

# A G E N D A

## Thursday, Oct. 18

- 5-7 p.m. Check-in & Registration  
7-10 p.m. Cocktail Reception (Whispers Bar)

## Friday, Oct. 19

- 7-8 a.m. **Breakfast** (Glasstop Atrium)  
Q&A with Editor Dave (*Farm World & Auction Exchange* writers ONLY)
- 8 a.m. **Welcome** (Barcelona C)
- 8:15 a.m. **Indiana Ag Regulatory Update**  
Greg Slipher, Livestock Specialist  
Indiana Farm Bureau
- 9:15 a.m. **Leave for Indiana State Museum**  
(Transportation will be provided)
- 10 a.m. **Tour of Amazing Maize – Indiana State Museum**  
Todd Stockwell, Curator of Agriculture, Industry and Technology  
Indiana State Museum and Historic Sites  
*Sponsored by Indiana Soybean Alliance*
- Noon **Lunch at the State Museum- School Room Café**  
*Sponsored by Indiana Soybean Alliance*
- 1 p.m. **Return to hotel**  
(Transportation will be provided)
- 2 p.m. **Fuel Up to Play 60 dairy campaign** (Barcelona C)  
Jenni Purcell, Communications Director  
Milk Promotions Services of Indiana
- 3 p.m. **CountryMark's American Energy Story**  
Belinda Puetz, Brand Manager  
CountryMark
- 4 p.m. **Retail Agriculture: Value of Farm to Market**  
Summer Goldman, Regional Vice President  
Farm Credit Services of Mid-America
- 5 p.m. **BREAK**
- 6 p.m. **Dinner & Keynote Address** (Barcelona D)  
Gerry Dick,  
Inside Indiana Business



## Saturday, Oct. 20

- 7 a.m. **Breakfast** (Glasstop Atrium)  
Q&A with Editor Dave (*Farm World & Auction Exchange* writers ONLY)
- 8:30 a.m. **BREAKOUT 1** (Choice of two sessions)
- Media Law Q & A** (Barcelona C)  
Steve Key, Executive Director  
Hoosier State Press Assoc.  
Need access to public records? Concerned with libel law? Worried about publishing photos of children in school? These and many other topics will be discussed during the Media Law Q & A led by Attorney Stephen Key. Key is the Executive Director and General Counsel for the Hoosier State Press Assoc., an organization that serves 165 paid-subscription newspapers in Indiana. The HSPA has offered advice on legal questions for years to member newspapers on a wide range of topics, but predominately questions concerning access to information. Key also represents the HSPA before the Indiana General Assembly, lobbying for the public's freedom of information rights and the interests of the Indiana newspaper industry.
- OR
- Social Media: All These Tools & What's Next for Editors, Writers and Journalists** (Valencia)  
John Blue, Truffle Media  
Social media tools like Facebook, Twitter, and Google+ have popular attraction. More than 48 percent of Americans under 49 years old get their news from the Internet and more than 73 million Americans have a smart phone. With limited resources for ag journalists, what are some of the activities needed to uncover and incorporate social media/digital tools into the editorial process? And how are farmers and producers using these digital communities? John Blue with Truffle Media will provide actionable information and resources to ag journalists, editors, and production staff to determine the value of digital content for agriculture professionals, learn when to stop using one tool and start using another, and connect with farmers and producers in digital spaces.

- 10 a.m. **BREAKOUT 2** (Choice of two sessions)

### **Photography TLC: Timing, Lighting and Composition** (Barcelona C)

Ken Heinen, Associate Professor Ball State University  
Heinen joined the Ball State University faculty in 1999, teaching in the photojournalism sequence. Prior to that, the native Washingtonian worked as a Washington, D.C.-based news photographer for 34 years, the first 17 years as a staff photographer for *The Washington Star* before it closed in 1981 and then as a freelancer for national publications. Heinen has a Master of Arts degree in journalism from the University of Missouri. He has won more than 50 photography awards, including N.P.P.A. College Photographer of the Year and White House Photographer of the Year.

OR

### **Think Like a Reader** (Valencia)

Janice Castro, Senior Director for graduate education and teaching excellence, Northwestern University's Medill School of Journalism

Castro will give a quick overview of how people consume information, what we know about engaging them, and then provide practical tips to tell the story visually and reach out via social media.

- Noon **MidCountry Media Writers' Awards Luncheon**

*Sponsored by Indiana Farm Bureau*  
(Glasstop Atrium)

\*MidCountry Media editors will present awards to the winners of the *Farm World* Writing and Photography Contest

### **JOINT SESSION**

- 1:30 p.m. **Blast Away Procrastination: Developing an Action Plan** (Barcelona C)

Rita Emmett, author of *The Procrastinator's Handbook*

Are you frustrated with all that you've been putting off? Do you feel overwhelmed with too much to do and not enough time to do it all? Does clutter surround you to the point that you don't know where to start? Rita Emmett, a "recovering procrastinator" and the author of the best-seller, *The Procrastinator's Handbook*, will share techniques & strategies to help you break the procrastination habit and get things done now. She will also help you form an action plan to organize all the great (and massive) info you have gathered at this event.

- 3 p.m. **Send-off & final notes** (Barcelona C)

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# MidCountry Media Writers' Conference

## Oct. 18-20, 2012

Embassy Suites North  
Indianapolis, Ind.



“Agriculture:  
Write Between the Lines”