

BALL STATE UNIVERSITY

COLLABORATION

ORGANIZATIONAL LEADERSHIP

COMMUNICATION

INTERPERSONAL SKILLS

DIGITAL MARKETING

STRATEGIC THINKING

BUSINESS WRITING

INTEGRATION

**JDAY / CCIM+**

FRIDAY, APRIL 29, 2022



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# LETTER

— FROM THE —

# DIRECTOR



## **“WELCOME BACK!”**

To paraphrase children’s book author Judith Viorst, what a terrible, horrible, no good, very bad couple of years it’s been! The last time we were able to hold our annual on-campus, in-person conference, some of you were in sixth grade and “Old Town Road” by Lil Nas X was Billboard’s song of the year. To say it’s been a long, rough few years would be an understatement. But through all the challenges we’ve faced, there is hope. Hope in a better future, better memories and a better life.

That’s what makes this year’s JDAY+/CCIM+ annual conference for middle and high school students and teachers so important. It’s time to celebrate and look to the future with optimism!

As you may have noticed, we expanded and rebranded our storied J-Day event as JDAY+/CCIM+, giving credence to the growing and ever-evolving world of communications. JDAY+/CCIM+ provides all the same programming and features that you’ve grown to love about this one-day, in-person event, but now includes even more hands-on, engaging sessions taught in collaboration with Ball State’s Emerging Media Design and Development, Strategic Communication, Esports, the Department of Media, Communication Studies and the Center for Information and Communication Sciences.

With sessions covering the gamut of journalism, media, communication and technology, there is literally something for everyone to learn. Our session speakers are some of the best in the industry, providing tips on how to improve your media-communication skills and insight about future careers and jobs. I cannot express how excited I am for this year’s event. The hardest part is going to be deciding which session you want to attend!

With the change in name and expansion of session offerings, we also have a change of venue! JDAY+/CCIM+ will now take place throughout the CCIM complex of buildings, which includes the Art & Journalism building, the Ball Communication building, the David Letterman Communication and Media building and the Robert Bell building. All buildings connect via the 2nd floor corridor, which is where all event exhibitors will be set up. All sessions (excluding the keynote) will be held in our regular academic classrooms and student media spaces. The keynote presentation will be held in Emens Auditorium, which is located on the northeast corner of McKinley and Riverside Avenue.

In addition to the change in name and venue, we are pleased to announce that we are also hosting our first-ever CCIM+ Career & Internship Fair in the Letterman Building lobby in conjunction with our JDAY+/CCIM+ conference! While this career fair is primarily targeted at our current CCIM student majors, JDAY+/CCIM+ attendees are welcome to meet and network with our participating employers. You never know, a connection you make today could pay dividends in a future internship or job!

Lastly, as I’m sure you are all dying to know ... when’s lunch? Lunch is on your own and should be scheduled during Session 2 (11:30 a.m. – 12:30 p.m.) or Session 3 (12:30 – 1:30 p.m.). You decide what time works best based on your session schedule. There are lots of dining options around campus, including the Atrium Food Court on the first floor of the Art & Journalism building. While there are some great food options in this food court, be advised this is a very popular lunch destination on campus and wait times can get long. Other good on-campus dining options include the new North Dining Hall, Woodworth Commons and the Student Center Tally Food Court. Of course, the Village offers some great, quick food options as well. You can find more about lunch and dining options on page 21 in the program.

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 on the second floor of the Art & Journalism building, or stop a staff member wearing one of our bright red JDAY+/CCIM+ Staff t-shirts! Charlie Cardinal may be of some help, too, but don’t count on it, LOL!

# FEATURED SPEAKERS



## OSEYE BOYD

Editor of the Indianapolis Recorder Newspaper and Indiana Minority Business Magazine, Oseye Boyd began her professional career at the Indianapolis Recorder as a full-time reporter in 2001. Her journalism career came full circle when Oseye returned to the Recorder in 2018 as editor. Under her leadership & guidance, the newsroom has tackled several issues affecting the African American community in Indianapolis through story packages and serial articles.



KEYNOTE SPEAKER

## STEVE GADLIN

Steve Gadlin is a speaker, entrepreneur, inventor, and digital marketing veteran. At present, he has drawn over 21,000 stick figure cat drawings for people all over the world. Steve leads the digital marketing team for Sennheiser. He lives in Deerfield, IL with his wife and three children.



## DEANA HAWORTH

Deana began her career as a public relations specialist at Hiron. After 20 years with the agency, Deana oversees all departments as chief operating officer. Deana was named a 2018 Woman of Influence by the Indianapolis Business Journal. She has a master's degree in public relations from Ball State University and a bachelor's degree in journalism from Franklin College.



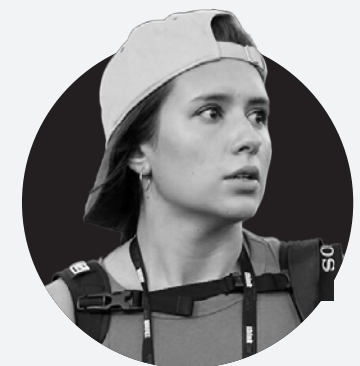
## TYLER BRADFIELD

Tyler Bradfield is an entrepreneur in the media industry. He successfully started three companies working directly with multi-million dollar organizations in a variety of industries across the country. Tyler is a storyteller by education and a creative at heart. As a 4x Emmy Award winning producer, he is passionate about good storytelling.



## SARAH LANMAN

Sarah-Anne Lanman, MJE, teaches at Munster High School, where she has advised the yearbook Paragon and the newspaper Crier for the past eight years. She is a 2021 JEA Special Recognition Yearbook Adviser, and she is lucky enough to work with some really amazing students who have won NSPA Pacemakers, CSPA Silver Crowns and IHSPA Hoosier Stars.



## GRACE HOLLARS

Grace Hollars is just a girl who likes taking pictures. She graduated from Ball State in 2019 with a degree in journalism and women's and gender studies. She's a photographer at the Indianapolis Star where she also works as a member of USA Today's Olympics photo team. This year, Grace was recognized as one of the top six best sports photographers in the world and named Indiana's sports photographer of the year.



# ADDITIONAL SPEAKERS

## **KELSEY ANDERSON**

Kelsey Anderson joined the WRTV team in September 2019. She came from Cape Girardeau, Mo., where she worked as a weekend morning anchor and reporter. Kelsey grew up in Fortville and attended Mt. Vernon schools. After high school, she attended Ball State University, where she received bachelor's degrees in telecommunications and journalism. You can contact Kelsey at [kelsey.anderson@wrtv.com](mailto:kelsey.anderson@wrtv.com) or follow her on Facebook or Twitter.

## **JORDYN BLYTHE**

Jordyn Blythe is a senior majoring in Public Communication and Political Science. She has been a member of the Ball State Speech Team since her freshman year and deeply enjoys speaking on the subjects she is passionate about.

## **LEO CALDWELL**

Leo Caldwell is an assistant lecturer in the School of Journalism and Strategic Communication at Ball State as well as a diversity and inclusion consultant with a focus on LGBTQ+ equality in the workplace.

## **DOM CARISTI**

Dom Caristi, PhD, joined the Ball State Department of Media in 1998. He is co-author of the textbook, *Communication Law: Practical Applications in the Digital Age*, now in its third edition. He was a Fulbright Scholar to Slovenia and Greece, and serves on the Board of Directors of the Indiana Chapter of the Fulbright Association.

## **TIM CLELAND**

After 13 years as a professional sports journalist in the 1980s and 1990s, Tim Cleland has spent the past 24 years as a communications teacher and boys and girls tennis coach at Delta HS (north of Muncie). He teaches yearbook, newspaper and

television news classes. Cleland is a 1987 graduate of Ball State University, where he was in the Whiting Scholars program in the BSU Honors College. He is a member of the Ball State Journalism Day Hall of Fame as well as the Indiana Tennis Hall of Fame.

## **SPENCER COILE**

Having competed in speech, and now having coached speech on the high school and college levels for a decade, Spencer Coile brings enthusiasm for this area of performance. Spencer has a rich experience with limited preparation, public address, and interpretation events and loves practicing and demonstrating these passions with students.

## **ASHLEY COKER**

Ashley Coker is an Assistant Lecturer in the Department of Communication Studies. She coached the nationally ranked Ball State Speech Team for 14 years, and is the self-proclaimed most persuasive person she knows.

## **EMILY CRESS**

Emily Cress is a 2014 PR alumna of Ball State University. Having worked both on the agency and nonprofit side of public relations with notable companies like Amazon, Blaze Pizza, Long John Silvers and Special Olympics Kentucky, Emily currently works at BLASTmedia, a B2B SaaS public relations agency in Indianapolis, focusing on media relations for technology companies.

## **AIMEE DUNPHY**

Aimee Dunphy is a 6-time Dean's List Senior student studying Interpersonal Communication and Japanese. She has been awarded the distinction scholarship for out of state students who display excellence. She is the vice president of the Japanese animation society at Ball State.

## **KATE ELLIOTT**

Kate Elliott is an educator, writer and strategist with more than 20 years of marketing and communications experience in journalism, higher education and the private sector. She is a lecturer of journalism at Ball State University, where she coordinates the Magazine Media concentration within the School of Journalism and Strategic Communication.

## **RYAN GUNTERMAN**

Ryan Gunterman, MJE, works at the Franklin College Pulliam School of Journalism where he serves as the executive director of the Indiana High School Press Association, adviser of The Franklin student media program, and adjunct professor. He is also the Indiana director for the Journalism Education Association. During his 20 years in education, Gunterman has amassed numerous accolades including a Dow Jones Newspaper Fund Distinguished Adviser, Ella Sengenberger Indiana Adviser of the Year, and Marilyn Weaver Scholastic Journalism Award winner.

## **TOM HAYES**

Tom Hayes was an award-winning sports journalist before turning to teaching. He now teaches newspaper, yearbook and magazine at Ben Davis HS in Indianapolis. Hayes likes the creative outlet of journalism and constantly looks for ways to improve content. Plus he's a Ball State grad.

## **ABBY HINES**

A 2021 Ball State advertising graduate, Abby Hines is a branding enthusiast, marketing advocate, and freelance photographer. As a Journalism Workshops alumna herself, Abby worked behind the scenes at J-Day all four years and was a previous student director of Summer Workshops. Passionate about storytelling and people, her experiences in journalism have led her to her current position at

a full-service marketing agency. When she's not at work, you can find her spending way too much money at a coffee shop or ears-deep in crafting a new playlist.

## **DAVID HUA**

Dr. David Hua is an Associate Professor of Computer and Information Technology in the Center for Information and Communication Sciences (CICS) where he serves as the Interim Director. He started his service at BSU in 1998 with University Computing Services. In 2000, he transitioned from professional staff to faculty status in the Department of Technology where he founded what is now the undergraduate Computer and Information Technology program.

## **MELISSA JONES**

Melissa believes that student involvement is pivotal to landing your dream gig post-college. By the time she graduated from Ball State in 2018, she had gained valuable experience working with the Ball State Daily News, The Broken Plate, Stance, and Compass Creative. These diverse experiences prepared her for a career at a marketing agency, where the pace is fast and the work is varied. Aside from her writing, she's known for her thrifted outfits and love for desserts.

## **LISA KEENE**

Ball State grad Lisa Keene teaches yearbook and photojournalism at Crown Point High School. She was a yearbook sales rep before she transitioned to teaching 10 years ago. Her oldest daughter is a freshman on their yearbook staff, and her youngest is on staff at their middle school. Keene is writing a book called, "Yerd."

# ADDITIONAL SPEAKERS (CONT.)

## MICHAEL LEWIS

Michael Lewis, Ball State's new men's basketball head coach, is no stranger to the sport. He was a standout guard on Bobby Knight's team at IU and served as an assistant coach at several programs including Butler and UCLA. As a coach, Lewis is familiar with the role media plays in his job, and also how important building a strong team is.

## MARY K MOORE

Senior lecturer Mary Moore has taught in the Department of Communication Studies for two decades. In addition to teaching interpersonal and presentational communication, Mary is the most successful speech director in BSU's history, winning 13 state championships, 43 national event titles, and the national 2019 team sweepstakes. She has received numerous awards for her teaching and coaching, including the CCIM's Outstanding Teacher of the Year award.

## KEVIN MOLONEY

For 21 years Kevin Moloney was a regular contributor to the New York Times covering the Rocky Mountain region. His images appeared on the Times front page 50 times, and on section fronts hundreds more. Moloney's work has also appeared in numerous other publications, including the U.S. News & World Report, Fortune, Life, Time, The Chicago Tribune, The Independent, USA Today, Elle, Marie Claire, and National Geographic publications. For 21 years Moloney was a lecturer of photojournalism at the University of Colorado Boulder. Moloney is currently an Assistant Professor of Emerging Media Design and Development at Ball State.

## SARAH MORELAND BYRNE

When Sarah was in high school, her favorite time of day was when she was writing and designing in the journalism lab. Six years later, with a degree in magazine journalism and

Japanese from Ball State University and two completed internships, she served as managing editor of Key Club magazine. Now, she's the digital media specialist for global nonprofit Kiwanis International, living the dream of getting paid to run social media accounts. (It's not as easy as it sounds.)

## DARIUS NORWOOD

Darius Norwood is a marketing & sales strategist focused on streamlining processes and optimizing go-to-market strategies at BLASTmedia, a B2B SaaS PR Agency. In his free time, Norwood also co-hosts the "All Things Career" podcast: a show full of career hacks that helps professionals climb the corporate ladder and full of frameworks that entrepreneurs can directly apply while building their business. Norwood is passionate about learning, problem-solving, improving businesses, and improving the lives of others.

## ZACH POOR

As a designer for a small full-service marketing agency, Zach wears a lot of hats. Logos, websites, social content, print pieces—he's done it all. Leveraging valuable design and leadership experiences from both high school and college, Zach secured his big-time job before he even earned his degree from Ball State in 2017. He's won several local and international creative awards and loves impacting the Muncie community through his work. In his free time, you'll find him riding his bike to ice cream shops.

## LISA RENZE

Lisa Renze is the director of the Unified Media Lab and student publications adviser at Ball State University. She serves as the vice president for the Indy Pro Chapter of the Society of Professional Journalists, and is on the board for the Indiana Collegiate Journalism Association. She regularly works as guest faculty for Associated Collegiate Press and College Media

Association conferences, including the upcoming Spring 2022 ACP event in Long Beach, California. An alumnae of the Indianapolis Star, she continues to freelance for newspapers and magazines across the country.

## ANDREW SMITH

Andrew Smith serves as the publications adviser at New Palestine High School. In addition, he is an award-winning play-by-play voice of the Indy Fuel, as well as broadcasting high school and college sports.

## MARTIN SMITH-RODDEN

Dr. Martin Smith-Rodden is an Assistant Professor of Journalism at Ball State University where he coordinates the Photojournalism sequence. For 3 ½ decades he was a photojournalist in Washington DC, San Antonio, TX, and Norfolk, VA. 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.

## NATALIE STEGER

As associate director of championships broadcast services for the NCAA, Natalie Steger manages the ESPN partnership as well as Nielsen and MUSCO Sports Lighting partnerships. She is responsible for day-to-day management of NCAA championship programming, production, operations, and sales and marketing aspects of the agreements. Steger also leads the NCAA ad standards committee that evaluates all advertising and promotional inventory for CBS, Turner, ESPN and Golf Channel championships. Previously, Steger spent 5 years with ESPN in Event Production.

## JOHN STRAUSS

John Strauss works in video and digital media with an Indianapolis foundation.

He previously taught journalism at Ball State University, was an editor and reporter in Nashville, New York City, and the wilds of Western Kentucky, and was a public television and radio producer. His specialty, aside from writing and video, is in helping people find jobs.

## LAUREN WAGNER

Lauren Wagner, MJE, advises the award-winning Zionsville Community High School Student Media program. Wagner is the current Indiana High School Press Association President and has also served as a competition judge and workshop presenter at the state and national level. She earned her Master's of Secondary Education and Bachelor in Journalism Education from Ball State University.

## PAIGE WATERS

Paige Waters teaches writing classes in the Department of Media and serves as the department's assistant chair. Before coming to Ball State in 2010, she managed client projects and wrote copy at CS Kern in Muncie. She holds an MA in Telecommunications from Ball State and an MFA in Writing from Spalding University in Louisville, KY.

## MACKENZIE WENGER

Mackenzie Wenger is a graduate of Indiana University with degrees in Kinesiology and Sport Science. Prior to joining Ball State as an Upper Division Advising team member working with students in the School of Journalism and Strategic Communication in November 2021, Mackenzie worked at Miami University (OH) and Stephen F. Austin State University, where she worked with student-athletes to help them achieve success both on the field and in the classroom.



# CAREER FAIR

## LETTERMAN BUILDING LOBBY

9 A.M. - 2 P.M.

In addition to the host of fantastic speakers and presenters at JDAY+/CCIM+, Ball State University is sponsoring the CCIM+ Career Fair for current Ball State majors and JDAY+/CCIM+ participants! Taking place in the Letterman Building Lobby from 9 a.m. - 2 p.m., come learn about media and communications professions and careers, and develop personal connections!

- Cumulus Media - WMDH NASH FM
- Dittoe Public Relations
- Hirons
- Indianapolis Recorder
- TechPoint
- Harrah's Hoosier Park
- ABC57 South Bend
- Ball State Career Center

## JDAY+ EXHIBITORS

### ART & JOURNALISM / BALL COMMUNICATION BUILDINGS, FLOOR 2

9 A.M. - 2 P.M.

Come visit our friends, sponsors, programs and exhibitors to talk shop and pick up some goodies throughout our second-floor exhibition area. Beginning on the landing of the main staircase in the Art & Journalism building, the exhibit area continues through the second-floor corridor connecting AJ with the Ball Communication and Letterman buildings.

- Herff Jones
- Jostens
- Lifetouch
- Walsworth

- Ball State Admissions
- McKinley Avenue Agency
- Digital Corps
- CIT/Applied Cybersecurity
- Magazine Media Major
- Upper Division Advising (Department of Media)
- Department of Media
- Communication Studies
- Speech Team
- Ball Bearings
- Daily News
- Byte
- Newslink
- School of Journalism & Strategic Communication
- Study Abroad



Above: Image of the Letterman Building Lobby, courtesy of Ball State Marketing & Communications

## SPECIAL SPACES

### ► TEACHER & SPEAKER HOSPITALITY LOUNGE

*Presented by Herff Jones*

#### HOLDEN CENTER FOR STRATEGIC COMMUNICATION AJ 247

Calling all JDAY+/CCIM+ teacher attendees and speakers! Come take a break and grab a sweet or savory snack in our Teacher & Speaker Hospitality Lounge, located in the Holden Center for Strategic Communication on the second floor of the Art and Journalism Building. Connect with other teachers and enjoy refreshments, coffee and drinks, courtesy of our generous sponsor, Herff Jones.

### ► ALUMNI & FRIENDS HOSPITALITY ROOM

#### LETTERMAN BUILDING ROOM 270

Welcome all alumni speakers and CCIM+ Career Fair representatives! Take a break from the hustle and bustle of the career fair to catch up on emails and enjoy some sweet and savory refreshments and drinks in our Alumni & Friends Hospitality Room, located on the second floor of the Letterman Building in room 270.

# SESSION DESCRIPTIONS

## MICRO-SESSION 1 | 8:45 - 9:15 A.M.

**Exploring Ball State** | AJ 175 | Admissions Staff

Come learn about BSU programs, opportunities and life as a Ball State student.

**Exploring Student Media** | AJ 278 | Lisa Renze & Student Leaders

Come learn about life working for college student media and to get involved.

**Exploring McKinley Avenue Agency** | AJ 289 | Betsy Meyer & Student Leaders

Come learn about McKinley Avenue, the work they do, and how to get involved.

**Exploring Student Life** | LB 125 | Ball State Office of Student Life

Come learn about ways students can connect socially, culturally and recreationally.

**Exploring Sports Link** | BC 216 | Chris Taylor & Student Leaders

Come learn about Sports Link, what they do, and how to get involved.

**Exploring Esports** | RB 134 | Dan Marino & Student Leaders

Come learn about Esports, what it is, how it works, and how to get involved.

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

### Sports Photography - Why Do My Images Suck?

Grace Hollars (Featured) | AJ 175

Why do my images suck? Creating great sports images is harder than what most people think. It takes practice, knowing your equipment, and refining your skills. This session will be about my favorite tips and tricks to take your sports photography to the next level.

### Top Careers to Consider in Media, Advertising, Public Relations and Digital—And What it Takes to Get There

Deana Haworth (Featured) | AJ 289

Join Hiron's Chief Operating Officer Deana Haworth, APR, as she dives into top careers to pursue in media, advertising, public relations & digital. This session will bring together advice and career highlights from Ball State University grads to help you choose a career path and discuss what it takes to get there.

### Reporting through a DEI lens

Oseye Boyd (Featured) | LB 269

Diversity, equity and inclusion have been buzzwords for a while, but 2020 brought new fervor. How can journalists incorporate DEI while upholding journalistic standards and ethics? Easy. Get comfortable being uncomfortable. Learn to seek sources from underrepresented/marginalized groups.

### The Art of Interviewing

Tyler Bradfield (Featured) | BC 127

You've heard the saying, "there's no such thing as a bad question." Ha, yeah right.

Just turn on your TV. It's the most critical skill in the media industry, yet reporters are asking bad questions everywhere. This session, led by a 4x Emmy Award Winning feature producer, will reinvent the way you think about interviews.

### The System is Key (Yearbook)

Sarah Lanman (Featured) | LB 125

This session will discuss specific methods to keep your yearbook life organized. From assignments, to being in production, to critique, you'll learn ways to stay sane (or at least saner).

### Sensational Senior Sections (Yearbook)

Tim Cleland | AJ 225

Arguably the most important part of a yearbook is the senior section. It's the last chance for seniors to be remembered and celebrated. Yearbook staffs will learn strategies to produce an inclusive, fun, and comprehensive senior section.

### All Things Yearbook

Tom Hayes | AJ 278

Let's talk yearbook. Are you interested in putting together a chronological yearbook? Have you considered spring delivery? Do you need fresh ideas to liven up your book? Come prepared to discuss different ways to organize your book.

### Celebrating Diversity Through Story

Kate Elliot | AJ 341

Stories connect & inspire us. They provide meaning & transmit cultural values. They challenge us to understand worlds, lifestyles & experiences we might never know otherwise. You have a

story, and your story matters. Learn how knowing and telling that story will make you happier, productive and wealthier.

### Media Coverage of Transgender Individuals

Leo Caldwell | AJ 360

An overview of the current state of media coverage of transgender individuals and best practices for coverage.

### Ways to Earn a Living as a Concerned Photographer

Martin Smith-Rodden | AJ 363

The Concerned Photographer — one of the oldest traditions in photographic storytelling and photojournalism is the ability to pick up a camera, and use it for emotional storytelling that reaches people's hearts and minds — and, ultimately, make a difference. We'll talk about the traditions, the new directions, and the role of empathy and advocacy in photojournalism, visual communication and lens-based work.

### Sports Play-by-Play: How to Broadcast Like a Pro

Andrew Smith | AJ 380

Learn about the finer points of sports broadcasting from a longtime play-by-play announcer. This session will cover preparation, dos and don'ts and tips to make your broadcasts great.

### Advocacy (When It Feels Like You Can't Do Anything)

Jordan Blythe, Aimee Dunphey | LB 261

You can do more than you think.

Advocacy is for everyone, no matter your age. Where do you start? Why does it matter? This session will empower students to use their voices as advocates. Students will learn how to define advocacy, identify causes they're passionate about, and effectively utilize communication skills to create change.

### Getting the Audience on Your Side Without Saying a Word

Ashley Coker | LB 263

Public Speaking isn't just about the right words in the right order said beautifully; persuasion happens when an audience identifies with a speaker — when they see themselves in you! This session will help you identify all the ways to win 'em over, whether in speech and debate or in other public speaking situations.

### Top 100 Editing Tips (Yearbook)

Lisa Keene | LB 267

Remember the day before your final deadline when you were looking through your publication one last time to make sure everything was perfect...but then it wasn't? Me too. Plan now to save yourself headaches next year. I'll share a Grammar Review Guide, AP Style Guide and some epic fail pitfalls to avoid.

### Journalism Writing Commandments

Ryan Gunterman | BC 129

Whether it's news or public relations, content produced for mass distribution follows its own set of rules. This session will cover the greatest hits to include in your own work.



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

Ever wonder what life is like as an inventor, marketer, or a budding digital entrepreneur on ABC's hit show Shark Tank? Steve Gadlin knows. He's seen and done about everything imaginable in the digital marketing realm, but the one constant through all of his career

and marketing ventures is persistence. You cannot be successful without failure. In his keynote, Gadlin will inspire, humor and help you understand how to leverage digital and social media tools to achieve your goals.



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

### Campus Tour

*Admissions Staff | Emens Lobby*

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

### Women in Sports: Navigating an Industry Designed for Men

*Grace Hollars (Featured) | AJ 175*

I know the feeling of being the only woman in the press room. Instead of being intimidated by this, I let it empower me. This session is for all the women who need to be reminded the only person stopping you, is you.

### Top Careers to Consider in Media, Advertising, Public Relations and Digital—And What it Takes to Get There

*Deana Haworth (Featured) | AJ 289*

Join Hirons Chief Operating Officer Deana Haworth, APR, as she dives into top careers to pursue and consider in media, advertising, public relations and digital. This session will bring together advice and career highlights from various Ball State University grads to help you choose a career path and discuss what it takes to get there.

### Reporting through a DEI lens

*Oseye Boyd (Featured) | LB 269*

Diversity, equity and inclusion have been buzzwords for a while, but 2020 brought new fervor. How can journalists incorporate DEI while upholding journalistic standards and ethics? Easy. Get comfortable being uncomfortable. Seek sources from underrepresented/

marginalized groups.

### How in the World Do I Make Money in this Career?

*Tyler Bradfield (Featured) | BC 127*

"Will I ever get a job in this?... Will I ever be able to support myself? ... I love this, but should I just major in Business? They probably make more money" ... Sound familiar? The session will answer your biggest fear about this industry — MONEY. So let's talk about it. This session is taught by a 27-year-old entrepreneur in the media industry who built his production company working with multi-million dollar organizations.

### Really? There's More to the Story

*Tom Hayes | AJ 278*

Are you constantly searching for story ideas? Do you see ways to improve your content? Come prepared to talk about story ideas with an emphasis on high school sports.

### Storytelling = Success

*Kate Elliot | AJ 341*

The best brands tell the best stories. The most successful influencers tell the best stories. The top magazines tell the best stories. Learn the essentials of story and how to tell stories for brands, companies, news outlets and more. The best storytellers find success, no matter the industry.

### Own Your Sports Coverage

*Andrew Smith | AJ 380*

Learn how to structure your newspaper's

sports coverage like a pro, using social media, online and print tools to be the source for your community.

### Staying Legal Online

*Dom Caristi | AJ 392*

Learn the rules for using online content legally. Just because it's online, doesn't mean you have the right to use it any way you want. Copyright, privacy and other laws apply.

### Breaking News Reporting — Changing Police Lingo to People Lingo

*Kelsey Anderson | AJ 360*

In this session I would talk about keeping yourself calm at breaking news but more importantly how to present it in a simple way for viewers to understand.

### Adopted From the Pros (Yearbook)

*Sarah Lanman (Featured) | LB 125*

Have you ever looked at a yearbook cover, or spread, and wondered, how did they design that? This session will go in-depth into the process of finding professional inspiration for your designs and how to adopt them to your book.

### Communication Strategies: Approach and Etiquette

*Natalie Steger | LB 261*

In this session, we will discuss how to be more aware of best communication strategy for your targeted audience. This could be via digital communication or in-person. Also reviewing the type of etiquette when communicating to various audiences and level of management.

### Do Your Emails Sound Professional?

*Paige Waters | LB 263*

Do you freeze when writing an email to someone you don't know? Or do you worry your emails don't sound good? I'll teach you how to write professional emails that people will read and answer. We'll talk about email etiquette, how to say what you mean, and what people expect from emails in both professional and academic settings.

### Technology and Cybersecurity Job Trends in 2022 and Beyond

*David Hua | LB 267*

Technology is constantly transforming the world in which we live. Organizations need individuals who know the technology and how to apply them. Learn about the hot technology and cybersecurity jobs that are in demand now and those that are on the rise.

### Don't Forget Why It's Called "Social" Media

*Darius Norwood | BC 129*

This social media 101 workshop teaches you to leverage social platforms (Facebook, Instagram, Twitter, LinkedIn, & TikTok). And yes, we'll also be discussing what NOT to do. Let's align your goals with the appropriate social channels.

### Speaking on Your Feet

*Mary Moore | AJ 384*

This interactive session will offer proven techniques to help you learn to speak confidently at a moment's notice. Despite conventional wisdom, you can prepare for the unexpected with exercises.

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

### Attention!

Steve Gadlin (Featured) | AJ 175

Infuse your digital marketing presence with fun, personality, and authenticity to build meaningful connections that go beyond clicks, likes, or views.

### Sports Photography - Why Do My Images Suck?

Grace Hollars (Featured) | AJ 289

Why do my images suck? Creating great sports images is harder than what most people think. It takes practice, knowing your equipment, and refining your skills. This session will be about my favorite tips and tricks to take your sports photography to the next level.

### It's More Than Writing

Oseye Boyd (Featured) | LB 269

Many people decide to be journalists because they like to write. However, there's a lot more to being a good journalist than writing. Good writing can't occur without good reporting. What's done before the writing phase – good interview, research – is a critical component to a good story.

### "But There Aren't Any Stories!"

Lisa Renze | AJ 278

Sometimes nothing is more frustrating than when newspaper or magazine staff members say they can't find any stories to do. We'll walk through the hundreds of different ideas – there is no such thing as no stories!

### 3 Seconds to Social Media Success

Sarah Moreland Byrne | AJ 341

How do you persuade people to stop scrolling through their feeds and read your stories or watch your videos? Learn the science behind getting clicks and shares – and more eyes on your work – and find out why Instagram on for your school publication isn't necessarily the same as posting on your own account.

### How to Stick the Landing on a Live Shot

Kelsey Anderson | AJ 360

Learn the importance of talking about the sights and sounds of where you are, taking the viewer with you when you can and when it is appropriate, and how to prepare yourself for a live shot in any situation. Students will receive a live prompt and will practice, perfect and perform the shot.

### The New Buzz: Design Thinking

Kevin Moloney | LB 261

What's the Buzz? Design Thinking. But just what is it and how can it help my student media organization improve content and increase audience engagement? Come to this session to find out!

### Ugly Boring Powerpoints – Stop the Madness!

Ashley Coker | LB 263

Giving presentations is part of life; a never-ending barrage of bullet points on ugly and boring PowerPoint slides is going to kill us all. This session will offer a crash course in presentation design – by picking up a couple fundamentals and resisting the urge to touch those templates, you'll be well on your way to dazzling your audiences (and maybe saving the world from death by PowerPoint, too).

### Meaningful Content for Meaningful Readers

Emily Cress | LB 267

How we consume information changes daily, and it's important we stay up to speed on how to share information through various platforms. For example, how do you use Instagram reels to share information vs. TikTok or a podcast? In this fun, interactive session, we'll practice creating content, and discuss how and why each media platform is beneficial for news/information.

### POV: You Work at a Marketing Agency

Zach Poor, Abby Hines, Melissa Jones | BC 127

Ever wondered what a career in marketing looks like? Hear from three young professionals about how they made the most of their high school and college experiences and turned their passions into careers. This panel discussion will dive into the various careers within marketing, how to land a gig in your desired career path, what to expect when working at a marketing agency, and more.

### How's Your Vision?

Lauren Wagner | BC 129

What secret to success is shared in the Bible and by the Dalai Lama, Steve Jobs, and Oprah? Vision. Editors, start planning for next year with a clear understanding of your goals and mission in order to successfully lead others. Come to this session for tips to help discover your "why" and move your staff from foggy to focused.

### Meet Michael Lewis – Ball State's New Men's Basketball Head Coach

Michael Lewis | LB 125

An Indiana native and former standout guard at Indiana University, Michael Lewis has seen nearly everything as both a player and coach. In this session, Lewis will discuss his experiences in dealing with the media and the importance of relationship building, networking and ethics. Oh, and there will be plenty of time for Q&A, too!

## TECH TRACK

12:30 P.M. - 2:00 P.M.

Our featured tech track sessions have limited availability, so first-come first-served!

### ► Design & Graphics in Canva

Leo Caldwell | AJ 353

Canva is changing the way the world makes and designs information. Come to this session to learn how you can use Canva tools to create custom designs and graphics that rock!

### ► Photoshop Editing Techniques

Martin Smith-Rodden | AJ 363

Taking good photos is not easy! All sorts of things can change or affect image quality. In this session, you'll practice some tried-and-true Photoshop editing techniques that will be sure to improve your photo reproduction and visual storytelling.

### ► Motion Graphics 101

Betsy Pike | AJ 380

Learn how to animate with keyframes in Adobe After Effects. Participants will prep a layered Adobe Illustrator file, learn basic keyframes, understand transform properties, and experiment with a few effects.

### ► The New Moviemakers

John Strauss | AJ 392

Multimedia creators are finding jobs everywhere today – in newsrooms, ad agencies and in creative communities – telling powerful stories with the smartphones they already have. This session will include a hands-on shooting-and-editing exercise, and look at the Big 5 tips for building great content.



## MICRO-SESSION 2 | 1:30 - 2:00 P.M.

### Exploring McKinley Avenue Agency

*Betsy Meyer & Student Leaders | AJ 289*

Join McKinley Avenue Agency student leaders as they provide insight about the work they do for the agency and how students can get involved.

### Exploring Ball State

*Admissions Staff | AJ 360*

Join Ball State admissions staff as they discuss programs, opportunities and life as a Ball State student.

### Exploring Unified Student Media

*Lisa Renze-Rhodes | AJ 278*

Join unified student media leaders as they discuss life working for a college student media outlet and the multitude of opportunities available to get involved.

### Exploring Sports Link

*Chris Taylor | BC 216*

Join the Sports Link staff as they provide an overview of their program and how students can get involved and build their experience.

### Exploring Study Abroad at Ball State

*Rinker Center for Study Abroad | AJ 339*

Join staff from the BSU Study Abroad office as they discuss how students can participate in and experience immersive educational opportunities worldwide.

### Exploring Esports

*Dan Marino & Student Leaders | RB 134*

Join Ball State Esports student leaders to learn about Esports, what it is, who can participate and how to get involved.

### Successfully Transitioning to College and Maximizing Academic Support

*Mackenzie Wenger | AJ 384*

Join SJSC academic advisor Mackenzie Wenger as she discusses the most common struggles students face transitioning from high school to college and the support structures that exist to help students succeed.

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

### Attention!

*Steve Gadlin (Featured) | AJ 175*

Infuse your digital marketing presence with fun, personality, and authenticity to build meaningful connections that go beyond clicks, likes, or views.

### What's Your Story?

*Sarah Moreland Byrne | AJ 341*

You've got a great story idea for your student media pub. Now what? Get tips for brainstorming story angles, scouting possible sources and creating insightful interview questions. We'll work on fictional scenarios in small groups, so come prepared to share!

### Building the Yearbook Team (Yearbook)

*Sarah Lanman | LB 125*

Your staff will never create a great product if you don't bond together as a team. Come to this session to learn yearbook-specific team building activities (and hopefully have some fun!)

### Wanna write a short film?

*Paige Waters | LB 261*

Have an idea for a short film, but don't know where to start? Or want to make a short film, but haven't been able to nail down an idea? Having a solid, well written idea is the most important step in filmmaking. This session will teach you how to write a short film starting with the idea.

### Why Not Both? Competing in Both Interpretation and Public Speaking Events

*Spencer Coile | LB 263*

Within speech, students feel they should commit to just one genre of competition. Instead, they should consider all of them together. In particular, skills from public address are applicable to interpretation (and vice versa). Incorporating activities, students won't just gain some valuable skills, but first hand experience in developing their performance styles.

### Communication Strategies: Approach and Etiquette

*Natalie Steger | LB 267*

In this session, we will discuss how to be more aware of the best communication strategy for your targeted audience. This could be via digital communication or in-person. We will also review communication etiquette for various audiences and levels of management.

### What is College Really Like?

*Tyler Bradfield | BC 127*

All through high school we're told so many horror stories of college from teachers, parents, and others ... But what is college really like? In this session, we'll talk about how to stand out in college, how to ensure you will have a successful career after graduation, and what you can be doing now in high school to prepare for college. Please bring any questions you want answered to this seminar.

### Staying in Focus

*Bobby Ellis | BC 129*

Ball State Creative Strategist Bobby Ellis has made a career photographing for institutions like Getty Images, and for events like the Kentucky Derby, The 2012 Summer Olympics and more. Now, Ellis will talk about his work and his best tips for preparing for and taking the perfect shot. It's a presentation you won't want to miss!

MARK YOUR CALENDARS!

**J+DAY / CCIM+ = APRIL 28, 2023**

# THE GRID

ROOM	BUILDING/FLOOR	MICRO-SESSION 1 8:45 - 9:15 A.M.	SESSION 1 9:30 - 10:15 A.M.
Emens Lobby	Emens Auditorium, First Floor		
AJ 175	Art & Journalism, First Floor	Exploring Ball State	Why Do My Images Suck?
AJ 289	Art & Journalism, Second Floor	Exploring McKinley Avenue Agency	Top Careers in Media, Advertising, PR & Digital
AJ 225	Art & Journalism, Second Floor		Sensational Senior Sections
AJ 247	Art & Journalism, Second Floor		Teacher & Speaker Hospitality Lounge
AJ 278	Art & Journalism, Second Floor	Exploring Student Media	All Things Yearbook
AJ 339	Art & Journalism, Third Floor	Exploring BSU Student Life	Celebrating Diversity Through Story
AJ 341	Art & Journalism, Third Floor		
AJ 353	Art & Journalism, Third Floor		
AJ 360	Art & Journalism, Third Floor		Media Coverage of Transgender Individuals
AJ 363	Art & Journalism, Third Floor		Ways to Earn a Living as a Concerned Photographer
AJ 380	Art & Journalism, Third Floor		Sports Play-By-Play: How to Broadcast Like a Pro
AJ 384	Art & Journalism, Third Floor		
AJ 392	Art & Journalism, Third Floor		
LB 125	Letterman Building, First Floor		The System is Key (Yearbook)
LB 261	Letterman Building, Second Floor		Advocacy (When It Feels Like You Can't Do Anything)
LB 263	Letterman Building, Second Floor		Getting the Audience on Your Side Without Saying a Word
LB 267	Letterman Building, Second Floor		Top 100 Editing Tips (Yearbook)
LB 269	Letterman Building, Second Floor		Reporting Through a DEI Lens
LB 270	Letterman Building, Second Floor	Alumni & Friends Hospitality Lounge	
BC 127	Ball Communication, First Floor	The Art of Interviewing	
BC 129	Ball Communication, First Floor	Journalism Writing Commandments	
BC 216	Ball Communication, Second Floor	Exploring Sports Link	
RB 134	Robert Bell, First Floor	Exploring Esports	

**KEYNOTE**  
10:30 - 11:15 A.M.

**STEVE GADLIN** | KEYNOTE PRESENTATION AND AWARDS  
EMENS AUDITORIUM — NORTHEAST CORNER OF MCKINLEY AND RIVERSIDE



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

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

**MICRO-SESSION 2**  
1:30 - 2:00 P.M.

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

Campus Tour			
Women in Sports: Navigating An Industry Designed for Men	Attention!		Attention!
Top Careers in Media, Advertising, PR & Digital	Why Do My Images Suck?	Exploring McKinley Avenue Agency	
Really? There's More to the Story	"But There Aren't Any Stories!"	Exploring Unified Student Media Exploring Ball State Study Abroad	
Storytelling = Success	3 Seconds to Social Media ...		What's Your Story?
	Design & Graphics in Canva (90 min.)		
Breaking News Reporting — Changing Police Lingo to People Lingo	How to Stick the Landing on a Live Shot	Exploring Ball State	
	Photoshop Editing Techniques (90 min.)		
Own Your Sports Coverage	Motion Graphics 101 (90 min.)		
Speaking on Your Feet		Successfully Transitioning to College	
Staying Legal Online	The New Moviemakers (90 min.)		
Adopted From the Pros (Yearbook)	Meet Michael Lewis		Building the Yearbook Team
Communication Strategies Approach & Etiquette	The New Buzz: Design Thinking		Wanna Write a Short Film?
Do Your Emails Sound Professional?	Ugly Boring PowerPoints: Stop the Madness!		Why Not Both? Competing in Both Interpretation & Public Speaking Events
Technology & Cybersecurity Jobs	Meaningful Content for Meaningful Readers		Communication Strategies Approach & Etiquette
Reporting Through a DEI Lens	It's More Than Writing		
How in the World Do I Make Money in This?	POV: You Work in a Marketing Agency		What is College Really Like?
Don't Forget Why It's Called "Social" Media	How's Your Vision?	Exploring Sports Link	Staying in Focus
		Exploring Esports	

# Re-imagine and re-energize your yearbook design



Ready for an easier way to design and produce creative, compelling yearbooks? Our new advanced online design platform, offset printing powered by Shutterfly and industry-leading experience deliver newfound customization, versatility and speed to simplify and streamline page design, photomanagement and yearbook creation.

## Continuous innovation

The new robust, user-friendly online yearbook creation tool is only going to get better. We are continually investing in new functionality and enhancing features, so you can expect a more seamless, sustainable user experience every school year.

[schools.lifetouch.com](https://schools.lifetouch.com)

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JDAY / CCIM+ | 04.29.22 |

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# End-to-End Capabilities



## Online Yearbook Creation Tool

The online yearbook creation tool is entirely new. Based on input from customers like you, it offers advanced book-building capabilities and creative new options to enhance organization, planning and design.

### FEATURES

- Upload and access photos, artwork and more to the Lifetouch Portal and yearbook creation tool simultaneously – so every edit and update is stored in both places instantly, saving you time and extra effort.
- Create portrait pages with a single click.
- Select from fresh, new predesigned theme packages and page layouts.
- Choose from hundreds of new design embellishments to enhance pages. Add tags to expedite grouping and searching.



## High-Quality Printing

Our acquisition by Shutterfly provides us with new and expanded printing capabilities. As one of the world's most prolific users of HP presses, Shutterfly printing offers precise, high-quality output with faster print speeds, so customers can produce impressive, professional-looking yearbooks quickly and confidently.

### FEATURES

- Produce precise, lifelike reproductions from the first print to the last via proprietary liquid ink with charged particles that can be directed electronically to the page.
- Avoid time-consuming and costly delays by eliminating the need for print plates with every color or edit.
- Ensure optimal color pigment properties with special resins that protect against oxidation, humidity and ultraviolet rays.



## Support and Experience

Lifetouch has been the school photography expert for 80+ years. We know schools. We know faculty. And we know students, from kindergarteners to graduates. Most importantly, we know how to help you design and produce impressive yearbooks that capture the year's memories.

### FEATURES

- Learn from dedicated, responsive representatives who are photography, design and print experts – and Lifetouch employees (not independent contractors).
- Get creative designs and inspiration from talented graphic artists, designers and other professionals.
- Participate in online or in-person design workshops for insights to craft a more compelling yearbook.
- Access intuitive online reference tools for fast, easy troubleshooting.

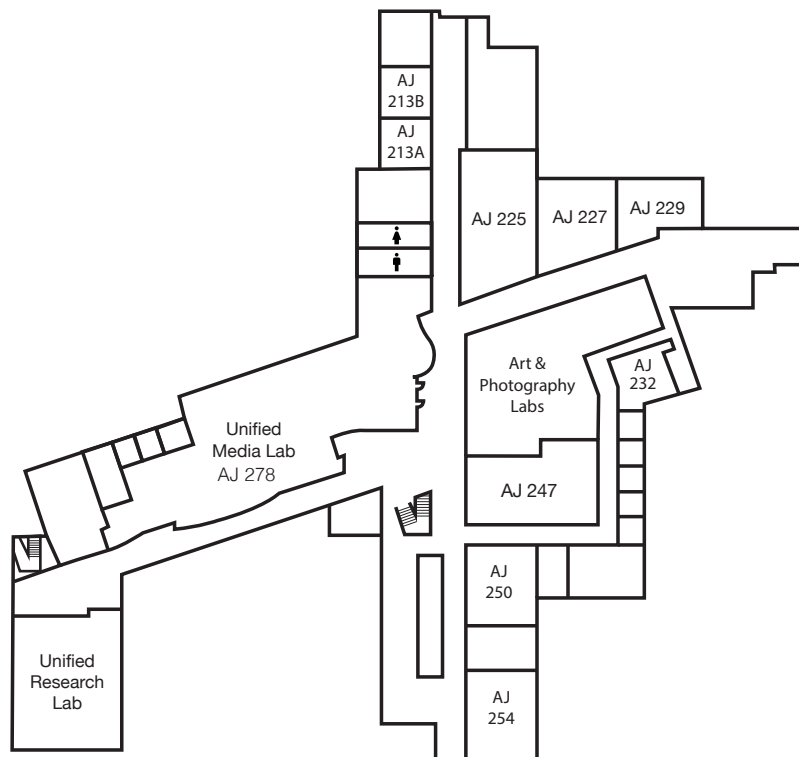


# BUILDING MAPS

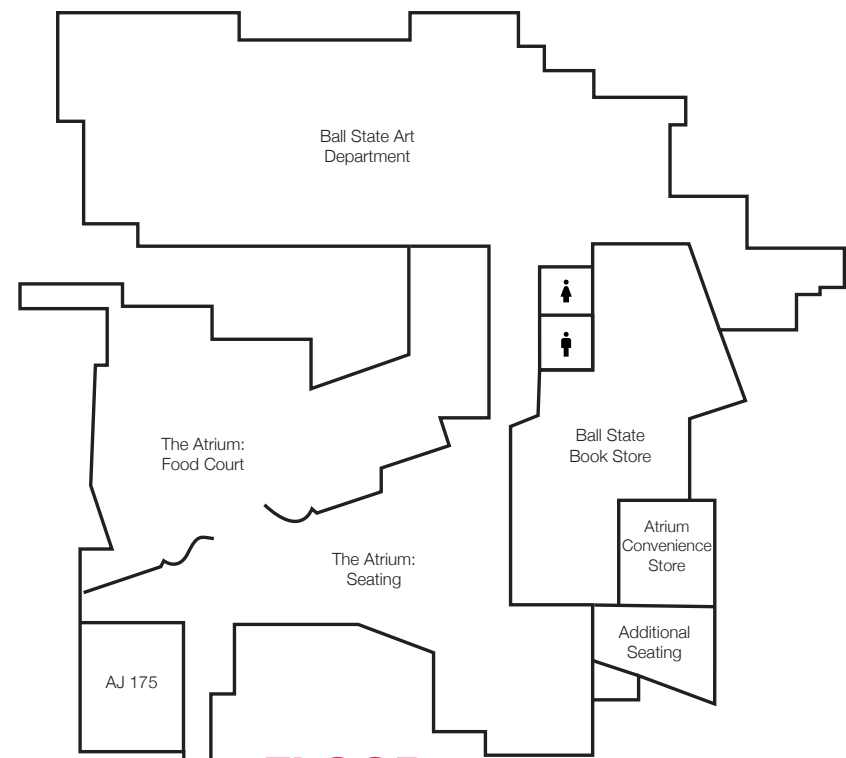
## ART & JOURNALISM BUILDING (AJ)

### FEATURED EVENTS & SPACES:

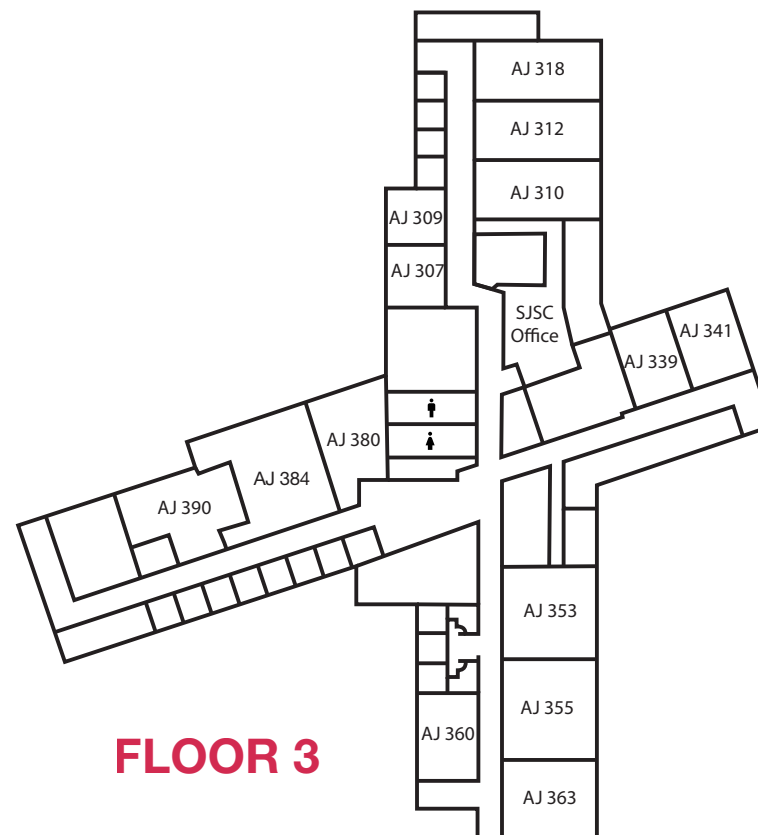
- The Atrium, first floor Art & Journalism Building
- Teacher & Speaker Hospitality Room, Holden Center for Strategic Communication, AJ 247, Second Floor
- JDAY+ / CCIM+ Exhibition Hall, Second Floor



**FLOOR 2**



**FLOOR 1**



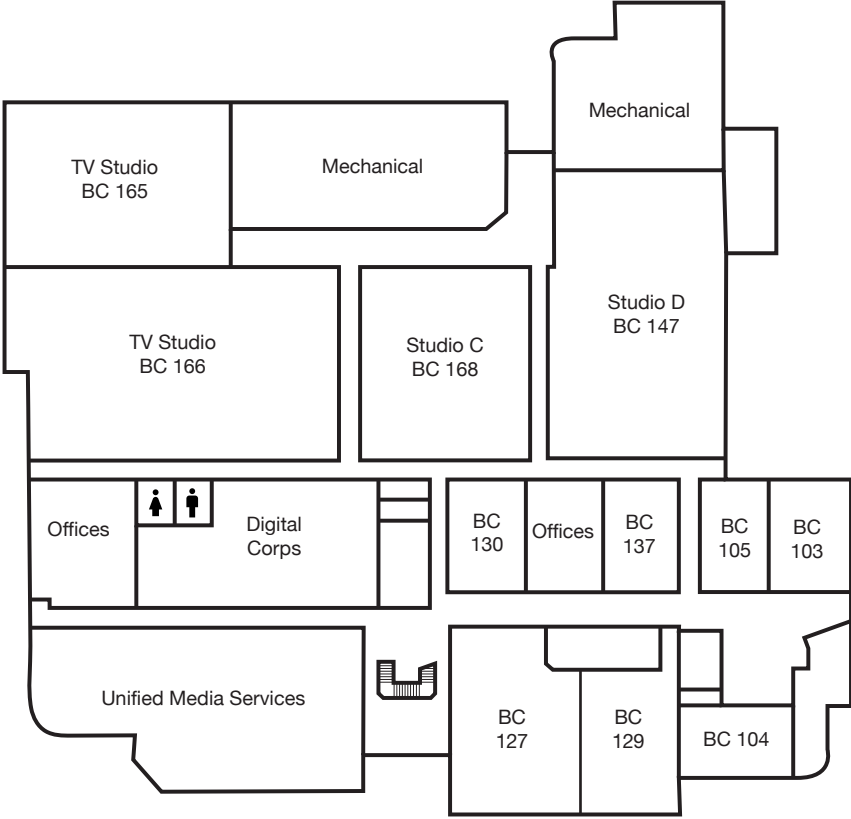
**FLOOR 3**



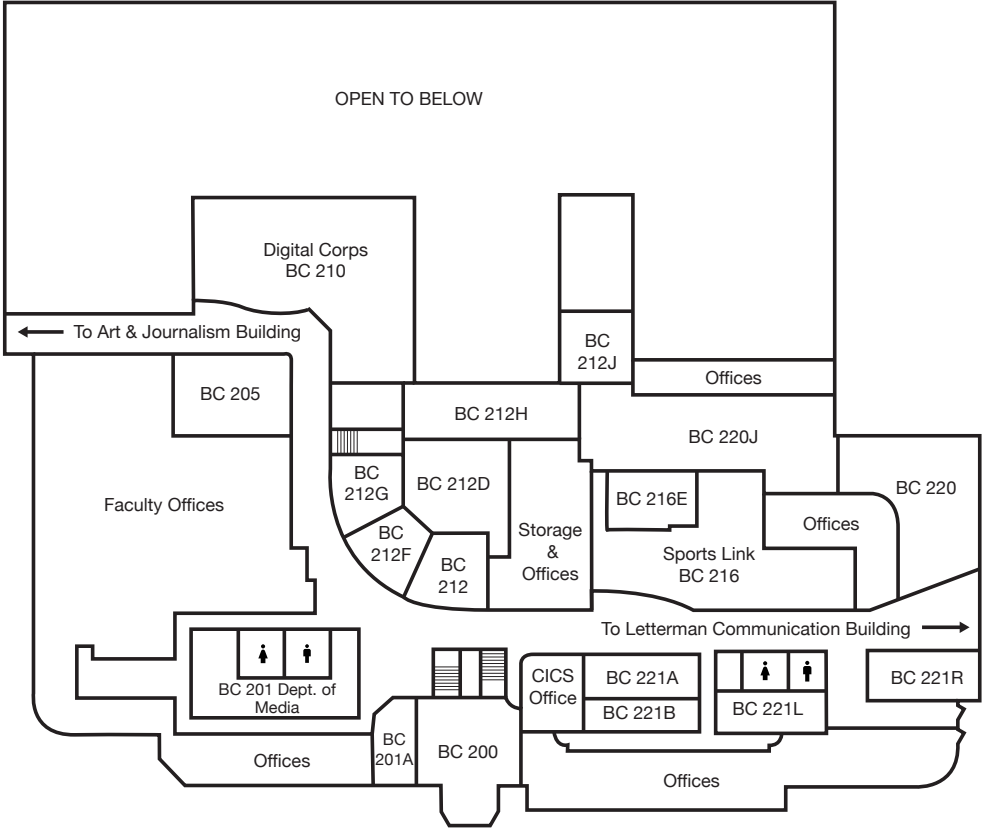


# BALL COMMUNICATION BUILDING (BC)

- FEATURED EVENTS & SPACES:**
- JDAY+ / CCIM+ Exhibition Hall, Second Floor
  - Sports Link Program Space, Second Floor



**FLOOR 1**



**FLOOR 2**



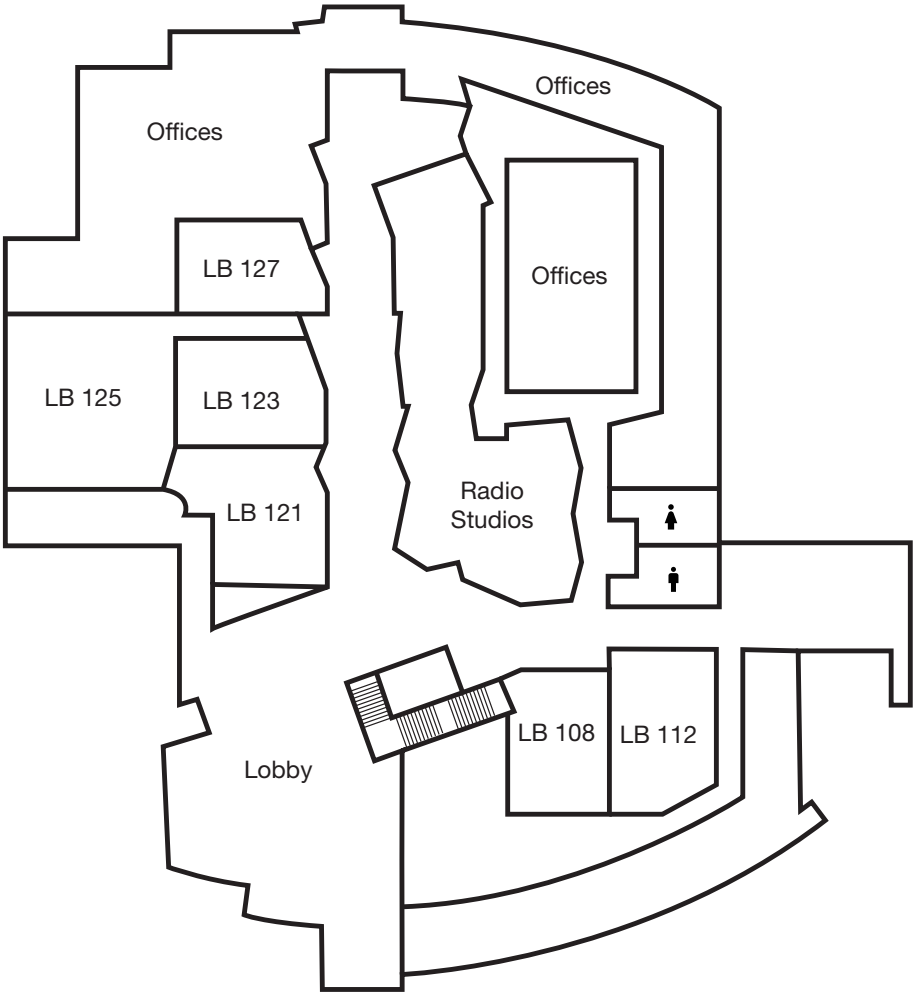
# LETTERMAN COMMUNICATION AND MEDIA BUILDING (LB)

**FEATURED EVENTS & SPACES:**

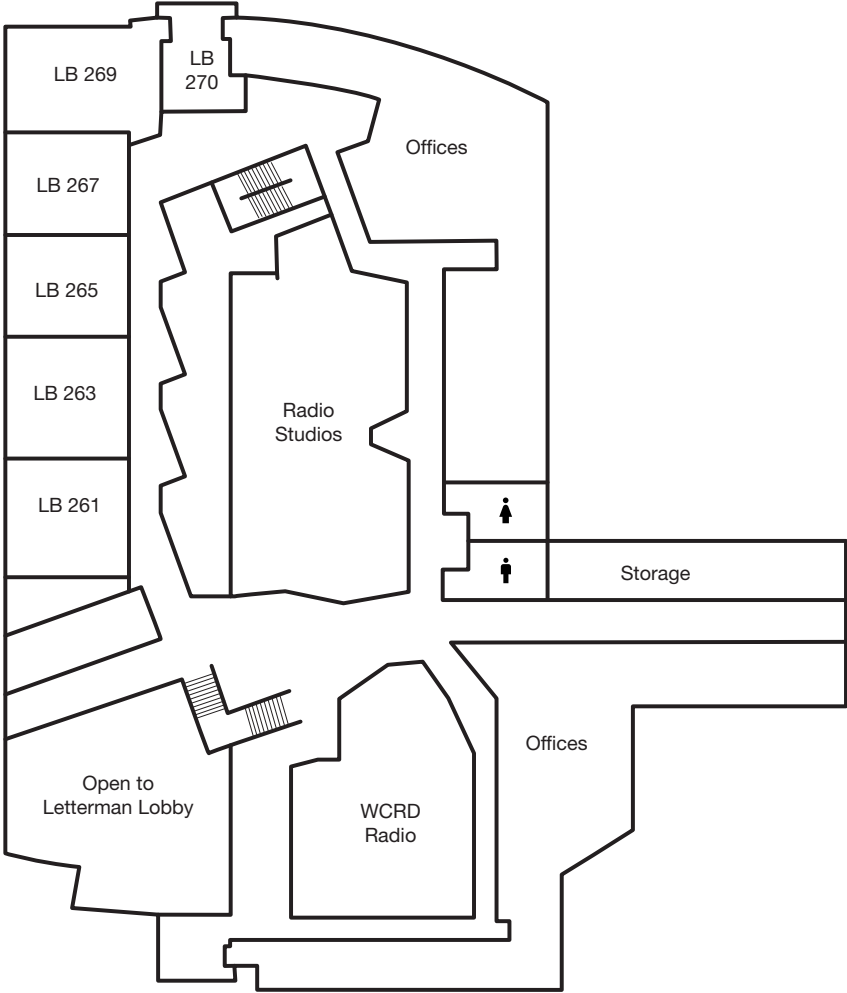
- CCIM+ Career Fair, Letterman Building Lobby

**FEATURED EVENTS & SPACES:**

- Alumni & Friends Hospitality Room, LB 270, Second Floor



**FLOOR 1**



**FLOOR 2**

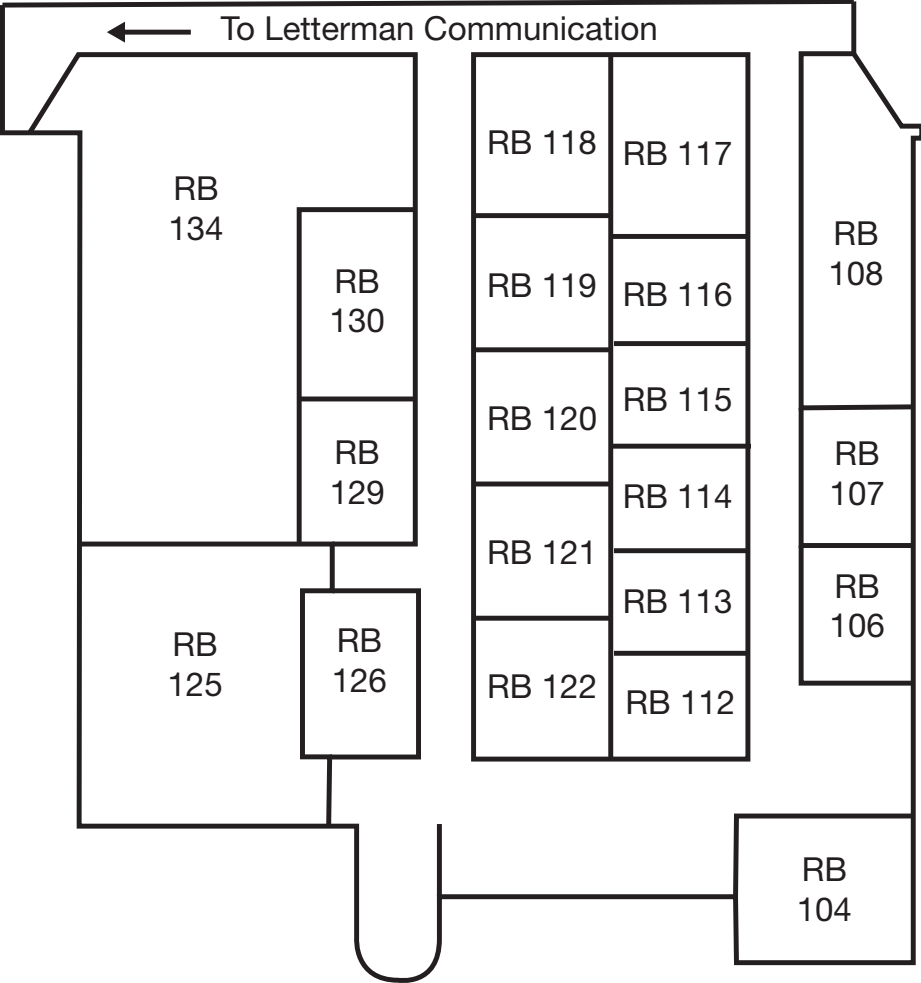




# ROBERT BELL BUILDING (RB)

**FEATURED EVENTS & SPACES:**

- Esports Micro-sessions, RB 134, First Floor



**FLOOR 1**



**BALL STATE UNIVERSITY**

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# WE FLY

- ▶ COMMUNICATION STUDIES
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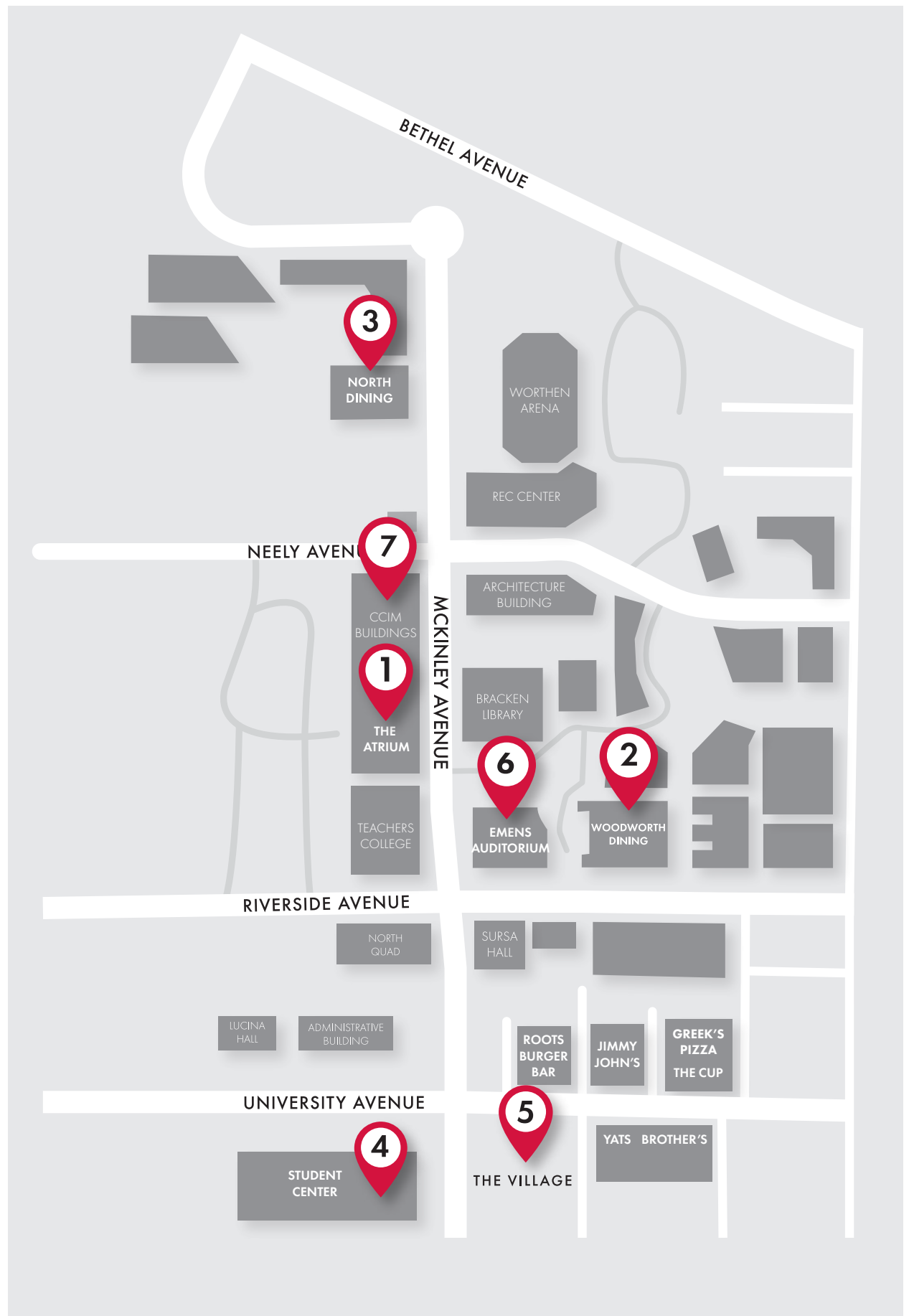
# AROUND CAMPUS

## DINING OPTIONS

- ▶ **1. THE ATRIUM**  
**ART & JOURNALISM BUILDING**  
*Chick-Fil-A, Papa John's, Boar's Head, McKinley Grill, Vivimos Grill*
- ▶ **2. WOODWORTH DINING HALL**  
**WOODWORTH COMPLEX**  
*Soup & sandwiches, asian cuisine, salad bar, burgers, pizza, pasta bar & desserts*
- ▶ **3. NORTH DINING HALL**  
**NORTH DINING HALL**  
*Starbucks, Boar's Head, pasta, all-day breakfast, BBQ, soup & sandwiches*
- ▶ **4. TALLY FOOD COURT**  
**L.A. PITTENGER STUDENT CENTER**  
*Starbucks, Taco Bell, salad bar, burger grill*
- ▶ **5. THE VILLAGE**  
**UNIVERSITY AVENUE**  
*Brothers Bar & Grill, Chavas, Greek's Pizzeria, HotBox Pizza, Insomnia Cookies, Jacks Doughnuts, Jimmy John's, Pita Pit, Roots Burger Bar, The Cup, Yats*

## EVENT SPACES

- ▶ **6. EMENS AUDITORIUM**  
**EMENS AUDITORIUM**  
*Keynote speaker presentation: Steve Gadlin*
- ▶ **7. CCIM BUILDINGS**  
**AJ, LB, BC, AND RB BUILDINGS**  
*Session speakers and presentations*



# ACKNOWLEDGEMENTS

## **JDAY+/CCIM+ STAFF**

**Claire Morrell**  
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**Alex Bracken**  
Social Media Mgr.

**Abby McElroy**  
Program Coord.

**Brian D. Hayes**  
Director

Rethinking and rebranding this year's JDay+/CCIM+ was no small feat! But it couldn't have been possible without the time, effort and support of many people throughout the College of Communication, Information, and Media. A heartfelt THANKS goes out to everyone who contributed to the brainstorming, planning and assistance with this year's event.

## **CCIM FACULTY & STAFF**

Paaige Turner, Dean

Tim Pollard, Associate Dean

Dan Waechter, Assistant Dean

Kim McClure, CCIM Asst.

Brea Cunningham, CCIM manager

Jerry Pierce, CCIM IT Support

Johnny Sparks, SJSC Chair

Arlene Shirk, SJSC Admin Coord.

Meredith Owens, SJSC secretary

Glen Stamp, COMM Chair

Carrie Shue, COMM Assoc. Chair

Laura O'Hara, COMM Professor

Suzy Smith, Media Chair

Paige Waters, Media Asst. Chair

David Hua, Interim CICS Director

## **SPECIAL THANKS**

This event would not exist without the time and support of all our incredibly talented speakers, judges, volunteers and exhibitors. You are the backbone of our success, and we are so very appreciative of your time, expertise and support!

Lastly, of course, thank you to all the teachers and students for your interest and participation in JDay+/CCIM+! We are so excited to see this program grow and evolve in the future. We hope you had a wonderful educational learning experience and are able to capitalize on some of the lessons you learned today to advance your knowledge and skill in the journalism, media, communication and technology fields!



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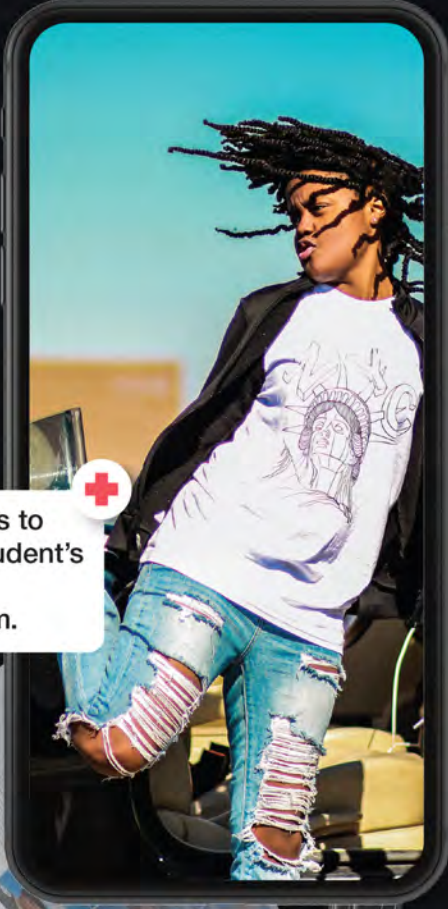
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