



2013 Midwest Regional Workshop

co-hosted by American Agricultural Editors' Association & Livestock Publications Council

May 16 (Thursday afternoon) & **May 17** (Friday) at the **Hyatt Regency Milwaukee**
Located downtown at 333 W. Kilbourn Avenue, Milwaukee, WI 53203

THURSDAY, MAY 16

3 - 5:30 p.m.

Special in-depth workshop on video and videography

Veteran videographer Jon Baade will offer insight on what equipment fits your needs and how to use what you've got. He'll offer his insight on how to match the right equipment for job, whether you're shooting an interview or just out for some b-roll. This is an addition to the following day's workshops at no extra charge. It's designed so you get plenty of time to really delve into this ever changing technology.

6 p.m. **Informal get-together (details to follow)**

FRIDAY, MAY 17

8 - 9 a.m. **Registration and Continental Breakfast**

9 a.m. **Photography Workshop**

Three-time AAEA Photographer of the Year and successful freelancer, Harlen Persinger will lead a photography session that answers your questions on the challenges of getting a great shot in difficult situations. If you have specific or general questions about making a good photo in a difficult situation, send them to sfairchild@mfa-inc.com. Harlen will put his experience to work in answering them.

10:15 a.m. **Break**

10:30 a.m. **Video Workshop**

Jon Baade, a 25-year veteran in the TV and film business and now Group Leader for Bader Rutter's video department will offer best practices for capturing video. During the session, he will set up scenarios for the group to practice. Bring your video camera to hone your skills.

11:45 a.m. **Lunch**

1 p.m. **The ag issues session, The Need for Transparency**

This session will feature Bill Zucker of Ketchum. In recent years, Zucker collaborated with ag leaders to help define the messaging for The U.S. Farmers & Ranchers Alliance. Zucker says that agriculture is in a new communications world. Messages and facts aren't enough. We can't just tell people what happens on farms and ranches. We need to show people. Create experiences. Demonstrate transparency. Lead with dialogue and discuss solutions. As agricultural communicators we all play a role in either improving or impeding this transparency.

2:15 p.m. **Break**

2:30 p.m. **Get your copy right and get your writing tight.** Bob Helbig will lead a writing session with plenty of tips to sharpen your game. Helbig worked for 20 years at The Milwaukee Journal and Journal Sentinel as a reporter, copy editor and deputy business editor. He has taught journalism at the University of Wisconsin-Waukesha. He earned a bachelor's degree in journalism from Michigan State University. Most recently he has worked as a proofreader and content editor at Bader Rutter.

3:45 p.m. **Wrap up and adjourn**

4 p.m. **Safe travels home!**

Hotel Information:

Hyatt Regency Downtown
333 W. Kilbourn Ave.
Milwaukee, WI 53203
888-421-1442

Ask for AAEA/LPC Midwest Regional
Workshop Rate: \$119.00

Registration Fee:

\$80.00 (members)
\$100.00 (non-members)
\$135.00 (on site)
\$40.00 (students)

(Checks or credit cards)

Registration Deadline:

May 7, 2013

It's simple to register:

E-mail diane@livestockpublications.com (or dianej@flash.net)

In the subject line put: **Register for Milwaukee workshop**

List the names you wish to register with all contact information including e-mail and mailing addresses. You may pay with check or credit card. Please indicate if you wish to pay by credit card for further instructions.

Questions: 817-336-1130