



BALL STATE  
UNIVERSITY

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»» Welcome to ««

# JDAY / CCIM+

FRIDAY, APRIL 26, 2024



A MEDIA, TECHNOLOGY AND COMMUNICATION CONFERENCE FOR JR/SR HIGH SCHOOLS

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FRIDAY, APRIL 26, 2024

# JDAY CCIM+

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## SPECIAL THANKS

Amy Clevenger, CCIM Office Manager  
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**CONTACT US** | [ccimoutreach.com](http://ccimoutreach.com)  
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# LEARNING AND GROWING

**W**elcome to Ball State! Whether you are returning or this is your first JDay+/CCIM+ conference, we are so delighted to have you on campus.

The CCIM Outreach office has been hard at work since last year to make our 69th annual conference, which started as J-Day in 1956, the best one yet!

With help from all program units within the College of Communication, Information, and Media, JDay+/CCIM+ is devoted to providing you with an opportunity to learn about all facets of the communication industry from journalistic writing and reporting to broadcast media, sports media, strategic communication, media design and development, cross-platform storytelling esports and so much more.



Our exciting lineup of featured speakers includes award-winning documentarians, one of the first women to anchor sports on a national platform at ESPN, an editor in chief with more than 25 years of industry experience, a two-time TEDx Speaker and published author, a Morning Show reporter and radio talk show host, an esteemed LGBTQ+ educator and speaker, the 2022 Ella Sengenberger Indiana Student Media Adviser of the Year, and an award-winning photographer whose work has appeared in the New York Times, BBC, CNN and National Geographic.

But our lineup of speakers doesn't end there as we have a number of accomplished and award-winning faculty, secondary-school teachers and alumni who have signed up to present sessions on writing, editing, content creation, photography, videography, interpersonal communication, persuasion, leadership, and understanding Diversity, Equity and Inclusion (DEI) within the context of media communications.

We've also expanded our exhibit fair, located on the second floor of the Art & Journalism (AJ) and Ball Communication (BC) buildings, to include more companies, fields of study, student organizations, and programs than ever. Learn about career opportunities and degree programs from across the university and explore what your life could look like as a student or graduate of Ball State. There is literally something for everyone to learn and grow from as future professionals regardless of the career field you're thinking about pursuing.

We truly hope you have a tremendous day on campus and look forward to seeing you all engaged, having fun, and making lasting memories. If you have any questions, please stop by the JDay+/CCIM+ registration table in the Letterman Building lobby or stop a staff member wearing one of our t-shirts!

## Brian Hayes

*Assistant Dean for Student Outreach and Engagement*  
College of Communication, Information, and Media  
Ball State University

# FEATURED SPEAKERS



## OSEYE BOYD

A veteran journalist, Oseye (O-she-uh) Boyd is editor-in-chief of Mirror Indy, a nonprofit news organization created to fill gaps in local news coverage in Indianapolis. Before joining Mirror Indy, Oseye was public engagement editor for IndyStar where she launched the podcast, "Voices of the Community." She was formerly editor of the Indianapolis Recorder and Indiana Minority Business Magazine.



## SAM HANLEY

Sam Hanley, the 2022 Ella Sengenberger Indiana Student Media Adviser of the Year, is an award-winning yearbook adviser at Southport High School in Indianapolis, where he also serves as the English department chairperson and boys golf coach. Hanley teaches at Indiana University's High School Journalism Institute and is the current president of the Indiana High School Press Association.



## LEO CALDWELL

Leo Caldwell is an LGBTQ+ educator and speaker, specializing in addressing issues within the trans community. He has delivered presentations to diverse audiences, including Gannett USA TODAY Network and numerous non-profit and youth organizations. He is an assistant lecturer in the School of Journalism and Strategic Communication at Ball State with degrees in Journalism and Digital Storytelling.



## SARA HAUCK

Sara Hauck is a communications consultant living in Indianapolis with her husband and dog. She's a two-time TEDx Speaker, podcast host and recently self-published author. She graduated from Ball State's Department of Communication Studies in 2014 and loved every moment of her time being involved in student organizations, the Office of Admissions and the Homecoming Steering Committee.



## BOBBY ELLIS

Bobby Ellis is an award-winning photographer and editor at Ball State University. Previously, Bobby worked as a professional and freelance photojournalist where his images have appeared in the New York Times, the BBC, CNN, and National Geographic. He's photographed the Kentucky Derby along with a plethora of other professional and collegiate sports, and a three-day cattle drive across the grasslands of Kenya.



## CAMERON RIDLE

Cameron Ridle may be a familiar name, face and voice to central Indiana. He is a Morning Show Reporter at FOX59 News and CBS4 News in Indianapolis. He is also the host of his own radio talk show, "Open Lines with Cameron Ridle" which airs on 106.7 WTLC and HOT 100.9. Cameron has also been a news anchor and reporter at TV stations in Flint, Michigan, and Phoenix, Arizona.

## SPECIAL THANKS

A very special thanks to all of our event volunteers, especially to Professor Laura O'Hara's COMM 380 class of rock stars that provided tons of support!

Mo Armor	Jordan Denagall	Grace Molnar	Zach Shepler
Diana Beasley	Olivia Gabrich	Oakley Myers	Brooke Stallings
Alex Buxton	Leah Hayes	Maggy Parker	Donni West
Liz Clevenger	Zoe Hurst	Zoe Pointer	<b>Graduate Asst.</b>
Charlie Cronin	Max Johnson	Marie Scudder	Katie Kois



## BETSY ROSS

Betsy Ross is the president of Game Day Communications, a sports PR and events company. She was one of the first women to anchor sports on a national platform at ESPN, and continues to cover sports at the Fox affiliate in Cincinnati. Betsy's book, "Playing Ball with the Boys," features women who have made firsts in the male-dominated field of sports.

## 2024 JDAY+/CCIM+ KEYNOTE SPEAKERS

### ADAM WHITE



### KARA WHITE

*Adam and Kara White, best known across the media industry for their award-winning film, cinematography and documentary work for corporations such as Netflix, Marvel, NASA, PBS, and Universal, will provide the keynote address in Emens Auditorium at 10:30 a.m.!*

# SPEAKER BIOS

**ROBIN BILINSKI** is the yearbook adviser at NorthWood High School in Nappanee, Indiana. Robin has advised numerous award-winning yearbooks, including CSPA Crowns / Crown Finalists, NSPA Pacemakers / Pacemaker Finalists, and IHSPA Hoosier Stars. Using innovative design and coverage opportunities, her students' work has earned several IHSPA Harvey awards. Robin also works with student journalists and advisers across Indiana and around the country at workshops and conventions where she specializes in theme, design, coverage, public relations and fundraising.

**JACKSEN COLE**, a junior at Ball State University, is pursuing a major in Strategic Communication with a focus on public relations and advertising. Jacksen is the president-elect for PRSSA starting next fall. Currently, she holds the position of Director of Public Relations for PRSSA. Additionally, she serves as the Executive Director of Public Relations at The McKinley Avenue Agency.

**CROWN POINT MEDIA ADVISERS // Lisa Keene and Jen Bianchi** are media advisers at Crown Point High School in NW Indiana. They have integrated their yearbook and news outlets under the Crown Town Media banner to encourage students to diversify their media skills.

**SAMANTHA DEANE**, CJE, advises the award-winning Noblesville High School yearbook. Samantha is the current Secretary of the Indiana High School Press Association and serves as a competition judge for many contests around the country. She earned her bachelor's in Journalism Education from Ball State in 2014 and her Master of Student Affairs in 2021 from Colorado State University.

**AYANNA DUDLEY** is a sophomore in CCIM with a major in Communication and a minor in Entrepreneurship. She attended Washington High School in South Bend, Indiana, where she developed a strong foundation for resilience and perseverance. Throughout her academic journey, Ayanna has worked to refine her skills, embrace challenges, and seize opportunities. She is a transfer student and is excited to be pursuing a career that combines effective communication and innovative law practices.

**JOSH FISHER**, an assistant professor of Emerging Media Design and Development at Ball State University, is a recognized figure in interactive digital storytelling and immersive technologies. His contributions extend beyond academia and include XR experiences for Essence, USAA, and Pike. Additionally, he lends his expertise in XR to community organizations like the Indiana Historical

Society. Featured in Fast Company, "O," the Oprah Magazine, and The Guardian, Dr. Fisher continues to contribute to the future of XR through his research and professional engagements.

**KENZIE GAMLIN**, a freshman at Ball State University, is studying journalism and communication. She holds the position of treasurer at PRSSA. In addition to her academic responsibilities, Kenzie is actively involved with the Digital Corps on campus and contributes articles to BSU's Her Campus.

**TYLER GRABARZ** is a junior from Noblesville, Indiana, with a passion for effective communication and its ability to shape narratives, build connections, and inspire change. In high school, he spent most of his time in the gym or playing soccer. Today, he is a Public Relations major with a minor in biology. He is actively engaged in his classes, eager to learn from his professors and collaborate with his peers, and aims to make a lasting impact through his work.

**HAMILTON SOUTHEASTERN MEDIA ADVISERS // David Young** has been advising Student Media at Hamilton Southeastern High School for 21 years in Broadcast, Newspaper, Digital Media, and Sports Media & Broadcasting. **Bill DeLisle** has been teaching English for 14 years, 8 of which at HSE, and is the Public Relations Student Media adviser, and Journalism & Sports Journalism teacher. **Madeline Martin** has been the yearbook and literary magazine adviser at HSE for 3 years and teaches Digital Media and Film Literature.

**LEAH HAYES**, a senior at Ball State University, is studying communication, linguistics and TESOL. She is the vice president of COMM Club, treasurer of Lambda Pi Eta, and student manager of the Ball State University Hotel. Additionally, she will be interning at the Indianapolis International Airport over the summer and attending graduate school at the University of Cincinnati in the fall.

**TOM HAYES** is an award-winning sports journalist turned teacher. After 20 years of covering all central Indiana sports, Hayes has now spent 20 years teaching journalism. Hayes advises all student publications at Ben Davis in Indianapolis and is a Ball State alumnus. His goal is to visit all Major League baseball parks. He has less than 10 to go.

**PHIL HOFFMAN** is a multiple Emmy Award winning documentary film producer and director. Whether it's been traveling to Trinidad to examine the origins of steel drum music or working to land a human on the moon, Phil's documentary work is alive with people doing amazing things and changing the world.

# SPEAKER BIOS

**JERMAINE “J-JUAN” HUDDLESTON** is a sophomore Media Production major with a passion for fashion design. Growing up in Fort Wayne and attending Bishop Luers High School, he was inspired to nurture his talents and expand his knowledge in various artistic disciplines. At Ball State, he continues to refine his skills and broaden his horizons within the fields he is most passionate about.

**AMANDA HUYNH** is an Assistant Director of Admissions at Ball State University and proud BSU Alumna. Graduating from Ball State with a double-major in Telecommunications and Spanish, Amanda found her calling in higher education and is now pursuing a Master’s Degree in Adult and Community Education. Come to her session to discover what Ball State has to offer for you!

**NICOLE LAUGHREY**, MJE, Varsity Yearbook representative, advised yearbook for 12 years (and newspaper from time to time, too!) in a nationally recognized central Indiana program before she decided to help more schools across the state raise the bar on their own yearbook programs. She has been named a JEA Rising Star educator and Special Recognition Adviser, as well as an IHSPA Ingelhart Friend of the Student Press. She is an IHSPA past president and a BSU Cardinal for life.

**MAGGIE LEWIS** is a proud Ball State University graduate who currently works for the university’s Information Technology Office. She has a strong marketing background and has spent years creating content for small to midsize businesses throughout Indiana and beyond. In her current role, Maggie works on special communication projects for IT and mentors undergraduate students who implement creative solutions for the university.

**TONG LI** is an assistant professor from the School of Journalism and Strategic Communication at Ball State University. He earned a Ph.D. in Learning, Design, and Technology from the University of Georgia in 2020. His research focuses on creativity, magic, serious games, and learning simulation. He specialized in using magic performance to promote flexible thinking and teach design thinking principles. He is also interested in designing, developing, and evaluating digital serious games and simulations.

**JEN LONDON** teaches journalism and yearbook at Floyd Central High School and previously advised the yearbook staff at Scribner Middle School. She is a Ball State graduate and worked as a page designer for the Ball State Daily News during her undergraduate studies. Jen also interned at the Muncie Star Press and the Louisville Courier-Journal, designing the news, features, and sports sections.

**DAN MARINO** has been the Esports Director at Ball State University for the past three years, helping to launch the program in April 2021. At Ball State, Dan created a highly decorated esports program with over 120 students winning multiple conference and league championships, launching a one-of-a-kind esports production program, and earning the 2023 EsportsU Program of the Year award.

**MIKE MARKER** is an award-winning communications strategist with VOX Global. He started as a reporter and his ghost writing with CEOs has appeared in The New York Times, The Wall Street Journal, Politico, USA Today, FOX Business, and more. At VOX, Mike helps major philanthropic foundations, non-profits and state agencies reach and compel their audiences into action. Mike is also a certified trainer who helps individuals capture and pursue their personal and professional dreams.

**TRÉON MCCLENDON** is the Director of Student Success in the College of Communication, Information, and Media at Ball State. Prior to joining Ball State last fall, Tréon worked in admissions and student success at Indiana University and Ivy Tech Community College. He is passionate about helping students achieve a diverse liberal arts education and finding their “why.” Tréon is a first-generation college graduate and will soon finish his doctorate in higher education and student affairs from Indiana University.

**MEGAN MCNAMES** teaches digital media design and development at Ball State University. Before joining Ball State, she designed products and marketing materials for various tech startups in Indianapolis. She previously worked as an entertainment reporter in Cincinnati.

**JOE MISIEWICZ** was at Ball State for 22 years with a good portion of that as Chair of the Media Department. After retiring, he was chosen as President/CEO of the Indiana Broadcasters Association. With the IBA, he spent three years engaging with professionals about the hiring process.

**KEVIN MOLONEY** is a former New York Times photojournalist who covered politics, culture, environment, sports, and crime around the globe for that newspaper and others for more than 30 years. He’s now a professor of transmedia storytelling at Ball State’s Center for Emerging Media Design and Development.

**MARY MOORE**, a senior lecturer in the Department of Communication Studies, has been on the BSU faculty for more than two decades. She is the director of the basic public speaking course (COMM 210) and teaches interpersonal communication, rhetoric, and

advocacy. Beyond her professional pursuits, Mary is committed to progressive politics, spending time with family, and regularly facilitates communication training sessions for community organizations.

**SOPHIA PETERSON** is a freshman pursuing a bachelor’s degree in Organizational Communication. She is from Indianapolis and graduated from Perry Meridian High School. During her time in high school, she took dual credit classes which allowed her to graduate with an associate degree in general studies from Vincennes University. Communication has always come naturally to Sophia, and it has remained a central aspect in all her studies.

**LISA RENZE** is an award-winning journalist with 30 years of experience across radio, TV, newspapers, magazines and online news outlets. She’s traveled around the world telling stories, and loves working with young people just getting started.

**JIM ROEDER** has 20+ years’ experience as a freelance camera operator and field producer for a variety of broadcast networks including ESPN, Fox Sports, B1G Network, NFL Network, among many others. He has covered 23 Indy 500 races, seven Daytona 500’s, three Super Bowls, two Men’s Final Fours, and countless other professional sports contests.

**ANDREW SMITH** is the play-by-play announcer for the ECHL’s Indy Fuel and also the journalism adviser at New Palestine High School. He was the 2021 ECHL Broadcaster of the Year and the 2022 Marv Bates Indiana Sportscaster of the Year.

**MARTIN SMITH-RODDEN** is an Instructor of Journalism at Ball State University, where he coordinates the Photojournalism program. For more than three decades, he was a photojournalist in Washington D.C., San Antonio, Texas, and Norfolk, Virginia. While at The Virginian-Pilot in 2011, he was a photographer, then became a photo editor and team leader. He was named Photo Editor of the Year (2011) by the National Press Photographers Association, among other honors.

**BROOKE STALLINGS**, a junior at Ball State University, is studying Interpersonal Communication with minors in Classical Cultures, Leadership Studies, and Health Humanities. Outside of academics, Brooke is actively involved in Housing and Residence Life as a Resident Assistant and serves on the Marketing and Communications Committee. Additionally, she serves as the Lambda Pi Eta Vice President, and the 2024 Homecoming Steering Committee Co-Special Events Chair.

# EXHIBITION FAIR

## 2<sup>ND</sup> FLOOR ART & JOURNALISM (AJ) / BALL COMMUNICATION (BC)

Beginning on the second floor of the Art & Journalism building by the main staircase, visit with a wide variety of exhibitors, student organizations, majors and programs. Learn about new products and projects, make networking connections and explore majors, programs and opportunities as future college students.

- Jostens
- Indiana High School Press Association (IHSPA)
- Mirror Indy
- Varsity Yearbook
- Walsworth
  
- Department of Accounting
- Admissions
- Applied Business Studies
- Ball State Public Media
- Ball State Speech Team
- BSU Tonight
- CCIM Student Success
- Center for Information and Communication Sciences
- Communication Studies
- Department of Media
- Digital Corps
- Emerging Media Design and Development
- McKinley Avenue Agency
- Military Science/ROTC



- Miller College of Business
- National Press Photographers Association
- Political Science
- Public Relations Student Society of America
- Radiance Cinema
- SJSC — Sports
- SJSC — Strategic Communication
- Student Life
- Teachers College
- Unified Student Media

**JOHN STRAUSS**, a former Associated Press correspondent and editor who went on to work in local news and teach journalism at Ball State, today serves as editorial director of Lumina Foundation, the nation's largest foundation devoted solely to higher education attainment. John is a specialist in mobile video, online news, and connecting real people with the important stories of the day.

**CHRIS TAYLOR**, a creative storyteller with over 25 years of experience, is in his 14<sup>th</sup> year as the Senior Director of Sports Production (Ball State Sports Link) and Associate Lecturer in the Department of Media at Ball State. With numerous personal accolades and awards, Taylor's students have amassed more than 160 state and national awards for sports production including Emmys and Best of College Sports Media honors.

**TIM UNDERHILL** is a Senior Lecturer in Media at Ball State and is in charge of the university's drone initiative. A licensed commercial drone pilot, Underhill has taught aerial storytelling since 2015. His video work has appeared on every major network including ABC, NBC, CBS, FOX, B1G Ten, CNN and ESPN. Underhill's work has been honored with several awards from such organizations as the NPPA, SPJ, and the Academy for Television Arts and Sciences.

**LAUREN WAGNER**, MJE, advises the award-winning Zionsville Community High School Student Media program. Wagner is a JEA Mentor and Indiana High School Press Association board member. She also regularly serves as a judge for competitions and critiques. She earned her Master of Secondary Education and bachelor's degree in Journalism Education from Ball State University.

### WALSWORTH YEARBOOKS REPRESENTATIVES

// **Sarah Burker, Katie Rice, Valerie Tanke,** and **Jennifer Marinangeli** partner with schools across Indiana and Illinois to help produce yearbooks that are on-time, within budget, and of superior quality. Their passion for yearbooks all started at a young age having been on their school's yearbook staff. With decades of professional experience in advising, photography, graphic design, printing, sales, and marketing, they enjoy working with schools on planning their yearbook, incorporating the latest design trends, taking their photography to the next level, writing compelling copy and increasing sales.

**SUZANNE WILLIAMS**, CJE, is the Publications Director at Warren Central High School. She graduated from Ball State University in 2014 with a degree in Journalism Education and Japanese education. Since then, she has been teaching and advising, here and abroad.

## TEACHER & SPEAKER HOSPITALITY LOUNGE

### AJ 247 / HOLDEN CENTER FOR STRATEGIC COMMUNICATION

*Sponsored by Walsworth*

Calling all JDAY+/CCIM+ conference teachers and speakers! Take a break between sessions in our Hospitality Lounge, located in the Holden Center for Strategic Communication on the second floor landing of the Art and Journalism Building. Connect with fellow teachers and speakers and enjoy coffee, pastries, drinks and snacks courtesy of our generous sponsor, Walsworth.



# SESSION DESCRIPTIONS

## MICRO-SESSION

8:45 - 9:15 A.M.

### Exploring Sports Link

*Chris Taylor & Student Leaders*

BC 216

Come learn about Ball State Sports Link, what they do, what they learn, and how to get involved working for a college sports production program.

### Exploring Esports

*Dan Marino & Student Leaders*

RB 134

Come learn about Ball State Esports, what they do, what they learn, and how to get involved in a college esports program.

### Exploring College Student Media

*Lisa Renze & Student Leaders*

AJ 278 (UML)

Come learn about life working for college student media, what they do, what they learn, and how to get involved.

### Exploring PR & PRSSA

*Jacksen Cole & Kenzie Gamlin*

AJ 353

Come learn about Public Relations, what it is, what they do, what they learn, and how to get started in this ever-popular career field.

### Exploring UX, UI and XR

*Josh Fisher and Tong Li*

AJ 289

Come learn about college and career opportunities in the ever-evolving world of digital media, artificial intelligence, user experience, user interaction and extended reality.

## SESSION 1 | 9:30 - 10:15 A.M.

### Getting Started in Sports Media

**FEATURED:** *Betsy Ross* | AJ 289

How do you break into sports media? And how do you keep up with the changing communications field? Betsy Ross from Game Day Communications explains how to get the experience needed to find your dream career.

### Shaping Representation: Embracing Diversity and Inclusion in the Media Industry

**FEATURED:** *Leo Caldwell* | BC 103

Many Americans get their understanding of marginalized and underrepresented groups through the media. The power of the media to shape culture gives journalists, broadcasters, storytellers and media professionals an incredible responsibility. In this workshop, we'll discuss ways to responsibly represent all people.

### From Scared to Self-Published

**FEATURED:** *Sara Hauck* | LB 261

You know the saying, "it's the journey, not the destination?" Well, what happens when you know your desired destination, but have no idea where to start on the journey? Through the experience and lessons of self-publishing my first book, I'll share four tips to facing fear in pursuit of whatever your personal or professional goals may be.

### Behind the Mic — How to be the Host of Your Own Show

**FEATURED:** *Cameron Ridle* | LB 125

In this session, we go beyond the basics of what is known as broadcasting. Whether your medium is TV, Radio, Social Media, YouTube, TikTok or a podcast — the skills you need to be a "host" or "anchor" are all the same — but your "format" or how you speak to your audience may be different depending on where they are watching.

### Exploring Ball State

*Amanda Huynh* | AJ 392

Want to learn more about Ball State programs, majors, activities, housing and student life? Come to this session to learn what makes the Ball State student experience special.

### Everything Yearbook

*Tom Hayes* | BC 104

Let's talk yearbook. Chronological vs. traditional? Spring delivery vs fall? Mod layout vs. magazine? Anything goes. Bring your questions and let's help each other make better yearbooks.

### Drones are cool, but are they worth the hassle?

*Tim Underhill* | AJ 175

Aerial images can add a great deal to visual storytelling, but rules and regulations make it difficult to do safely and legally. Is it worth the trouble to fly legally?

### Let's Get Organized!

*Samantha Deane* | BC 127

There are many ways you can organize your yearbook coverage, e.g. chronological, traditional, umbrella, etc. This session will teach you the basics of each type of organization style, and give you some examples of how to make it work for your publication.

### Roaring Success: Using the Animal Personality Assessment to Develop your Leadership

*Brooke Stallings* | LB 263

Learn how your communication styles can help you be a more effective teammate and leader!

### 9/11 and the Media

*Jim Roeder* | LB 121

9/11 is the most important day in the history of news. How did the media react? We'll watch and discuss both the short- and long-term effects that 9/11 had on the media as we know it, as well as the importance of the First Amendment freedoms that allowed this story to be told.

### Finding the Fun — For the Love of Media

*Lisa Keene & Jen Bianchi* | AJ 353

Share ideas on how to use Social Emotional Learning (SEL) in your journalism lab to engage staffers and the rest of your school. These skills and activities support healthy development and relationships, but most importantly they just make what we do for school more FUN!

### Journalism Isn't Boring!

*Lisa Renze* | BC 129

If you think journalistic writing is boring, you're doing it wrong. We'll offer tips and tricks to help you gather details and information that will then make your content come alive.

### Preparing or Following Up the "Job or Intern" Interview

*Joe Misiewicz* | AJ 339

Congratulations! You've been invited to be interviewed for a job or internship. As you prep resume/website, what about wardrobe, questions to ask, research to do and 'follow up' once the interview is complete. This session will share some thoughts.

### Brand Yourself: Unleash Your Digital Media Mojo

*Maggie Lewis* | BC 105

Do you have what it takes to build a brand? In this session, you will learn how industry professionals brand businesses AND have the opportunity to create your own personal brand.



## KEYNOTE & AWARDS | 10:30 - 11:15 A.M.

*Emens Auditorium*

*The morning keynote and Cardinal Awards presentation will begin at 10:30 a.m. Adam and Kara White, best known for their award-winning film,*

*cinematography and documentary work for corporations such as Netflix, Marvel, NASA, PBS, and Universal, will provide the keynote address.*



## SESSION 2 | 11:30 A.M. - 12:15 P.M.

### **Documentary Interview Workshop**

**FEATURED:** Adam & Kara White | AJ 175

Learn how to interview people for documentary film. We'll discuss the best ways to approach your interview subjects, how to create questions to tell a story, and how to get the enthusiasm and answers you want from your interview subjects. Plus, we'll share our experiences through our decades of work in documentary.

### **Getting Started in Sports Media**

**FEATURED:** Betsy Ross | AJ 289

How do you break into sports media? And how do you keep up with the changing communications field? Betsy Ross from Game Day Communications explains how to get the experience needed to find your dream career.

### **Local News Matters**

**FEATURED:** Oseye Boyd | BC 129

Budding journalists often have dreams of making it big with a national publication. Nothing is wrong with that dream, but the importance of local news is often missed in the pursuit of a big-name publication. Local news is where you'll likely get your start. You'll report on news that affects the your neighbors — the community in which you live. You'll hold government officials accountable and tell the stories of the regular people who make your city a better place to live. And, guess where national publications learn about important stories to cover? Local news.

### **Covering Trans People in the Media**

**FEATURED:** Leo Caldwell | BC 103

We've seen a growth in anti-trans dialogue in the last two years. The media has a huge responsibility in their coverage of the trans population. Learn how to cover the trans population in a respectful, unbiased way.

### **Yearbook IS Journalism**

**FEATURED:** Sam Hanley | BC 104

Hey, yearbookers: Have you ever felt looked down upon in the journalism world because you're "only on yearbook?" If so, it might be time to get back to the basics of great journalism-- yearbook style. In this session, we'll take tips from the pros, look at strategies for expanding coverage and ultimately find ways to improve our publications in order to tell better stories. And, you know, sell some books!

### **Finding your Style through Failure**

**FEATURED:** Bobby Ellis | BC 127

As a photographer, finding your own style can be the most difficult and important steps in creating great work. In this session, you'll learn different techniques to push your creative envelope as well as training yourself to think differently when it comes to your photographs.

### **The will to prepare: How to prepare for a sports broadcast**

**Andrew Smith | LB 263**

A live broadcast is almost like a three-hour test with a live audience. This

session will focus on how to prepare for a sports broadcast. How to create a spotting board, how to look for storylines, how to do research and how to be ready will be the focus.

### **BSU Campus Tour**

**Andrea Sadler | Emens Lobby**

Take a guided tour of campus featuring some of the main buildings, programs and points of interest students want to see!

### **Editor Roundtable**

**Jen London | LB 261**

Student editors from yearbook and newspaper staffs gather for informal, student-led roundtable discussions. This is your chance to talk and bounce ideas off each other -- from staff management to promoting your social media, this is your chance to swap ideas and publications and see how other schools handle different student media problems that arise.

### **Creating CULTure in a Holistic Media Network**

**DeLisle, Martin & Young | AJ 392**

Learn how to create culture between and among different media staffs to drive innovation and creativity. This session will focus on how to identify people's individual strengths and empower them to do their best work, develop leadership traits that bring out the best in people, and connect editors and leads to propel your media program and purpose forward.

### **All In Coverage**

**Robin Bilinski | BC 105**

Join fellow yearbook students in this session with an interactive component which promises to give you fresh ideas for increasing coverage in your book — from book organization to redesign options and information-gathering tips, you're sure to walk away with something you can use to freshen your book content and increase student engagement.

### **Don't Wait — Start Your Professional Media Career NOW**

**John Strauss | AJ 339**

National foundations are pouring more than half a billion dollars into community journalism startups across the country-- the best news about the news business in more than a decade. There's a need for young journalists in every community today, and you don't have to get hired to get started in your news career. Here's what to do.

### **Social Media Content & Planning**

**Megan McNames | LB 125**

Learn to craft impactful content tailored to various social media platforms, ensuring your content resonates with your audience and increases your digital following.

# THE GRID

ROOM	BUILDING/FLOOR	MICRO-SESSION 8:45 - 9:15 A.M.	SESSION 1 9:30 - 10:15 A.M.
Emens	Emens Auditorium, First Floor		
AJ 175	Art & Journalism, First Floor		Drones are cool, but are they worth the hassle?
AJ 247 Holden	Art & Journalism, Second Floor	Teacher & Speaker Hospitality Lounge	
AJ 278 UML	Art & Journalism, Second Floor	Exploring College Student Media	
AJ 289	Art & Journalism, Second Floor	Exploring UX, UI and XR	Getting Started in Sports Media
AJ 300A	Art & Journalism, Third Floor	Teacher/Speaker Work Room	
AJ 339	Art & Journalism, Third Floor		Preparing or Following Up the “Job or Intern” Interview
AJ 353	Art & Journalism, Third Floor	Exploring PR & PRSSA	Finding the Fun — For the Love of Media
AJ 360	Art & Journalism, Third Floor		
AJ 392	Art & Journalism, Third Floor		Exploring Ball State
BC 103	Ball Communication, First Floor		Shaping Representation: Embracing Diversity and Inclusion in the Media Industry
BC 104	Ball Communication, First Floor		Everything Yearbook
BC 105	Ball Communication, First Floor		Brand Yourself: Unleash Your Digital Media Mojo
BC 127	Ball Communication, First Floor		Let’s Get Organized!
BC 129	Ball Communication, First Floor		Journalism Isn’t Boring!
BC 216	Ball Communication, Second Floor	Exploring Sports Link	
LB 121	Letterman, First Floor		9/11 and the Media
LB 125	Letterman, First Floor		Behind the Mic
LB 261	Letterman, Second Floor		From Scared to Self-Published
LB 263	Letterman, Second Floor		Roaring Success: Using the Animal Personality Assessment to Develop your Leadership
RB 134	Robert Bell, First Floor	Exploring Esports	

**KEYNOTE AND  
CARDINAL AWARD  
PRESENTATION**  
10:30 - 11:15 A.M.

**EMENS AUDITORIUM**  
*Northeast Corner  
of McKinley and Riverside*

**ADAM WHITE**



**KARA WHITE**

*Award-winning film,  
cinematography  
and documentary  
storytellers*

**KEYNOTE SPEAKERS**

**SESSION 2**  
11:30 A.M. - 12:15 P.M.

**SESSION 3**  
12:30 - 1:15 P.M.

**SESSION 4**  
1:30 - 2:15 P.M.

BSU Campus Tour		
Documentary Interview Workshop	Creating a Short-Form Web Documentary Series	
		→
Getting Started in Sports Media	MODern Yearbook Design	Talking to Strangers
		→
Don't Wait — Start Your Professional Media Career NOW	Creating a Smooth Transition	
	Understanding Why Design Matters	
	Creating High Quality Sports Media	
Creating CULTure in a Holistic Media Network	Making PR part of your school media program	
Covering Trans People in the Media	How to College	Shaping Representation: Embracing Diversity and Inclusion in the Media Industry
Yearbook IS Journalism	Diversity: Be About It	Powerful Storytelling in Three Acts
All In Coverage	Discover Your Communication Style	Media with a Mission
Finding Your Style Through Failure	What Makes a Photograph *Good*?	Build a Better Photo
Local News Matters	Getting Comfortable Being Uncomfortable	Local News Matters
Social Media Content & Planning	Go Live!	Behind the Mic
Editor Roundtable	Pass the Mic	From Scared to Self-Published
The will to prepare: How to prepare for a sports broadcast	Old & New Thinking About Visual Ethics	I Didn't Mean It Like That: The Do's and Don'ts of Online Communication

## SESSION 3 | 12:30 - 1:15 P.M.

### Creating a Short-Form Web Documentary Series

**FEATURED:** Adam & Kara White | AJ 175

Documentaries come in many varieties. Not every documentary has to be a feature length film, they can also be a short-form documentary. We'll discuss how we created our inspirational web series "Why I Fly," from concept to completion.

### Getting Comfortable with Being Uncomfortable

**FEATURED:** Oseye Boyd | BC 129

Journalists have a noble goal: represent their audience/community in their coverage. Unfortunately, we often fall short of that goal. We lose credibility with our readers when we rely on only a few voices. What can we do? Get out there and find new sources. That often means getting comfortable being uncomfortable.

### Diversity: Be About It

**FEATURED:** Sam Hanley | BC 104

We all know we need to make our publications more diverse. But what does that mean and how do we do it? We'll explore practical ways for high school publications to take a look in the mirror. If we do it right, we may just come up with some strategies that also drive sales, increase readership, and expand coverage.

### Pass the Mic

**FEATURED:** Sara Hauck | LB 261

Nowadays, it seems everyone has a mic. Whether it's a podcast, TED stage or conference panel, our world is inundated with stories. This session will ensure when the mic is in your hands, you've got the tools to tell the most engaging stories your audience will remember.

### Go Live! How to Go Live Without a Script

**FEATURED:** Cameron Ridle | LB 125

Talking without a script or "Adlibbing" is a skill that not everyone has. Some of the biggest stars you know can't function if everything they have to say isn't on a teleprompter in front of them. We will teach you how to go "scriptless" before your next newscast, podcast, or radio show.

### How To College

*McClendon, Dudley, Grabarz, Huddleston and Peterson* | BC 103

We've seen the movies — the fun, the parties, the shenanigans. Yes, that can be a small part of the entire college experience, but what should you expect regarding dorm life, roommates, friendships, family, finances, food, scholarships, classes, attendance and jobs? This session will offer an insider's perspective from current students.

### Understanding Why Design Matters

*Burker, Marinangeli, Rice, Tanke* | AJ 353

Learn fundamental design principles including how to recognize good design elements, how to use color and typography, how to create a design from scratch and the importance of packaging.

### MODern Yearbook Design

*Nicole Laughery* | AJ 289

We've all heard that good things come in small packages, and this can be true in yearbook design, too! Come learn about using mods as a design mode to bring your yearbook content to life.

### Discover Your Communication Style

*Mary Moore* | BC 105

Are you tired of feeling misunderstood? Struggle to connect with others? In this session, you'll learn about four communication styles and how they affect how we interact with others. Through activities, you'll learn how to identify your style, and how to adjust it to build stronger relationships with peers, teachers, and parents.

### What makes a photograph \*good\*?

*Kevin Moloney* | BC 127

We'll discuss what we see as the elements of a good photograph, and then compare them to what some great photographers, editors, and philosophers say.

### Old and New Thinking About Visual Ethics

*Martin Smith-Rodden* | LB 263

Visual ethics has always been the cornerstone for every photojournalist and visual storyteller — but it has never been more



important than right now. We will review some ways to think about making ethical and moral choices as a photographer — and what it means to "be a human first."

### Creating a Smooth Transition

*Suzanne Williams* | AJ 339

As the year comes to an end, learn how to finish this year on a high note and ensure a successful transition into next year.

### Making PR part of your School Media Program

*Bill DeLisle* | AJ 392

This session will provide an actionable framework for starting a Public Relations (PR) team using your existing media staff

or by creating an extension of your media program. You will learn the purpose of PR, tips and best practices for organizing your teams and how to create products that reach real-world audiences, including insights from student leaders and resources to get your program started.

### Creating High Quality Sports Media

*David Young* | AJ 360

Learn how Southeastern Sports Network balances Sports Media & Sports Broadcasting to create compelling sports coverage through a variety of mediums, including live broadcasts, social media, podcasts, video storytelling, as well as online stories and photo galleries to reach a variety of audiences.

## SESSION 4 | 1:30 - 2:15 P.M.

### Local News Matters

**FEATURED:** Oseye Boyd | BC 129

Budding journalists often have dreams of making it big with a national publication. Nothing is wrong with that dream, but the importance of local news is often missed in the pursuit of a big name publication. Local news is where you'll likely get your start. You'll report on news that affects the your neighbors — the community in which you live. You'll hold government officials accountable and tell the stories of the regular people who make your city a better place to live. And, guess where national publications learn about important stories to cover? Local news.

### Shaping Representation: Embracing Diversity and Inclusion in the Media Industry

**FEATURED:** Leo Caldwell | BC 103

Many Americans get their understanding of marginalized and underrepresented groups through the media. The power of the media to shape culture gives journal-

ists, broadcasters, storytellers and media professionals an incredible responsibility. In this workshop, we'll discuss ways to responsibly represent all people.

### From Scared to Self-Published

**FEATURED:** Sara Hauck | LB 261

You know the saying, "it's the journey, not the destination?" Well, what happens when you know your desired destination, but have no idea where to start on the journey? Through the experience and lessons of self-publishing my first book, I'll share four tips to facing fear in pursuit of whatever your personal or professional goals may be.

### Behind the Mic — How to be the Host of Your Own Show

**FEATURED:** Cameron Ridle | LB 125

In this session, we go beyond the basics of what is known as broadcasting. Whether your medium is TV, Radio, Social Media, YouTube, TikTok or a podcast — the skills you need to be a

"host" or "anchor" are all the same — but your "format" or how you speak to your audience may be different depending on where they are watching.

### Build a Better Photo

**FEATURED:** Bobby Ellis | BC 127

There's more to taking a good photograph than just pushing a button. In this session, learn about the basic rules of photography, including composition, lighting, and editing techniques to create engaging photos for your audience.

### Powerful Storytelling in Three Acts

**Mike Marker | BC 104**

In this interactive session, you will learn how to compellingly capture your personal story/dreams, get valuable tips on how to effectively tell the stories of others through the art of ghost writing and explore the essential role photography plays in storytelling.

### Media with a Mission

**Phil Hoffman | BC 105**

Want to make a difference in the world by creating media content? This session will show you a path to changing the world using your voice via media.

### I Didn't Mean it Like That: The Do's and Don'ts of Online Communication

**Leah Hayes | LB 263**

A lot of important communication happens online, but what you type doesn't always mean the same as what you think. In this hands-on session you'll get tips (and a lot of practice!) for communicating effectively online.

### Talking with Strangers

**Lauren Wagner | AJ 289**

Ready to take your interview skills to the next level? Come to this session to have a conversation about conversations. Bring your interview problems and we'll solve them!

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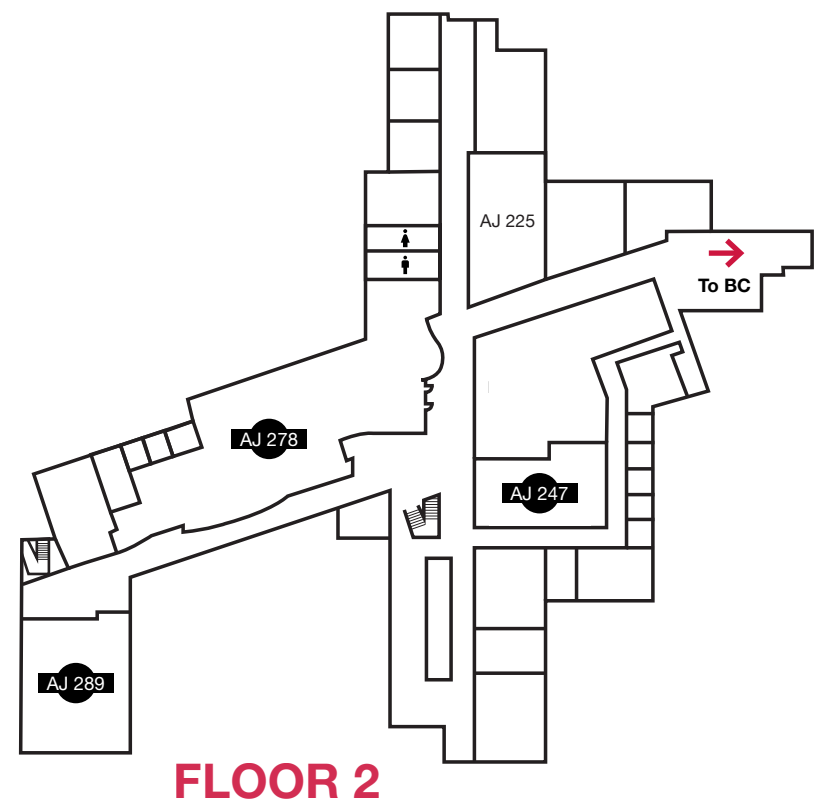
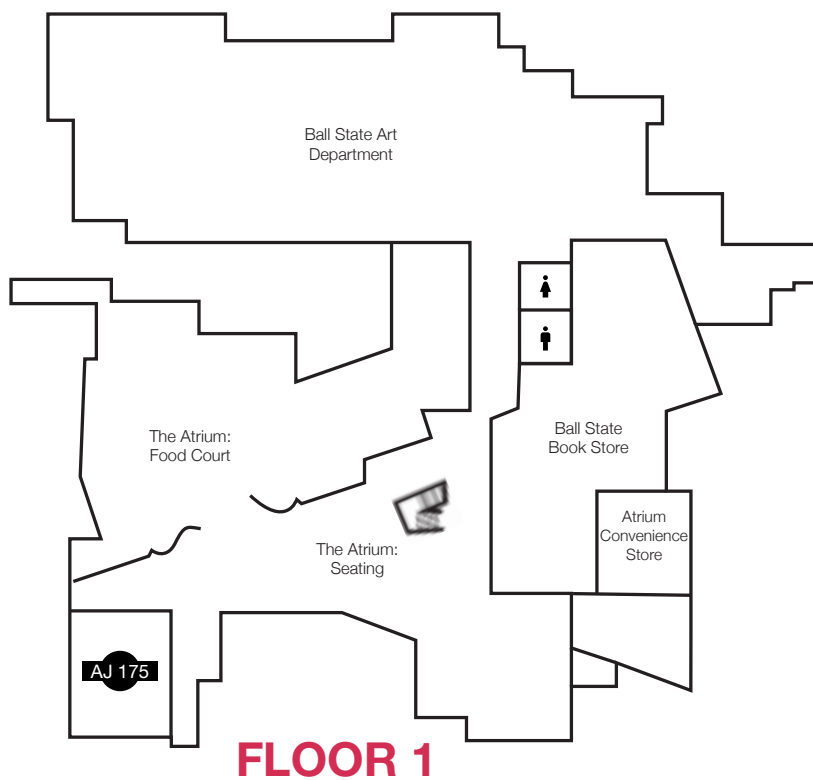
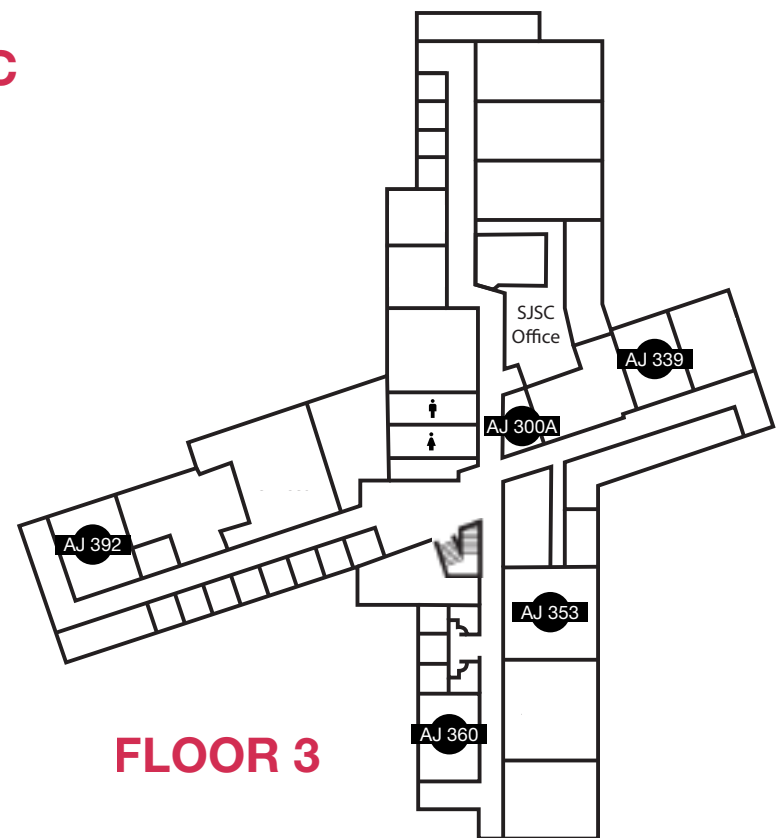
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# BUILDING MAPS

## ART & JOURNALISM (AJ) FLOOR SCHEMATIC

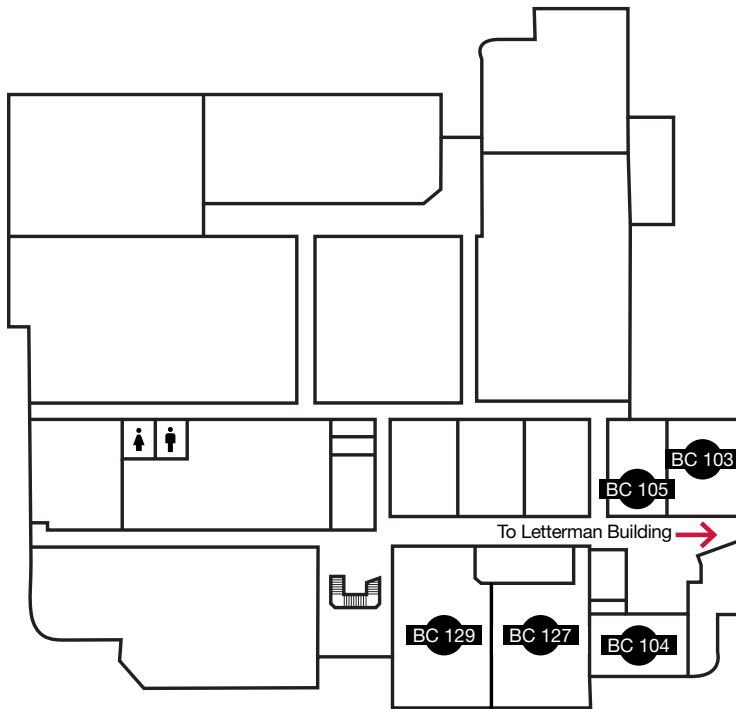
**ROOMS: AJ 175, 247, 278, 289, 300A, 339, 353, 360, 392**

- 1st floor Atrium food court
- 1st floor Ball State Bookstore
- 2nd floor Exhibition Fair
- AJ 247 Teacher/speaker hospitality room
- Second floor hallway connects all four CCIM buildings — Art & Journalism, Ball Communication, Letterman Building and Robert Bell
- AJ 300A Teacher/speaker work space



MCKINLEY AVENUE

# BALL COMMUNICATION (BC) FLOOR SCHEMATIC

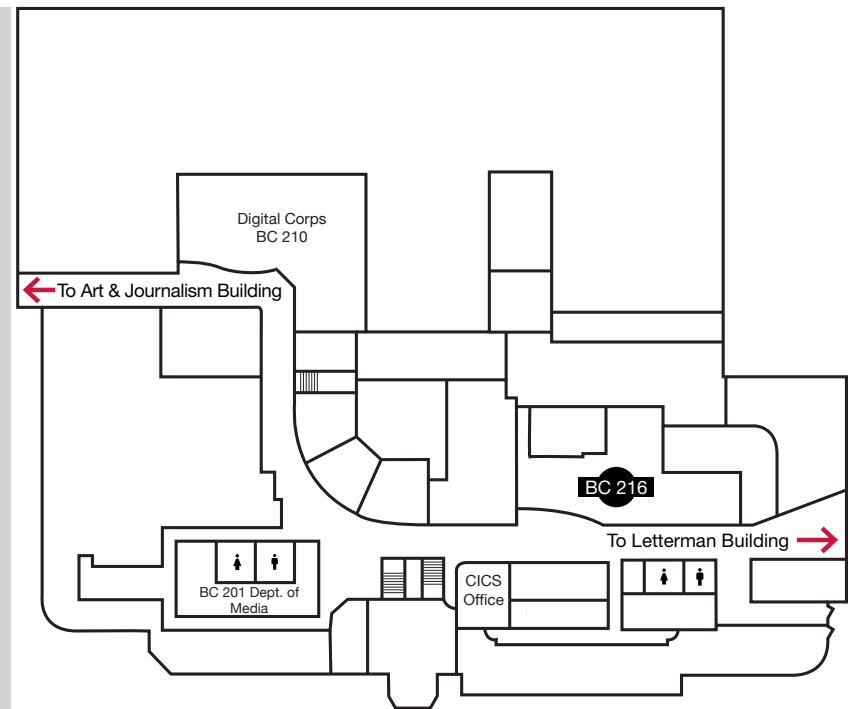


**FLOOR 1**



**ROOMS: BC 103, 104, 105, 127, 129, 216**

- **Construction Alert!**  
Be careful meandering through the first floor halls of BC as major upgrades are underway for our large TV studio spaces
- BC 216 is home to Ball State's Sports Link, a renowned sports production program



**FLOOR 2**

MCKINLEY AVENUE

# the cup



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RED PEPPER RED  
TURKEY TURKEY  
PESTO PESTO  
CIABATTA

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AVOCADO  
SMOKED SALMON  
CREAM CHEESE  
CUCUMBER  
BAGEL

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SIGNATURE DRINK:

## the dirty hippie

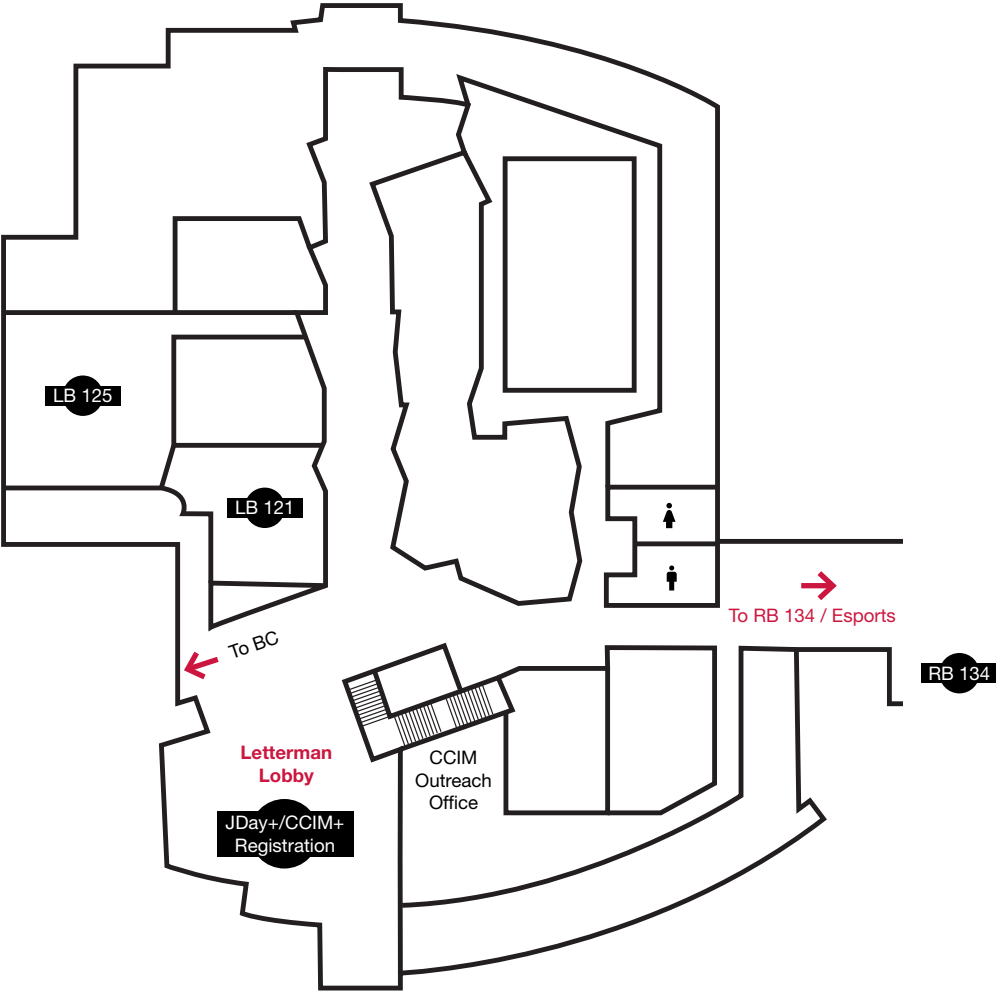
- chai
- espresso
- milk



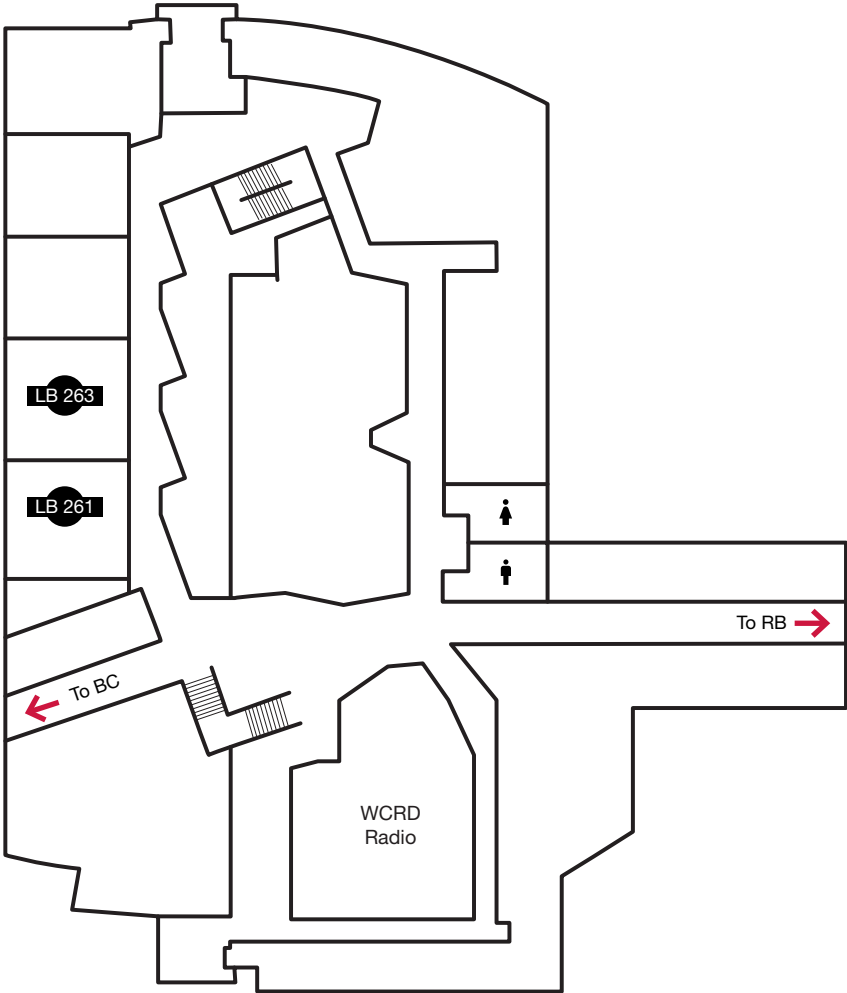
# LETTERMAN BUILDING (LB) FLOOR SCHEMATIC

## ROOMS: LB LOBBY, 121, 125, 261, 263; RB 134

- **LB 104** – CCIM Outreach office
- **Letterman Lobby** – Meeting and lounge area for schools
- **LB 125** – Main entrance door is off the hall leading toward the back doors
- **RB 134** – Ball State Esports competition lab – continue walking north through the Letterman Building into the Robert Bell Building – RB 134 will be the first room on the right
- **DID YOU KNOW?** David Letterman, Ball State’s most famous alumnus, was a fixture in millions of households as a late night talk show host from 1982-2015. He is also a television and film producer, and co-owner of Rahal Letterman Lanigan Racing (RLL) – which sponsors two Ball State Esports scholarships!



**FLOOR 1**



**FLOOR 2**

----- MCKINLEY AVENUE -----



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# AROUND CAMPUS

## CONFERENCE SESSIONS

### ▶ A. CCIM BUILDING COMPLEX

AJ, BC, LB AND RB BUILDINGS

*Session speakers and presentations*

### ▶ B. EMENS AUDITORIUM

EMENS AUDITORIUM

*Keynote speaker presentation*

## CAMPUS DINING

### ▶ 1. NORTH DINING HALL

NORTH DINING HALL

*Starbucks, Chick-fil-A, Boar's Head salads and sandwiches, pizza & pasta, all-day breakfast, bbq, desserts, allergen free*

### ▶ 2. ATRIUM FOOD COURT

ART & JOURNALISM BUILDING

*Rotating Kitchen, Papa John's, Boar's Head, McKinley Grill, Vivimos Fresh Mexican Grill, soup, desserts*

### ▶ 3. WOODWORTH DINING HALL

WOODWORTH COMPLEX

*Soup & sandwiches, Asian cuisine, salad bar, burgers, pizza, chicken tenders, pasta bar, drink station, & desserts*

### ▶ 4. TALLY FOOD COURT

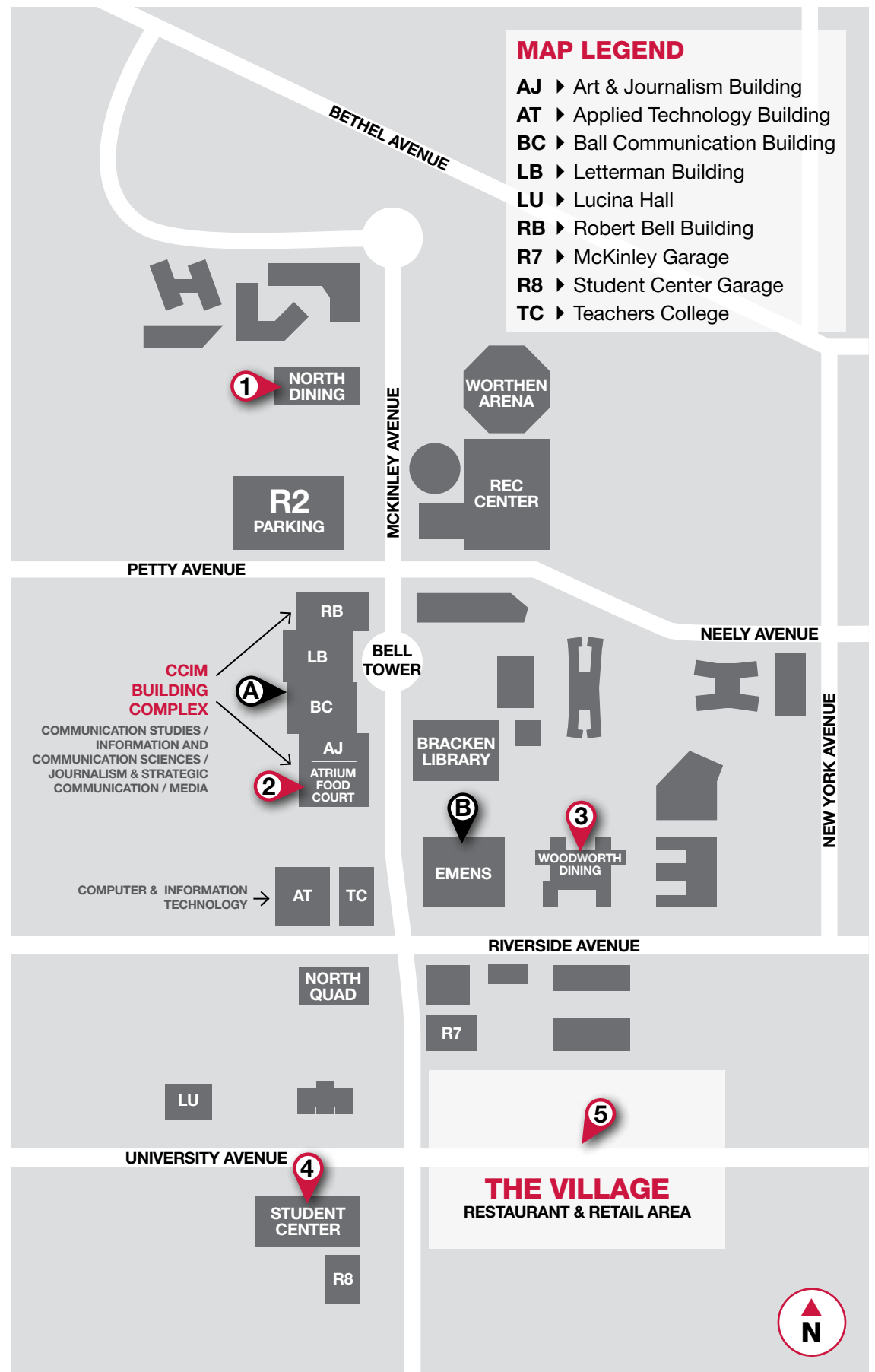
L.A. PITTENGER STUDENT CENTER

*Starbucks, Taco Bell, salad and soup bar, grill, homestyle station and stir fry*

### ▶ 5. THE VILLAGE

UNIVERSITY AVENUE

*Brothers Bar & Grill, Chavas, Greek's Pizzeria, HotBox Pizza, Insomnia Cookies, Jacks Doughnuts, Jimmy John's, D-Ice Cafe, Roots Burger Bar, The Cup, Yats*





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# IHSPA

INDIANA HIGH SCHOOL PRESS ASSOCIATION

## SAVE THE DATES

- SATURDAY, AUG. 17  
ADVISER RETREAT
- THURSDAY, SEPT. 19  
EDITOR WORKSHOP
- FRIDAY, JAN. 31  
STATE CONVENTION

DETAILS AT  
[IHSPA.NET/EVENTS](https://ihspa.net/events)

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