

F26 Content Creators Summit

8:30 a.m. Registration begins

9 a.m. Welcome

9:10 a.m. Keynote: Amy Allender

10 a.m. Session 1

Amy Allender: *Money, Contracts, and The Stuff No One Tells You*

Amy Allender, the creator behind North Dakota's largest lifestyle platform takes students behind the curtain of her brand, showing them how she built her media kit, sets rates, and processes collaborations. Students will gain a solid understanding of how content creation can earn an actual income and are welcome to bring any and all "boring" business and money questions to the table.

Mike McCleary, Tanner Ecker: *How Photos Add Strength to a Story*

Photos can help add to the strength of a story. Creativity and strong compositions engage viewers and visually tell the narrative.

Jack Dura, Jacob Orledge, Michael Achterling and Grant Coursey: *Reporters' Roundtable*

Q&A with local news reporters about their jobs and how they prepared for a career in journalism.

Sam Kroll: *Beyond the Camera*

Great photography is about more than settings, equipment, and perfect lighting – it's about recognizing the moments that matter.

Drawing from experiences as both a military photographer and photography business owner, this session explores storytelling, anticipation, trust and adaptability, and the responsibility behind the lens.

Caleb Hauff: *The Evolution of Video: Tools, Tips, and Techniques for the Modern Creator*

In this session, we'll cover the fundamentals of filmmaking and explore how significant advancements in software, processing power, education, and equipment have transformed video production from 2010 to today. Use this information to navigate an ever-adapting industry.

Haylie Flesness: *Storytelling with Photography*

This session will cover some of the basics of photography, and then we'll dive into what you should look for to tell a story with only images. We'll talk about what a photo essay is and how you can apply these methods to any type of photography, from photojournalism to commercial photography.

11 a.m. Session 2

Katie Winbauer: *Laws Affecting Student Media*

This session will focus on legal principles and local laws impacting student journalists in North Dakota.

MystiCast Studio

Taylor Aasen: *Jump Start Your Own Journalism Career*

Learn how to record video on your phone and become a freelance journalist. Taylor will demonstrate how you can get started on your YouTube career today.

Geraldine Paglia: *Shooting Sports*

Learn the ins and outs of how to video sports. Geraldine will demonstrate how to record on your phone with the help of the Mystics basketball team.

Brandi Mastrud: *Using Social Media to Overcome Social Anxiety, Have Confidence, & Connect <3*

Sharing my experience of how I used my social media as a tool to turn my social anxieties into confidence, connection, and passion-led content creating. Posting consistently, getting comfortable speaking in front of the camera, and using my insecurities as a way to connect.

Rob Keller: *The Bank of Community Trust: Your Reputation is Your Most Valuable Asset*

What happens when people stop trusting you? In a world where anyone can create and share photos, videos, stories and social media content, trust may be a content creator's most valuable asset. This interactive session introduces students to the "Bank of Community Trust"—a simple way to understand how every post, photo, video, story and interaction can either build trust or make a withdrawal from your reputation. Through real-world examples and student discussion students will explore credibility, misinformation, mistakes, ethics and the responsibility that comes with having an audience. The session will also connect these skills to careers in photography, filmmaking, journalism, social media, marketing, public relations and crisis communication.

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12 p.m. Lunch NDNA presentation and Q & A with Media Professionals

Amy Dalrymple ND Monitor, Taylor Aasen KFYR-TV, Tanner Ecker The Bismarck Tribune, Brandi Mastrud Social Media Content Creator, Haylie Flesness Threefold, Matt Fern FilmND, Cecile Wehrman NDNA, Justin Cancilliere Dakota Media Access

1 p.m. Session 3

Liberty Friez, Sophia Fafard, Isaiah Johnson and Mygel Porter: *BSC Mystic Media*

From newsprint to audio and video broadcast to website production to newsletters and social media—come learn what it is like to juggle college classes while managing the campus media at Bismarck State College.

Nicole Morrison and Cammie Veldkamp: *You Created Something. Now What?*

What happens when creativity meets entrepreneurship?

In this interactive workshop, participants will explore how an idea, talent, interest, or creative skill can become something real.

Whether they are interested in art, photography, music, writing, content creation, products, events, or simply making something better, they will learn how creators can think like entrepreneurs.

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Cecile Wehrman: *What is next for journalism?*

Is it possible journalists have been getting their mission wrong all along? With 40 years of journalism experience, NDNA Executive Director Cecile Wehrman reflects on lessons from the new book "The Next Journalism: How the Press Must Change to Serve Democracy," by Tom Rosenstiel. While journalists see their role as the public's watchdog, Rosenstiel's research shows people are actually turned off by many of the stories journalists view as most important. His prescription: Quit treating the audience as bystanders and start reframing stories in a way that attracts – rather than repels – readers.

Chris Pickett | Mr. GoodVibes Photography: *You Don't Know Until You Start*

It'll be a photography and creative-process session about what it looks like to build while you're still learning. I'll talk about starting before feeling ready, learning from missed frames, becoming more selective with what I shoot, and how coming back to familiar places at a different time can completely change the story. I also want to show some of how I approach editing, sequencing, and deciding what actually makes a frame worth keeping.

Kaelee Wallace and Morgan Twardoski: *If it Isn't Multimedia, You're Missing the Story*

One story shouldn't end with one post. See how the Theodore Roosevelt Medora Foundation transformed a single Facebook dm into five unique story opportunities reaching audiences across multiple channels and mediums. Morgan Twardoski and Kaelee Wallace will share how curiosity, adaptability, and a story-first mindset can help creators identify opportunities, expand their reach, and get more from every story they tell.

Dylan Kahl: *Photoshop: Simple Techniques*

This session demonstrates how useful a photo editing tool Photoshop is by using simple editing techniques and subjects that activate the imagination.

2 p.m. Session 4

Anna Welchel: *Behind the Camera*

No photographer can be in two places at once — but with the right training, your team can still capture every moment that matters across the state. This session demonstrates the Public Affairs one-day training approach through developing Unit Public Affairs Representatives (UPAR), using creative, hands-on challenges that rapidly sharpen photography and captioning skills. Get ready to level up your coverage, boost confidence, and walk away mission-ready!

Kelsey Riggs: *Queer Literature 101*

This will be a lecture on the prevalence and importance of LGBTQIA+ literature. Attendees will learn a little history of the genre and some authors I highly recommend.

Amy Hollar: *Brand Battle: "Bad" Ideas Welcome*

It's not junk. It's a brand waiting to happen.

Learn the secrets of every great brand, then battle it out to build the best one in the room.

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? Liberty Friez and Sophia Fafard: *Figments of Imagination*

3 p.m. Wrap up and end of day evaluation

OTHER SESSIONS (must sign up in the morning):

Two half-day sessions:

Justin Cancilliere: *Podcasting 101 (limit 10 students each session)*

10 a.m. to 11:50 a.m. and 1 p.m. to 2:50 p.m.

BSC Library Escape Room Session

Let Books Be: A Banned Books Week Escape Room

Sessions 1-4 Groups of 2-4 with a MAX of 50 minutes

Solve the puzzles around the theme of "Let Books Be." The group that solves it fastest wins a prize.

Two groups of 2-4 students can sign up for each session.