



2019 Pro Session Titles and Descriptions

10 Ways to Find a Story in School

John (JJ) Murray

Schools are full of stories waiting for you to tell them. This session will break down methods professionals use to find facts, sources and the characters to make your story impactful for your audience. We will discuss covering hard news, features, sports & a variety of school organizations.

Add a Game Show to Your Broadcast

Jamie Chuvén and Johns Creek High School

Does your audience get bored watching the same morning show every day? Johns Creek High School will share how they attracted more interest to their show by adding a game show to their live broadcast. Learn how to select appropriate games, choose talent, and what it takes behind the scenes.

Anchoring & Reporting: Honing Your On Air Presence

Wesleigh Ogle

Learn how to improve your on air presence from a local news anchor and reporter. Wesleigh will teach you the techniques she's learned over the years, and help you with YOUR delivery. She'll bring scripts for you to read, and give you live feedback, practice and instruction. Feel free to bring a video of your reporting or anchoring for her to critique.

Ask Me (Almost) Anything: How to College (And What Professors Really Love and Hate)

Les Rose

Les went from CBS News to Newhouse School at Syracuse University. He will share what classes full of Freshmen and Seniors have in common, and how to "manage" your professors.

Best of the "Everybody Has a Story" CBS News Stories with Steve Hartman

Les Rose

Whether you are seeing these for your first or 50th time, you'll learn how to get great stories from random strangers. They use a dart, a map, and something called a "phonebook" to find a great story.

Broadcast Teachers Unite: Starting and Re-Energizing Your Program (For Teachers)

Dave Davis and Karrie Smythia

A teacher-only session for those just starting a program, and for experienced teachers in need of some fresh ideas. Let's examine what we can do to make our programs fresh, contemporary and vital for our school and community cultures by focusing on creating great content. This teacher-only session is 50% how-to, 50% why-to, and 100% about YOU, the person leading the charge in your classroom.

Broadcast Writing Drills

John (JJ) Murray

Broadcasters write differently for television and news. They also write differently for the teleprompter. This session will present hands-on writing worksheets for the classroom. You'll spend time with exercises on newsworthiness & word usage, formatting names, titles, numbers, etc. Plus, learn how to make one word do the work of two, three or four!

Camera Ready: On The Go Makeup Skills

Katelyn Rivera

You want to look your best for the camera but do not necessarily have the time? Have no fear! This session will show you the most impactful makeup skills to create the look you desire while being punctual, professional and of course, flawless for the camera lens.

Conducting The Best Documentary Interview Ever

Ken Kebow

In the world of documentary, capturing a compelling and powerful interview is key to creating an effective program. This session focuses on five simple, yet powerful interview tips that can be the difference between an average interview and a very powerful and engaging conversation.

Create Better Short Films

Jim Guarasci

This session discusses how to write, shoot and edit short films and other creative content, emphasizing the importance of making an emotional attachment with your audience. For examples and inspiration, we will break down some of the high school student-produced films seen on BECON-TV's television show *Short Cuts*.

Create Your Own Emmy Winning Stories

Dean Staley

An examination of a variety of Emmy Award winning stories and why they work. We will focus on how they are structured, what techniques are used to make the content compelling, and the single aspect they all share that sets them apart from other stories.

Daily Grind - More Than Boring Morning Announcements

Carlsbad High School Television

Morning announcements can be boring. In this session Carlsbad High School students will share strategies for producing a compelling daily, live broadcast that includes live guests, interesting stories, live entertainment, live remotes and audience interaction. Learn how to involve the audience while producing a fast-paced award-winning professional broadcast.

DC's Legends of Tomorrow - Post Producing a Network Heavy VFX Show

Grant Bochantin

Take an in-depth look at what it takes to post produce the network television hit show DC's *Legends of Tomorrow*. From the basics of the post process to the workflow of heavy VFXs, we will take a look at everything that goes into getting the show on the air.

Different Strokes for Different Folks

Ken Stone

There is no "best" way to tell a story. There are lots of good ways. When an organization asks you to make a video and "tell their story," how do you decide the best approach for them? We'll look at storytelling with narration, no-narration, POV (point-of-view) and other techniques.

Feature News Stories: Shooting, Writing and Editing

Wesleigh Ogle

When should you put a mic on your subject? What should you begin your story with? Who should you talk to? Wesleigh will help you create the best Feature News Story, from shooting to writing to editing. She'll show you some of her recent examples, and tell you what she likes and what she'd do differently. Feel free to bring a flash drive with a feature story you'd like her to critique.

Feedback that Works: Evaluation by Measurable Objectives (for Teachers)

John (JJ) Murray

Tired of subjective feedback? Turn it into objective feedback with specially-targeted areas to teach students tips to improve production quality. This session helps you create a rubric-friendly or proficiency rating objective evaluation system to customize. See ways to give specific feedback in the areas for writing, photography, audio & editing techniques. We'll also discuss post-show meetings and discrepancy reports.

Finding a Positive Mindset

Jacki Romey and Ken Kebow

Each year STN sponsors the Collaborative Documentary Film project that pulls together students and schools from all over the world. Each team contributes a story based on a theme and collaborates using Google Hangouts and Drive for sharing and feedback. This year, the theme is: *Finding a Positive Mindset*. After the film premier, participating students will discuss the process.

GoPro Boot Camp

Rick Loughery and Hunter Clark

Join the pros from your favorite action camera brand for a rousing session on tricks you can use to get the most amazing video with a twist on perspective, angle and movement.

How Social Media Changed the Game

Jamie Yuccas

This session will explore Twitter's effect on how journalists work, and how it now shapes the conversation.

How To Make An Award-Winning Student Film

Tom Oliva

How can you get your film accepted to film festivals? This course will dive deep into some of the 2018 AAHSFF award-winning films and how they won the hearts and minds of the judges. If you are a serious student filmmaker, you've got to see this!

How to Turn Your Classroom Into a Newsroom (For Teachers)

Mark Lodato and Alexis Trujillo

We know that hands-on learning is essential when students have to create and edit content. The key is figuring out what steps to take to ensure our students combine creativity and efficiency. This session will help you facilitate a productive classroom that resembles a newsroom.

How Trump's Secret Trip to Iraq Became Not-So-Secret

Noah Gray

A lot of planning and logistics goes into Presidential movements and trips - whether it's to an in-town dinner, an out-of-town campaign rally or a secret overseas trip to a warzone. Learn about traveling with the President as a member of the White House press corps, and how a secret trip became not so secret.

Internship 101

Sara Smart, Kara Strickland, Jordan Elder, Chelsea Osei and Aaron Sortal

With college coming up in the future an internship is something that may be on your radar. A few of the STN Interns share their experiences as Interns with STN and their other internships over the years. They also give advice as to how to become an intern and the steps to take throughout an internship.

It's OK To Screw Up: Why Getting It Wrong Is a Good Thing

Jennifer Hoff and Mike Soe

Everyone will make mistakes on live TV, but it's where you make them that matters. Trust us. We'll unearth our own blunders so you can learn why it's so important to screw up – and grow-up in a small market.

Let's Fix It!

Carly Danek and Ken Stone

Bring us your stories and projects for in-person feedback. Ken knows writing, Carly knows shooting and editing - together they will joyfully give you thoughts and ideas to improve your videos.

Let's Talk Tech

Learn about production technology trends for the coming year and then take part in the Q&A with your questions, issues, struggles or triumphs with technology. This will be an interactive session and discussion where the participants will come together with ideas to benefit everyone.

LIVE From Your School: Learn the Ins and Outs of Live Sports Broadcasting

Judah Brody, Jacob Vampola and Ben Bishop

Has your school ever had a big rivalry or playoff game that you thought about bringing to a wider audience? Even as a beginner you can learn how to incorporate scorebugs, corner graphics, instant replay, video overlay, and countless other features into quality internet livestreams for all your fans to see.

Local News and The Storytelling Blues

Les Rose

Stories shot in a day that have heart, humor and a whole lot of soul! How to anticipate, create, and accelerate your storytelling at the speed of news.

Mastering International Video Production

Aliya Candeloro and Lee Giat, Eurasia Foundation's US-Russia Youth Media Exchange Team

Through the US-Russia Youth TV Bridge, Eurasia Foundation brings together teams of high school students who work together to create, edit, and publish original content about various social issues. Join us to learn about cross-cultural communication tips from the participants, listen to their travel stories and explore challenges and benefits of working remotely. You will also find out how you can participate in future Youth TV Bridge episodes and compete for your chance to become the next anchor team!

Narrative Structure in Nature and Film

William Michael Linn Ph.D

The deepest narrative structures in the human brain have been conditioned by natural cycles—day and night, summer and winter, life and death. This session uses examples from popular films to survey major world myths and narrative models in cycles of nature.

Next Level Anchoring

Dean Staley

Students will be given the opportunity to practice and critique their peers' work. A discussion of techniques for anchoring will give students new skills to use during a long and successful career in broadcasting.

No Video? No Worries. Time to Get Creative!

Carly Danek

You have an interesting story, but no video to support what you want to say. We'll tackle ideas on how to use still photos, websites, file video, text and effects to help tell your story well.

Packing a "Go-Bag"

Jamie Yuccas

Tips and tricks of being on the road 80% of the time and how you can be ready to go all the time.

Performing the Live Interview to Perfection

Stacey Woelfel

There is nothing more stress-inducing than going live to interview a source. Many things can go wrong, from asking the wrong questions to making it just plain boring. This hands-on session walks students through the steps to prepare for and execute a live interview producers and viewers alike will love.

Pitches that Write Themselves

Jamie Yuccas

How to garner the strength of your own network and come up with interesting stories.

Planning Live or Remote Projects

John (JJ) Murray

Your video magic doesn't just appear out of nowhere. It takes a ton of planning to pull off a location event. This session discusses location/site checks, permits, licenses, budgets, equipment & crew needs. You'll be amazed how good planning helps the production process.

Produce Like a Pro

Scott Collins

Your newscast should be more than talking heads and packages. Learn the tricks of the trade from a former TV news producer. This session will look at ways to strengthen your editorial content and make it more attention grabbing.

Producing Powerful Films on a Budget

Lee Giat

When it comes to telling a compelling story, most young filmmakers are limited by their budget. Whether it's \$1000 or \$1, there are many ways to successfully create your next great short film. By first understanding your strengths, resources, and screenplay, you'll be able to plan your production seamlessly.

Promoting Inclusion through Reporting & Storytelling

Sara Prescott, Special Olympics Unified Champion Schools

Special Olympics, along with their content and media partner CLICKON, brought together a Unified pair involved with STN on their school campus and traveled to LA to kick off a comprehensive documentary mentorship program. Learn how you can transform your STN club and work together to promote inclusion.

Propaganda v Fake News

Todd Bateman and Tyler Ashburn, ESE Networks

This informative Session will examine types, historic examples and current examples of propaganda. Session will be interactive with plenty of discussion time during and after presentation. By examining the characteristics of propaganda attendees will have a more informed basis in which to discern news worthy events and the feared FAKE NEWS!

Sequences!

Carly Danek

Wide, medium, tight, super tight, action, reaction - we will break down the basics of sequences and learn how to make yours better.

Show Don't Tell: The Golden Rule of Engaging Your Audience

Tom Oliva

Whether making a documentary, narrative or even experimental film, it's essential to remember the golden rule of engaging your audience... *Show Don't Tell*. Film is a visual medium. What your audience sees on the screen will have a greater impact than anything that is said. This course will illuminate the techniques you need to give your audience a true visual experience while communicating your story.

Sound Advice, Lighting Twice, and Roll the Dice

Les Rose

Going from good to great in your storytelling can be as easy as the details. But the details can be tough! Les' favorite tips, tricks, and how trash bags make the best rain gear.

Sounds Like a Story: Jump Into Podcasting

Dave Davis

Find out how one of the nation's oldest scholastic TV shows took the leap into podcasting, and hasn't looked back. For teachers, it's an ideal way to keep more kids on task. For students, it's a wide-open format where you can truly have a voice.

Sports Broadcasting: The Top 4 Roles

Katy Temple

You say you want to be in Sports Broadcasting? Well, there are many roles and we will discuss four of them so you know what direction you want to take: Sports Anchor, Sports Reporter, Sideline Reporter, Play by Play Announcer.

Starting Up a Podcast

Kevin Patterson

Interested in podcasts but not quite sure how to create one of your own? Learn the fundamentals of how to produce and publish your own podcast series.

STN Student Roundtable

Paul Kass

STN is the *STUDENT* Television Network and we want to hear from you. Come to the Student Roundtable and have an opportunity to share what you would like to see STN do next and to network with other students at the convention.

Storytelling Through Sports Reporting

Ted Madden

Sports fans love sports stories, but how can you make those stories interesting for everyone? We'll look at how to make your packages relatable for non-sports fans, whether they feature high school athletes or professionals.

Take Control of Your DSLR Settings

Jim Guarasci

Break free from the automatic settings of your DSLR and go manual for better control of the look and feel of your videos/films. This session discusses apertures, iso settings, focal lengths, shutter speeds, manipulating depth of field and more.

The Art of the Pitch

Jeremy Menard

All great television shows start as an idea. This session will discuss the process of taking a concept and developing it into a professional pitch. Learn how proper planning can lead to on-screen success. Students are encouraged to bring show ideas, ask questions and interact with other audience members.

The Right Way to Write

Jaimee Rashbaum

TV news writing is its own skill that's different than writing for school or newspaper. This session will be a hands-on lesson on writing engaging and conversational scripts. We'll take some real world examples and practice script writing for your school broadcasts.

They Teach That LIVE

Kevin Patterson

Come watch a live recording of the podcast series They Teach That featuring conversations with STN Students of the Year.

Three Tricks for Great Stories

Dean Staley

There are tried and true structures, elements, and techniques for putting them together that will make any story good, and some stories great. You will watch Emmy award winning stories and learn from the pros what ingredients and techniques brought them to life.

Tips for Starting your On-Air Career

Peter Johanns

This session will provide tips and techniques for pursuing and developing an on-air career. A focus will be placed on skills required for entry-level positions in news, sports, weather and entertainment.

TV News Producer: What Do You Do?

Jaimee Rashbaum

TV news producing - what does it really mean? Let's talk about what a day in the life of a news producer is really like. We'll talk about everything from schedules to writing to anchors and more. Come with questions!

Two Dozen Steps to Help Beginners Shoot and Edit Like the Pros

Stacey Woelfel

There are 12 simple shooting techniques and 12 easy editing approaches that will give your TV or video story a professional edge. Come ready to take notes as you see these steps in action. This presentation is for beginners just learning video and audio.

University Selection Simplified

Ken Stone

The best school is not necessarily the one with the most toys. As a former college instructor and career advisor, Ken will talk about the things you should look for when you start looking for your "perfect" school – things that schools often NEVER talk about.

Voiceover Demystified

Jill Perry and Whitman Buechner

Get familiar with the basics of voiceover, take away key vocabulary, hardware and software recommendations, booth setup, and advice on further education with Jill. Q+A at the beginning of the session. Let's make sure we cover what YOU want to know as well as the heart of the matter.

What My Broadcast Teacher Never Told Me

Ken Stone and Jennifer Hoff

Ken was Jennifer's broadcast instructor in college. She is now a successful TV news anchor reporter in a Top 25 market. But, what didn't he tell her about the biz? What did he tell her that she didn't listen to? 12 years later, Jennifer and Ken will sort it out!

Write and Wrong

Ken Stone

About one half of what your English teacher is teaching you about writing is WRONG – well, when it comes to writing for video and audio. Instead of the ABCs of good writing, learn the four Cs!

Your Personal Brand

Jamie Yuccas

Discover who you are first and then how to bring yourself into every project you create.