NEW WELCOME TO THE NEW SJW

LAST YEAR WE CHANGED OUR CAMP EXPERIENCE. THIS YEAR, WE'RE PRESENTING YOU WITH A WHOLE NEW LEARNING EXPERIENCE.

We now offer two strands of classes, an intensive class and a basic class. You will take three classes total (one intensive and two basic) while you're at SJW. We've taken the time to break down the classes for you based on the subject and the level. We try and accommodate all first choices for students.

INTENSIVE CLASSES
You will select two of these classes on your registration form—your first and second choices and will be placed in one of them. These classes will offer you advanced instruction in one area. You will spend half of each day in this class and with this instructor. We designed these classes to maximize your learning in a particular subject. In these classes, you will gain a much more in-depth look at the content of class, as well as produce projects to present to the camp. With the exception of WRITING AND REPORTING, each intensive class expects you already have experience in that particular area.

BASIC CLASSES
During your time at SJW, you will have two basic classes—you will register for your first, second, and third choices. You will be placed in two classes. These classes meet two days each (Sunday/Monday and Tuesday/Wednesday) and are your opportunity to get additional instruction in areas you would like to learn more about or improve on. With the exception of ADVANCED INDESIGN and ADVANCED PHOTOSHOP, these are not designed to go into advanced techniques. Rather, we want you to learn about other aspects of journalism while you're here.

PUBLICATION DESIGN (INTENSIVE)
In this class, you will work to redesign and redevelop your student publication by examining color, typography, meaning, purpose, inspiration, and more. Students will leave the class with a design stylebook and templates for the upcoming school year. Developing and designing infographics will also be emphasized. Students are expected to have an understanding of the principles of design and InDesign if they enroll in this class.

PRINCIPLES OF DESIGN (BASIC)
Learn the principles of design and how you can use them to improve your page designs. The emphasis of this basic class is not on the technology, but what goes into quality design. Students should not take this class if they are enrolling in PUBLICATION DESIGN.

INDESIGN FOR BEGINNERS (BASIC)
If you are new to InDesign, or feel you need a brush up before the new school year, this class will take you through the basics of using InDesign. Students should not take this class if they are enrolling in PUBLICATION DESIGN.

ADVANCED INDESIGN (BASIC)
This class will be an intensive, two-day, hands-on learning experience with InDesign. Students in this class will learn advanced skills and techniques for using InDesign. Students are ENCOURAGED to take this class if they are enrolling in PUBLICATION DESIGN.

DIGITAL AND SOCIAL JOURNALISM (INTENSIVE)
In this class, students will develop and produce content using digital and social media. Additionally, students will learn how to develop, manage, and maintain a student media website and social media for expected to have an understanding of the principles of design and InDesign if they enroll in this class.

SOCIAL MEDIA (BASIC)
Using social media for your student media to mine for information, engage with your audiences, promote your publication, and share content is the way of the future. Learn how to develop and use social media content successfully with your publication. Students should not take this class if they are enrolling in DIGITAL AND SOCIAL JOURNALISM.

AUDIO PRODUCTION (BASIC)
Learning to write for the ear and capture audio is critical to a digital journalist’s success. Students will learn about equipment needs to use audio with their student media, basics of script writing, and how to capture quality audio.

VIDEO PRODUCTION (BASIC)
Principles of video production, particularly camera angles, will be emphasized. Students will also learn about equipment needs to use video with their student media programs.
STUDENT MEDIA ADVISERS (INTENSIVE)
This class is for all advisers, both new and experienced! Learn more about writing and coaching writers, as well as how to develop a staff manual and publication policy. This class will also teach you how to tackle assessment and integration of Common Core Standards. The content of this course will rely heavily on the advisers enrolled. Advisers will be able to take this class for course credit.

STUDENT MEDIA LEADERSHIP (INTENSIVE)
A good leader knows how to follow. This leader also understands how to manage, motivate, plan, and grow. This class is for those who have been leaders on their publication already, especially rising Editor in Chiefs, Assistant Editors, and Managing Editors. This class explores editorial writing, building readership, improving coverage, and doing it all keeping law and ethics in mind.

TEAM BUILDING AND MOTIVATION (BASIC)
One of the hardest parts about being a part of a team is motivating others. Learn strategies to create a positive work environment that not only motivates, but supports and respects others. This class is ideal for new editors. Students should not take this class if they are enrolling in PHOTOJOURNALISM.

FIRST TIME EDITORS (BASIC)
If you are going to be an editor for the first time next year, this basic class is for you. Learn about how to balance your time, get the most out of the staff, and manage your section effectively. Students should not take this class if they are enrolling in STUDENT MEDIA LEADERSHIP.

PHOTOJOURNALISM (INTENSIVE)
In this class, you will learn how to prepare photos for publication and the web, as well as understand how to create an effective digital workflow. Students will also practice photographing challenging situations and work on caption writing. A point and shoot or DSLR camera with manual controls and a card reader are required for this class.

PRINCIPLES OF PHOTOGRAPHY (BASIC)
Learn the principles of photography and how you can use them to improve your student media program. The emphasis of this basic class is not on the technology, but what goes into quality photography. Students should not take this class if they are enrolling in PHOTOJOURNALISM.

PHOTO SHOP FOR BEGINNERS (BASIC)
If you are new to Photoshop, or feel you need a brush up before the new school year, this class will take you through the basics of using Photoshop.

ADVANCED PHOTOSHOP (BASIC)
This class will be intensive, hands-on learning experience with Photoshop. Students in this class will learn advanced skills and techniques for using Photoshop.

YEARBOOK PRODUCTION (INTENSIVE)
Our yearbook class is one of the best around. Students learn to develop theme, write effective copy, plan their ladders, manage a staff, and design layouts. This all-in-one class helps yearbook staffs get ready for the upcoming school year. Although it may not be used, students are encouraged to have access to either their yearbook online design and planning program or InDesign for this class.

LITERARY MAGAZINE (INTENSIVE)
Planning for the literary magazine requires a lot of time and effort. We want to help you with that by teaching you ways to develop a theme, get quality submissions, manage a staff, and promote the magazine. This all-in-one class helps literary magazine staffs get ready for the upcoming school year. Students are encouraged to also take PRINCIPLES OF DESIGN or one of the INDESIGN classes.

ADVERTISING AND PROMOTIONS (BASIC)
Finding ways to promote your student media can be hard. So can trying to find advertisers to buy in. This class will help you develop strategies for earning advertising revenue and more readership.

SPORTS REPORTING (BASIC)
Sports reporting and writing is one of the hardest styles of journalistic writing. Learn how to capture action, develop characters, and get the lingo down so your readers know exactly what you're talking about.

COLUMN WRITING (BASIC)
Learn how to write effective, clear, and concise columns that will build readership. This class will help you define topics, write persuasively, and prepare materials in advance. Students will be encouraged to develop a column for their upcoming school year, as well as consider how it can be developed as a blog on a website.

ARE YOU AN EDITOR OR AN ADVISER?
ARE YOU A PHOTOGRAPHER OR WANT TO IMPROVE YOUR PHOTOS?
ARE YOU A MEMBER OF YOUR SCHOOL'S LITERARY MAGAZINE OR YEARBOOK?
NEW TO JOURNALISM OR NEED A LITTLE MORE HELP WITH WRITING?
WHY?

Our classes are small; so you’ll get all the individual help you need. You’ll learn the latest trends and innovations, plus get motivated to return home ready to make your student media the best it has ever been!

There is a reason we call this camp and you’ll definitely get to experience it. To start we bring in college students and former KEMPA Kampers to lead your camp experience.

They work with you inside and outside of the classroom, insure your experience is the best you possibly can have. Even better, they each lead teams (one of which you’ll be assigned to) that compete for our KEMPA Kup. All of our KEMPA Kampers compete for the coveted trophy in a series of fun events that help you to get to know the other campers and yourself. We play trivia, bowl, lip-sync, dance, and all sorts of games to keep you connected from the moment you arrive to SJW.

You live like a college kid for a few days and boy does it help you grow. We stay in the residence hall while at SJW, and you’ll have a roommate from another school for your four day stay. We do this to help you meet new people.

Parents, we want you to be involved at KEMPA SJW. On the last day of camp, we invite you to attend our final presentations so you can see what your son or daughter did while at camp. Parents you’ll drive campers to the workshop Sunday at 7 a.m. and pick them up on Wednesday at 4:30 p.m., or, if you would like to join us, show up to camp at 3:15 p.m. and one of our college interns will escort you over to the presentation.

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We want you to get your money’s worth, thus, the cost for the workshop is still only $350, which includes tuition, room, all meals, etc. Please note: All fees must be paid before the workshop begins. Registration after July 1 is on a space-available basis. Students from KEMPA member publications receive a $10 discount (ask your adviser if you are a member school, if not, your adviser can go to kempajournalism.org to register). Once you register for camp, we’ll send you a WELCOME TO KEMPA SJW note. This is our way of saying hello. At this time, we will give you some more details about camp, as well as connect you with your teacher and counselor. We believe being connected and giving you more is a priority, this is just one way we are able to do that for you.

Our staff is the best, and we’re here for you! We’ve recruited some of the best and brightest in scholastic journalism to be your instructors. We are prepared to give you an excellent staff and more at KEMPA Summer Journalism Workshop. This workshop will give you a challenging experience as you develop more advanced skills and learn advanced techniques. Whether it’s writing, design, photography, newspaper, broadcast, literary magazine or yearbook, you’ll go home with some new options for achieving success.

The interns make your experience that much more enjoyable and we love having them with us. Not only do they serve as the camp counselors, but these college students are producing journalism the entire time they are here. Our interns know what they are talking about and cannot wait to share their experiences and knowledge with you.

If you want your media critiqued, our staff of instructors is more than willing to sit down with you and talk it through. Make sure you mark on your registration sheet that you would like a media critique and then send in the media with the registration.

You’ll get the most out of the workshop if you bring in three copies of a newspaper or news magazine, one copy of a literary magazine, and links to your website or broadcast.

Follow us on Twitter and Instagram @KEMPASJW

Check us out on Facebook KEMPA SUMMER JOURNALISM WORKSHOP

Share your student media and personal social accounts. Part of being a journalist today requires social access, and we hope you are willing to engage with us. Feel free to put you social media accounts on your registration so that we can create a community for SJW campers. Even better, follow and like us on Facebook, Twitter, and Instagram and begin talking with us today. We use those accounts not just for sharing news, but also for making announcements or posting content.

And, don’t forget about our website. We spend a lot of time making sure we give you the best experience possible. One of the ways we give you more is by running our website, kempasummerworkshop.com. Check back often for profiles about instructors, class lists, and content to help improve your student media program. Check today and see information from last year’s camp, KEMPA SJW 2013: Telling Stories, Making History.

Our camp is different from any other camp you could attend. Not only do we emphasize the journalism skills you need to make sure both you and your student media program are successful, but we want you to have fun while you’re here. We make sure that you leave SJW having made wonderful friends and memories. These four days will be sure to have a lasting impact on you. Here’s how we do it and why you should join us for KEMPA SJW 2014: REDEFINING SUCCESS.

STAFF

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Share your student media and personal social accounts. Part of being a journalist today requires social access, and we hope you are willing to engage with us. Feel free to put you social media accounts on your registration so that we can create a community for SJW campers. Even better, follow and like us on Facebook, Twitter, and Instagram and begin talking with us today. We use those accounts not just for sharing news, but also for making announcements or posting content.

And, don’t forget about our website. We spend a lot of time making sure we give you the best experience possible. One of the ways we give you more is by running our website, kempasummerworkshop.com. Check back often for profiles about instructors, class lists, and content to help improve your student media program. Check today and see information from last year’s camp, KEMPA SJW 2013: Telling Stories, Making History.
**WORKSHOP:** JULY 20-23 | **DEADLINE:** JULY 1

**ARRIVAL:** SUNDAY, 7:00 TO 7:45 A.M.
**DEPARTURE:** WEDNESDAY, 4:30 P.M.

**REGISTRATION LETTER/PACKET**

Upon receipt of your registration form and deposit, you will receive a confirmation receipt and a welcome letter. In July you will receive a map, a daily schedule, and an information booklet.

**This is Important!**

All fees due prior to the workshop. Please call UW-Whitewater at 1-800-622-0350 if you are not able to make the payments prior to the workshop. THERE ARE NO REFUNDS AFTER JULY 19.

**ADVISERS...**

- Please tell your students if your publication is a KEMPA member. Check www.kempajournalism.org if you are not sure. If not, join now.
- If your students register after the July 1 deadline, please phone UW-Whitewater at 1-800-622-0350 to check availability.
- If you want an informal critique of your magazine, make sure the publication materials are included with your registration.

**PARENTS...**

- Each participant will be covered by a limited accident insurance policy. The cost of insurance is included in the registration fee.
- Please put student’s full name on check memo line.
- The cost of insurance is included in the registration fee.
- If you have special needs or any physical limitations regulated by the Americans with Disabilities Act, please attach an explanation.

**PHOTOS AND VIDEOS**

Photos and videos taken, as well as publications created at workshop, may be used in KEMPA advertising, promotions, and publications.

**PAYMENT**

- **$350 Workshop fee (after April 30)**
- **$325 Early bird fee (postmarked by April 30)**
- **$10 discount for KEMPA member publications**

$100 non-refundable deposit due with completed application.

**MAIL FORMS AND FEES:**

Send this registration form with check, credit card, money order, or P.O. payable to UW-Whitewater.

**Questions?**

**E-mail:** csees@uw-whitewater.edu
**Phone:** 1-800-622-0350
**Fax:** 262-472-5241

**CLASS ES**

Select one **INTENSIVE** class below (select your top 2).

- Digital and Social Journalism
- Reporting and Writing
- Literary Magazine
- Photojournalism
- Publication Design
- Yearbook Production

Select your **basic** classes below (select your top 3).

- Advanced InDesign
- Principles of Design
- Principles of Photography
- Advertising and Promotions
- Photoshop for Beginners
- Social Media
- Sports Reporting
- Team Building & Motivation
- InDesign for Beginners
- Video Production

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