



NORTHERN ILLINOIS NEWSPAPER ASSOCIATION

NOVEMBER
WEBINAR:
'FACEBOOK FOR
JOURNALISTS'
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New day, new time for Fall Conference

Annual awards program set for Wednesday, Oct. 21

NINA's upcoming Fall Conference and Awards Banquet features a change in date and format from previous years.

Rather than an all-day Friday event, this year's event will be a dinner Wednesday, Oct. 21, featuring a keynote speaker, followed by the annual awards presentation.

Given the economic condition of most newsrooms, the NINA board decided that an all-day event was not practical for most member newspapers this year.

"As newspaper editors, NINA board members are as aware as anyone of the struggles our industry is facing. Staffing, time and money are all in short supply these days," said Pete Nenni, NINA president. "The change in the day and format for our annual Fall Conference is in recognition of those constraints. We hope it provides the flexibility needed to allow many people to attend this worthwhile event."

The evening's keynote speaker had not been finalized at press time, but will be announced soon on NINA's Web site and Digital Ink blog (www.ninaonline.org).

The entire event will be held from 6 to 9 p.m. at Ellington's dining room in the Holmes Student Center at Northern Illinois University in DeKalb.

The contest saw a slight increase in entries overall this year, despite the economic hardships in the business. In a cost-saving measure, winners will be

NINA FALL CONFERENCE

When: 6 to 9 p.m. Wednesday, Oct. 21.

6-6:30 cash bar

6:30-7:15 dinner

7:15-8 keynote speaker + Q&A

8-9 awards presentation

Where: Ellington's, Holmes Student Center, NIU-DeKalb

Cost: \$45 for the first attendee from a member newspaper; \$20 for each additional attendee.

Registration deadline: Wednesday, Oct. 14. See the enclosed form, or download it at www.ninaonline.org.

Parking: \$5. Use the NIU visitor lot. From Lincoln Highway (Ill. 38), turn south on Carroll Ave.

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If it's called the
USA Today, why
is all the news
from yesterday?
BAM. Busted!



Stephen Colbert
"The Colbert Report"

**'DIGITAL INK'
BLOG**
www.ninaonline.org

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Route to:

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- Managing Ed.
- Newsroom
- Advertising
- Circulation

given certificates rather than plaques, said Dirk Johnson, NINA executive secretary.

"The real value of a NINA award is an enhanced resume, not the hardware," Johnson said.

That also allows NINA to reduce its Fall Conference registration cost from previous years. This year, it's \$45 for the first attendee from a member newspaper and \$20 for each additional attendee. Individual members can attend for \$20.

Registration deadline is Wednesday, Oct. 14. The registration form is included inside this newsletter, or you can download it at www.ninaonline.org.

'Facebook for Journalists' Webinar set for Nov. 12

NINA members can receive a 40-percent discount on the Nov. 12 Poynter Institute Webinar, "Facebook for Journalists."

The hour-long, live Webinar is part of NewsU, Poynter's online selection of training courses.

"Facebook isn't just for personal status updates and reconnecting with high school friends," the NewsU site states. "It's also a valuable journalistic tool. Facebook in your news organization can reach new readers, enhance storytelling and engage an online audience."

Instructor Ellyn Angelotti will cover:

- Developing a Facebook strategy for your news organization
- Avoiding common ethical potholes
- Using Facebook to find sources
- Building relationships with your audience

- Starting conversations with your audience.

The Thursday-afternoon Webinar runs from 1 to 2 p.m. Central time. Poynter is discounting its regular \$24.95 price to \$14.95 for registrants who are NINA members or who work at NINA member newspapers. The registration link will be posted on NINA's Web site and Digital Ink blog. Users need to register with NewsU, and you'll also need a promo code to receive the discount. For that, contact Jim Killam at jkillam@niu.edu or 815-753-4239.

Course link: http://www.newsu.org/courses/course_detail.aspx?id=nwsu_facebook09

Tips for producing better video

From our Digital Ink blog: Notes from NINA's June 11 cross-training workshop. This is from a presentation about producing video and audio, by Chris Soprych and Billy Kulpa of the Rockford Register Star.

Find the right story. Generally that's NOT a meeting story. When you can, do video stories because they're fun. (An example shown was a reporter attempting to eat a restaurant's BLT sandwich that contained a full pound of bacon.)

Do a pre-interview. This gets your subject comfortable talking to you before the camera is rolling.

Edit yourself before and during your shoot. Don't shoot too much video. That equals long editing time. Keep your stories narrowly focused. Whenever possible, know your story's beginning, middle and end before you shoot it.

Audio is the most important component of video. Use headphones when videotaping, so you will hear the sounds as it will sound on the tape. This can head off disasters.

Also on audio: Be aware of intrusive sounds as you're doing an interview. Fans blowing, people talking in the background, etc. Most camcorders can't adjust the ambient sound levels.

Compose your shots before you shoot them. This cuts editing time.

When shooting B-roll (non-interview clips that show context at a scene), make each clip at least 20 seconds.

Always get permission from your subjects to post video of them to the Web. Tell them what your story includes – print, electronic, audio, video. They should know how you will use their information.

Use a tripod for all but the most urgent, breaking news – and even then, try to use one. "Unless you are jumping out of a plane, you must use a tripod."

NINA's Digital Ink blog can be found at www.ninaonline.org.

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High school seniors win scholarships

NINA honored five talented student journalists this spring in its 12th annual Northern Illinois High School Journalist of the Year Scholarship competition.

A total of \$1,400 in scholarships was awarded, including \$1,200 from NINA and \$200 from The Daily Herald.

NINA also received a \$100 contribution to this year's scholarship fund from an anonymous donor.

NINA established the scholarship competition in 1997 to recognize outstanding achievement by high school students in the field of print journalism. In recent years, the competition has been expanded to include students involved in online journalism. Scholarships are presented to high school seniors who demonstrate the standards of honesty, integrity, attention to detail, hard work creatively and an understanding and commitment to quality community journalism.

NINA judges selected this year's winners from a field of 30 applicants.

"Even with all of the changes now taking place in our industry, it's very gratifying to see so many talented students interested in pursuing a career in journalism. It's a very positive sign for the future," said John Etheredge, NINA scholarship coordinator.

And as in previous years, NINA judges found it difficult to choose the winners, Etheredge said.

"We've held the scholarship competition now for 12 years and each year the judges have enjoyed reading through all of the portfolios, but it's always been a real challenge selecting the winners," he said. "Many of the applicants are already producing professional-quality newspapers and articles. This year's field of applicants was no different. We look forward to the day when we see these aspiring journalists working in our newsrooms."

NINA and its member newspapers have awarded \$16,400 in scholarships since starting the scholarship competition in 1997.

The scholarship committee extend its thanks to the NINA Board and the Northern Illinois University's Department of Communication staff for their continued support and assistance with the program.



FIRST PLACE

Emily Busse
Prospect High
School
Mt. Prospect

**'A gift for writing,
storytelling'**

In selecting Emily Busse as the 2009 Northern Illinois High School Journalist of the Year, NINA judges took note of her outstanding work as a reporter and editor for her student newspaper, The Prospector, and as a contributing news writer for The Daily Herald.

NINA judges were especially impressed with the versatility Busse showed in writing professional-quality editorials, columns, news articles and features.

NINA judges also took note of recommendations from staff and administrators at Prospect High School that were included in Busse's portfolio.

Jason Block, Busse's faculty adviser at The Prospector, wrote: "Emily has a gift for writing, and more specifically, for storytelling that leaves her readers looking forward to her next article. In my five years advising our publication, I have never had a staff member who has had such a loyal following of readers. ... Without hyperbole, Emily is one of the finest writers and journalists I have had the pleasure of teaching."

Kurt Laasko, Prospect principal, noted he has been interviewed several times by Busse and was impressed with her commitment to finding the truth.

"Her attention to detail and her concern for accuracy lead her to produce lucid pieces that never fail to illuminate the topics she explores," Laasko wrote. "Indeed, you would be hard pressed to find a more competent or accomplished high school journalist."

Busse plans to continue in her journalism education at the University of Iowa's School of Journalism/Honors Program.

Busse received a \$600 scholarship from NINA and \$150 from The Daily Herald.



SECOND PLACE

Maya Kosover
Evanston Township
High School
Evanston

**'Her efforts
are vital'**

Maya Kosover was selected for a second place award on the strength of her work as a staff member and editor for her school's award-winning student newspaper, The Evanstonian.

NINA judges took note of Kosover's work as a sports reporter and editorial writer.

In his letter of recommendation, Kosover's adviser at The Evanstonian, Rodney Lowe, described her as a natural leader who immediately took charge in both his honors journalism class and while working on the paper.

Lowe noted, "Maya is involved in all aspects of newspaper production, including writing the covenant editorial that is read with particular interest by the superintendent as well as members of the school board. ... Simply put: Her efforts are vital to what has now become a tradition: the success of the Evanstonian newspaper."

In her autobiographical essay, Kosover recalled how her mother forced her to take journalism as a sophomore.

"I complained, I begged, I nagged—anything to get me out of that class; I thought how boring it would be to writing for a newspaper," she recalled. "My opinion quickly changed only after being in the class a couple of weeks."

Kosover now eyes a career in the field. She wrote: "There is no doubt that I will become a journalist. As of now, I'm having trouble deciding whether I will focus on sports coverage or editorial writing. I would have no problem writing for a local newspaper or school newspaper, covering sports in the area. ... Eventually, I want to be the one that controls what my publication produces."

Kosover received a \$400 scholarship from NINA.

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CALENDAR

Wednesday, Oct. 21

• NINA Board meeting, 5 p.m., Northern Star, NIU.

• Fall Conference and Awards Dinner, 6-9 p.m., Ellington's, Holmes Student Center, NIU-DeKalb .

Thursday, Nov. 12

Poynter Webinar: Facebook for Journalists. \$10 discount for NINA members (see page 2).

Friday, Dec. 4

NINA Board meeting, NIU.

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THIRD PLACE

Allison Mooney
Neuqua Valley High School
Naperville

**A 'complex,
penetrating' writer**

NINA judges selected Mooney for a scholarship based on her work as an editor for Neuqua Valley's student newspaper, The Echo, and as a teen columnist for a community newspaper, Positively Naperville.

NINA judges also took note that Mooney won "Best Print Journalist" and "Grace Under Pressure" awards at a University of Missouri Journalism School workshop last year.

In a letter of recommendation, Mike Rossi, an advanced placement English teacher at Neuqua, described Mooney as a rare student "who views education not as a means to an end, but an end itself."

"As a writer, she is complex, penetrating, and

incisive, consistently matching the profundity of her prose with an elegance of expression," Rossi wrote. "It is easy to recognize that Allie is in love with words—not their mechanical or florid employment, but the art of selection and assembly."

Mooney received a \$200 scholarship from NINA and \$50 from The Daily Herald.

HONORABLE MENTIONS

Corinne Chin
Glenbrook South High School, Glenview

Chin was honored for her work as editor-in-chief of The Oracle, the award-winning student newspaper at Glenbrook South High School. Judges took note of both the high quality of the paper and Chin's work as a reporter and editor.

Jamie Sloan
Evanston Township High School, Evanston

Sloan was selected for an honorable mention based in large part for her work as an executive editor for The Evanstonian. Judges were especially impressed with editorials she wrote with her co-editor concerning two student dances at the school that are separated by race and wealth.