

OPENING SESSION

10 a.m. – University Theatre

Welcome:

Dr. Jamie Byrne, director, School of Mass Communication

Dr. Christina Drale, acting dean, College of Professional Studies

Keynote address:

Why Journalism Matters: Andrew DeMillo, The Associated Press

Awards Ceremony:

Sonny Rhodes, School of Mass Communication

FIRST SESSION

11 a.m.

The ABCs of News Reporting: Kelly Kissel, DSC A

Facts on Freedom: Where Do Student Press Rights Start and Stop?: Jennifer Garner, DSC C

Yearbooks That Wow!: Allen Loibner, DSC D

So, You Think You Need a Web Site?: Lance Turner, Stabler 702

Roll Tape! TV News Production: Dale Zacher and David Weekley, SH 707 (TV Studio)

SECOND SESSION

Noon

Column Writing Tips from the Mahatma: Frank Fellone, DSC A

Putting the U in CommUnity JoUrnalism: Malcolm Glover, DSC C

Blogging and Social Networking: Amy O. Barnes, DSC D

So, You Have a Web Site, Now What?: Lance Turner, Stabler 702

Roll Tape! TV News Production: Dale Zacher and David Weekley, SH 707 (TV Studio)

Editors Supersession: Taylor Bradley, Forum executive editor, DSC 201J

Advisers Roundtable: Stabler 705K

The symposium ends at 12:45 p.m. Have a safe trip home!

SPJ and the School of Mass Communication are indebted to the presenters for generously sharing their time and talents.

DSC = Donaghey Student Center

SH = Stabler Hall

Amy O. Barnes has more than 20 years' experience as a broadcast journalist – as a producer, reporter, anchor and assistant news director at KATV and KARK in Little Rock – and more than 15 years' experience in the public relations profession, first as public relations director at Arkansas Children's Hospital, then as executive director of communications at the University of Arkansas at Little Rock. She received her master's in journalism from UALR in 1998 and recently joined the faculty in the UALR School of Mass Communication as an assistant professor. The recipient of several journalism, broadcast and public relations awards, Barnes became an accredited public relations professional in 1998 and has served on the executive board of the Arkansas Chapter of the Public Relations Society of America for more than seven years, including as its president in 2003. She is the immediate past-chair for the Southwest District of PRSA, representing more than 2,000 members in six states.

Atlanta, Ga., native **Andrew DeMillo** is the Capitol correspondent for the Little Rock bureau of The Associated Press and president of the Arkansas Pro Chapter of the Society of Professional Journalists. DeMillo has a degree in sociology from the University of Georgia. During his time in school, he worked as a reporter and editor for *The Red & Black*, the independent daily student newspaper at UGA. He also worked as a freelance reporter for the *Atlanta Journal-Constitution*. DeMillo began working for the *Arkansas Democrat-Gazette* in 2002 and for The Associated Press in 2005. He writes a weekly news analysis column, *Arkansas Perspective*, named best column this year by the Association of Capitol Reporters and Editors. DeMillo lives in Little Rock with his wife and UALR journalism graduate student, Hilary DeMillo.

The deputy editor of the *Arkansas Democrat-Gazette*, **Frank Fellone** has been a newspaper journalist since 1977. Employed at the *Democrat-Gazette* since 1980, he has been a reporter, photographer, editor and nearly anything else you can name on a newspaper staff. Now the *Democrat-Gazette's* deputy editor, he writes wryly, "In addition to all the usual duties of a man in a suit, I write a monthly column for the op-ed page, and a weekly column on local traffic matters." He has three degrees, all from the University of Arkansas at Little Rock: a bachelor's in journalism, master's in journalism, and a master's in health services administration. He and his wife, Kay, have been married for 36 years. They have three sons and four grandsons.

Jennifer Garner is the journalism adviser at Lakeside High School, where she has taught and advised the yearbook and newspaper staffs for 17 years. Her staffs have earned 14 All-Arkansas awards as well as CSPA silver and gold medalist awards. She is a Master Journalism Educator and has a master's degree in journalism from UALR. On a national level, she judges yearbooks and newspapers for the Columbia Scholastic Press Association and the Michigan Interscholastic Press Association, and she serves on the board of the Southern Interscholastic Press Association. She has been active in the Arkansas Scholastic Press Association. She also finds time to write professionally for local non-profits and businesses. Along with her co-author, Dr. Bruce Plopper, she recently earned the Laurence Campbell Research Award for a paper titled "The Effects of a Student Press Law on the Content of Student Newspapers."

The local news anchor and reporter for National Public Radio's *Morning Edition*, **Malcolm Glover** also has served as the local host and anchor of *All Things Considered*. Most notably,

while working for KUAR, Malcolm was an MTV News correspondent for the cable music network's *Choose or Lose* youth-centered campaign coverage of the 2008 elections. Glover first gained experience covering national politics in the summers of 2003 and 2004, working as a production assistant and later a field producer for the MSNBC *Hardball With Chris Matthews* program. Glover graduated from the University of Arkansas Clinton School of Public Service, where he was a member of the institution's inaugural class and received a Master of Public Service degree. Glover has worked on community development, humanitarian and advocacy projects in the Sudan, Kenya, Israel, China, and Brazil.

Having joined The Associated Press in New Orleans in 1984, **Kelly P. Kissel** is Arkansas news editor for the AP. His Associated Press employment also includes stints in Mississippi, West Virginia and Pennsylvania. His prior journalism experience includes work in the print media as a correspondent, sports writer, and managing editor, as well as experience in TV production and radio. Kissel graduated from Louisiana State University in 1984 and has worked in journalism since his senior year of high school in Baton Rouge.

An instructor of writing, journalism and photography at Pulaski Technical College, **Allen Loibner**, CJE, also is director of the Arkansas Scholastic Press Association. Before taking on his current role at PTC, Loibner advised the student newspaper, yearbook and literary magazine at Wilbur D. Mills University Studies High School in Little Rock. Loibner has worked as a newspaper reporter, photographer and editor in Arkansas and Texas.

Since 2000, **Lance Turner** has been Internet Editor for Arkansas Business Publishing Group of Little Rock, which produces more than 20 weekly, monthly and annual magazines and newspapers in Arkansas. He oversees news content for ABPG's Web sites, including ArkansasBusiness.com. Through ABPG's news partnership with Gannett Co.-owned Little Rock CBS affiliate KTHV-TV, Channel 11, he appears for business news reports on *Today's THV at Noon* and *Today's THV This Morning*. He is also a panelist on AETN's weekly public affairs program, *Arkansas Week*. Turner graduated with a bachelor's degree in journalism from Arkansas State University in 1999. He blogs on new media and business at LanceTurner.com.

David Weekley has more than 25 years' experience in almost every phase of video production. He spent eight years in Australia, where he produced corporate videos for clients such as Kodak, Builders Bargain Centre, Reliv Australia, and Sigma Data. Back in the States, he worked for companies such as Fox News, ESPN, Court TV and Thomas Films. From 1996 to 1998 he wrote and produced commercials and infomercials for Ron Sherman Teleproductions. Since 1998 he has been on the faculty in the School of Mass Communication at the University of Arkansas at Little Rock.

An assistant professor in UALR's School of Mass Communication, **Dale E. Zacher** worked eight years in radio and television news in Minnesota and North Dakota, and in government and political public relations. He earned his master's and Ph.D. degrees from the E.W. Scripps School of Journalism at Ohio University. A book based on his award-winning dissertation about the Scripps newspaper chain's coverage of World War I, *The Scripps Newspapers Go to War, 1914-1918*, was published last year by the University of Illinois Press.