will use on your next shift and you will notice a difference.
**12:40-2:10 pm ................................................................. Room 1.202**

**Spicing Up the Daily Grind**

*Deborah Potter, NewsLab, Washington, D.C.*

TV is a visual medium but not every story is “made for TV.” Sometimes there just isn’t much to look at. How can you turn a boring assignment into a story that’s worth watching? We’ll screen examples and practice techniques you’ll want to add to your storytelling tool kit, from sharper writing to creative stand-ups.

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**12:40-2:10 pm ................................................................. Room 3.206**

**Art of the Interview**

*Les Rose, CBS News, Los Angeles*

Les Rose is a 36-year veteran of the broadcast news business who, along with reporter Steve Hartman, has contributed some of the most memorable stories to the CBS Evening News with Scott Pelley, CBS Sunday Morning with Charles Osgood and CBS This Morning. In this interactive session, Rose will use audience members to demonstrate techniques that lead to illuminating, surprising and captivating interviews, one key to the magic of memorable storytelling.

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**12:40-2:10 pm ................................................................. Room 4.206**

**Investigative Reporting Master Class**

*Brian Collister, KXAN-TV Austin*

Collister, a seven-time regional Emmy award winner, is an investigative reporter who has worked in the Austin, San Antonio, Phoenix, and Houston markets. Using some of his better known examples, he will detail the steps he took to investigate and bring those stories to air, as well as what impact those stories had on communities. This session is also an opportunity to talk about your work, the hurdles you’ve faced, and the story questions you have.

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**12:40-2:10 pm ................................................................. Room 4.204**

**Computer Assisted Reporting: What You Need to Know**

*Joe Ellis, KXAN-TV Austin*

Joe Ellis, IRE/NICAR member and award-winning investigative producer, demonstrates online reporting techniques. From mining information on websites, using government databases to generate stories, to avoiding hoaxes, Ellis will show you how to go online and find it fast. Learn how to background that person, business or non-profit when news breaks.
2:20-3:50 pm ................................................................. Room 1.202

News at Warp Speed

Deborah Potter, NewsLab, Washington, D.C.

It’s hard to make good decisions when everything moves so fast. You want to be first with the news on Twitter and Facebook but you need to be right. This interactive session will test your skill at making the right decisions on the fly. We’ll look at stories that went wrong and share tools that can help you avoid “the big oops.”

2:20-3:50 pm ................................................................. Room 3.206

A Network Photog’s Tips and Tricks from the Field

Les Rose, CBS News, Los Angeles

Veteran CBS photog/field producer Les Rose shoots hard news for air that day as well as Steve Hartman’s thoughtful feature pieces too. Before going to network, he was “in the trenches” at KCBS in Los Angeles as well as local stations in Florida and Missouri. Les will share his techniques, honed over 36 years of shooting in the field, for getting the best results...when you have a lot of time and when you don’t. This class will benefit any photog or MMJ!

2:20-3:50 pm ................................................................. Room 4.206

Ask an Attorney

Moderator: Michael Schneider, TAB, Austin

Presenters: Stacy Allen, Jackson Walker; LLP, Austin; David Donaldson, University of Texas, Austin; Laura Prather, Haynes Boone LLP, Austin

Three of Texas’ best media lawyers will take your questions on the laws affecting Texas newsgathering such as libel, trespass, privacy, the Texas Public Information Act, Texas Open Meetings Act, Free Flow of Information Act (shield law), Citizen Participation Act (anti-SLAPP law), Defamation Mitigation Act (uniform retractions and corrections law).

These three attorneys have collectively represented Texas newsrooms for more than 50 years.
Investigative Reporting Techniques in Daily and Breaking News

Brian Collister, KXAN-TV Austin; Andy Pierrotti, KVUE-TV Austin

Investigative reporting techniques can be used in just about any general assignment story. Collister and Pierrotti are two veteran investigative reporters who know how investigative practices can also enhance a station’s coverage of a big, breaking story. Learn how to background key players, sort fact from rumor to provide context, or turn that pile of documents into a compelling story.

Critique Classroom

Les Rose, CBS News, Los Angeles

Bring your stories on a flash drive, DVD or laptop to the workshop, because in this session, there’s an opportunity to get a helpful critique of your work from a veteran network field producer and photographer. We’ll draw five names from a hat and collectively watch the work of those chosen. Rose will lead the critique with his own view of the piece and will invite peer comments as well. This is a highly participatory session!

Anatomy of a Winner

Andy Pierrotti, KVUE-TV Austin

KVUE’s Andy Pierrotti won the Division 2 2014 Texas Associated Press Broadcasters awards for Series as well as Documentary/Special Report. Another story placed second in the Investigative category. Learn how he put these stories together, from the initial idea, to the story as broadcast, to the fallout these pieces have generated. Learn the steps and techniques he used to bring these memorable stories to air.
Keeping Them Honest: The Insiders’ Guide to Political Watchdogging

Josh Hinkle, KXAN-TV Austin;
Rudy Koski, KTBC-TV Austin;
Ben Philpott, KUT-FM Austin

We have entered the “final push” of the election season and the campaign accusations are flying. So how does one check out the veracity of claims under deadline pressures? And once a public servant is elected, what can a newsroom do to hold them accountable? KUT, KXAN and KTBC Capitol reporters Ben Philpott, Rudy Koski and Josh Hinkle share their experience and techniques for keeping campaigns and officeholders accountable.

How NOT to Get a Job in Broadcast News

Moderator: Michael Schneider, TAB, Austin
Presenters: Chad Cross, KXAN-TV Austin;
Emily Donahue, KUT-FM;
Pam Vaught, KTBC-TV Austin;
Frank Volpicella, KVUE-TV Austin

In this frank and “no-holds barred” session, local broadcast radio and TV news managers offer their advice on the don’ts AND the do’s when looking for that first job in broadcast news.

There will also be tips for getting that second or third job, as well.
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SKY Helicopters welcomes all workshop attendees!

For additional information during the workshop, please contact:

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