THE 50th ANNUAL SCHOLASTIC JOURNALISM CONFERENCE

Friday, Oct. 18, 2013

TINKER TOUR USA

Featured Sessions:
- Live & In Person
- Mary Beth Tinker & SPLC attorney
- Mike Hiestand on student free press

U.S. Supreme Court Tinker decision

- Over 100 “how to” sessions with leaders from scholastic and professional journalism
- For newspaper, yearbook, literary magazine, photography and broadcast students and advisers

UNIVERSITY OF WISCONSIN WHITewater

KEMPA
Kettle Moraine Press Association
www.kempaonline.com
LANDMARK SUPREME COURT CASE SECURES STUDENT RIGHTS

The U.S. Supreme Court’s historic Tinker ruling is still cited in nearly every student First Amendment case, and almost all American civics and history textbooks refer to it. Mary Beth Tinker and Student Press Law Center attorney Mike Hiester, who has helped 15,000 students, teachers and administrators navigate student speech issues over the past two decades, are on the Tinker Tour across the country to promote youth voices, free speech and a free press.

The year was 1965, when about 1000 soldiers had been killed in Vietnam. Inspired by an antwar rally in Washington, D.C., Mary Beth Tinker and a handful of high school students wore armbands to mourn the dead and to support Robert F. Kennedy’s call for a Christmas truce. They were told to remove armbands by the vice principal. They did but faced suspension anyway. Four years later, following heated school board meetings, death threats to their families, legal help from the ACLU and two lower federal court cases, the U.S. Supreme Court heard the case. Feb. 24, 1969, these students won a landmark ruling in favor of First Amendment rights for all students.

The Tinker Tour brings real-life civics lessons to schools and communities through Mary Beth’s story and those of other young people. Over 40 years ago she made a difference with just a simple, black armband. Come share real-life stories about how students are keeping the First Amendment alive.

The Tinker Tour has also been endorsed by many of the country’s leading civics education, civil rights and journalism education and journalism groups. Check out more about Tinker v. Des Moines Indep. School Dist. at tinkertourusa.com.

Winter Advisers’ Seminar

Featuring Carrie Faust, MJE

Be part of this informative and engaging seminar as Journalism Education Association’s 2013 Medal of Merit winner, 2009 National Distinguished Yearbook Adviser, 2011 Colorado High School Press Association’s Teacher of the Year Carrie Faust shares her experience and ideas on advising to become more effective, dealing with staff conflict resolution and management and teaching leadership skills and journalistic writing. She was also recognized by the National Council of Teachers of English/Colorado Language Arts Society as its Intellectual Freedom Award winner. A judge and keynote speaker for press associations and workshops around the country, Faust serves as the Southwest/Region 2 Director for JEA and is a member of JEA’s Scholastic Press Rights Commission. Faust has been advising yearbook and newspaper for 11 years. The “Summit” yearbook has been awarded All-American and Gold Medal ratings from NSPA and CSPA as well as earning Pacemaker and Silver Crown awards, and Best of Show awards from JEA. Watch for the brochure/registration mailing or visit us at www.KEMPAonline.com.

Friday & Saturday, March 7-8, 2014, Lake Lawn Lodge overlooking beautiful Lake Delavan in Delavan, Wisconsin
Tinker Tour
Mary Beth Tinker: My Story
Join Mary Beth Tinker, SPLC attorney Mike Higdon, and Educational Law Expert Dr. Steve Koscina. The story of Mary Beth Tinker’s journey and their discussion of the landmark U.S. Supreme Court ruling, Tinker v. Des Moines Independent School District. She and other high school students made history by wearing black armbands in protest of the Vietnam War. Their protest ultimately led to a Supreme Court decision cited by judges in almost 6,000 cases to protect student rights.

(N,Y) Building Staff Morale
So how do we help staff members and educators develop the skills and competencies necessary to ensure a smooth transition to on-line learning? How can we provide support and guidance to help them navigate the changing educational landscape?

(A-D) Advisers: Please photocopy all three sections for your students and yourself to bring to Fall Scholastic Journalism Conference. Because schedules and titles only will be provided at the SSC. Please make sure you have students pre-plan session attendance and requirements turn in to use for staff discussion after the field trip. KEMA recommends staff members split up to attend multiple presentations. Each session in order to share more journalism information once back at school. Maximizing your success!
Session 2 • 10:30 - 11:15

TINKER TOUR
The Law (and Life) After Tinker
Join SPLC attorney Mike Hagestand, Mary Beth Tinker and Educational Law expert Dr. Steve Brown as they discuss the 1969 Supreme Court Tinker decision and what the courts have done since it affects student expression today. With Tinker considered a high-water mark for student free speech rights in America, the session will address the Supreme Court’s 1989 Hazelwood and other court decisions involving student media as well as off-campus and Internet-based student expression.

(SEATING for 600 in Hamilton Auditorium)

(A,N) How to Survive the First Year Online
Also presented in Session 3
Participants will learn the step-by-step journey to become online and will do hands-on work if you’re there to be successful and not just learn how to change. Endy Lam, Nite West HS

(M,N,Y) InDesign for Everyone
An in-depth look at InDesign Creative Suite. Participants will gain additional knowledge of the basic interface to enhance their skills and techniques. All levels of InDesign users are welcome to participate. InDesign layout process is encouraged to attend. Graham Woodland, Graphic Designer & Illustrator, City of Manasota

(A,V) InDesign—Truly for Trends
Also presented in Session 3
InDesign will always demand that you create new kinds of layouts, from magazine style layouts to the traditional template look. Using InDesign, this yearbook key shows many examples of trendy books.

Michael Jones, Walworth Publishing

(N,Y) Interviewing Made Easy! Get What You Want
Also presented in Session 3 & 13
Great stories begin with great interviews that have been planned and researched carefully but also have room for follow-up questions. Writer can master the basics and gain tips carrying out the best interviews. Brenda Smith, Gables North HS; Rob Ray, Gables Central HS

(B,N,Y) Media Changes Reshape Photojournalism
The last decade with television, internet and print journalism has proven that dramatic changes are taking place for photojournalists. Still photographers are now only taking video while video photographers are taking more still. The internet has turned the photojournalists world upside down. What do new photographers need to know in order to adapt?

Juan Rios, ABC Channel 13

(M,N,Y) Motivation and Team Building
So how do you help staff members and editors believe the story of the deadlines and the inner conflicts that often arise in putting out a publication? How do you improve the general atmosphere of your work place? Get suggestions on how to improve staff morale.

Brandy Fentz, Walworth Publishing

(B,N,Y) Multimedia and the Newspaper
Also presented in Sessions 4, 3 & 13

Krispy Wintz-Goff, Miami Herald Journal Sentinel

(A) News Literacy & Common Core
Being able to understand and use news in your classroom is key for 21st Century Skills and Common Core. This session will provide teachers with teaching materials and an introduction to using literacy and help educators understand new curriculum standards. All academic disciplines are welcome.

Pattie & Johnson, Avondale Community High School

(N) News Writing
How can old news be presented in a fresh way? How do you write an effective lead? Do you organize your information?

How do you incorporate quotes into a news story, and from whom should you be getting quotes? Get answers from veteran journalists.

Rob Welch, Miami Herald HS

(B) Radio Production
Also presented in Sessions 1 & 3 (Limit 10-Must pre-register)

Ben Lucas, WQED, UB-Whitewater

(N,Y) Ready Set, Lead
Maria was Tinkied right away in the beginning—many of the pros, this is what matters to the students. This KEMPsta advisor will discuss fundamentals and challenges to writing your readers at the very beginning. Adam Jones, Edgar Smith HS, JMS

(A,N) Rookie Advisor Survival Skills
This discussion will present tips for handling student organizational issues, creating a solid publication schedule, and discussing proactive strategies for winning support from administrators and staff. Learn how student journalists and advisors can work together to create a strong, student-centered publication. Handouts will be provided.

Caren Lee, Waubee HS

(Y) Editorial Leadership for Yearbooks
So you are now an editor—this session will help you develop leadership skills to support your writing and editing team.

Erik Grunow, Walworth Publishing

(N) Editors That Move Readers to Action
Also presented in Session 1
Kara Land, Evans News Editor Page Editor

(N,Y) Feature Writing with Flair
Also presented in Session 1
Kellie Deplus, Lake View College

(P) Shoot Outstanding Photos with Average Cameras
How can you ensure good results even when your gear is limited? How can you be successful using only what’s available to you? This CAMPUS Photographic will cover ways to get the best results from your gear.

Doug Higginbothom, Office of Print Photography

(N,Y) Social Media and Student Publications
Also presented in Sessions 1 and 3
Mallory O’Flaherty and James Silver, Buffalo News Yearbook

(P) Sports Photography
How can you capture the excitement of a game when it may not even be second? What types of action and reaction do you look for on the field, in the stands and on the bench? Let this professional photographer guide you with his insights.

Joe Knott, Milwaukee Photographic

(N,Y) Technology for Digital Storytelling
Also presented in Sessions 1 and 3
Carrie Baur, Marquette University

(B) Television Production (Part Two)
Double Session (Continued from Session 1)

James Merk, Jacob S, UB-Whitewater

(N,Y) What Writing Judges Are Looking For
This experienced judge will discuss what judges want to read. He will present tips on new ways to think about news stories and background to help your students improve their work.

Ashley Teng, DC Student HS

(B,N,Y) Writing for the Ear
Writing for digital media requires a change in your writing style. This session will give you a different way to write for your publication online and for broadcast. Learn to write for the ear.

Dr. Karen Stanley, Marquette University

(Y) Yearbook Top 10
Also presented in Session 1
Pam Long, Justus Publishing

WWW.KEMPAONLINE.COM
KEMPsta has a site for the World Wide Web! It features upcoming events, news of KEMPsta awards, scholarship information, the KEMPsta Board of Directors and member school addresses, and advisor’s resumes. Information is available on the Summer Workshop, Fall Scholastic Journalism Conference, Day Workshop and Winter Advisor’s Seminar and registration forms.

ADVISERS: Please photocopy all three sessions for your students and yourself to bring to Fall Scholastic Journalism Conference because schedules and times will only be provided at the GJC. Please make sure your students pre-plan session attendance and request notes to turn in for use for staff discussion after the field trip. KEMPsta recommends staff members split up to attend multiple presentations each session in order to share more journalism information once back at school. Maximize your success!
Session 3 • 1 - 1:45

TINKER TOUR:
Its Blog, Social Media & Documentary
Mary Beth Tinker, SPLC attorney Mike Helfand and Educational Law expert Dr. Steve Brown want to hear from students as they and you discuss the First Amendment and student expression today. What issues involving student media as well as Internet-based student expression are important to high school students? Do you feel free to talk about and express these issues? Share your stories via the Tinker Tour blog, social media or part of a planned documentary that takes the pulse of young voices.

(SEATING for 600 in Hamilton Auditorium)

(M,N,Y) Building Confidence with Illustrator
Adobe Illustrator is a core program for creating robust vector graphics. Get additional tips for manipulating shapes, use of tools and assigning specific CMYK vs. RGB color swatches. Explore Adobe Creative Suite’s Illustrator key components for designers.

(GN) Candid and Student Life Photography
Look at how to capture images that tell the story of the school’s activities and daily life. Take pictures that reflect what went on.

(KR) Creating Visual Design Photography

(M,N,Y) Career Art Director/Interactive Design
Join this senior art director/interactive designer for an inside view of real world advertising. His advice reveals the path from high school journalism to art director. Measure your creative talents to make a mark in advertising. The Gary Adam Art Director

(M) Creating a Literary Magazine
Also presented in Session 2
Jamie Berlau, Stoneman HS

(P) Color Photography
What special opportunities are available in digital color photos? What subjects are particularly suitable? What problems can arise?

(H) Creating a Literary Magazine
Also presented in Session 2
Jamie Berlau, Stoneman HS

(Y) Digital Journalism
Transforming a newspaper from print to digital isn’t easy. Find methods of storytelling to take your publication to new heights using digital storytelling technologies. We will chat about social media, video, audio, infographics, photo and more.

(AM) Digital Journalism Prep for College
Learn how to prepare for the digital transition in college. Dr. Slattery, the journalism and media studies department chair at Marquette University, will talk about what colleges are doing with digital media.

(D) Digital Journalism—Getting the F-Bomb
State and federal freedom of information laws require a public school or other government agency to disclose all kinds of documents and permit student media access to many official gatherings. Learn how to resist the FBI's demand and stay out.

(M) Editorial Cartooning
Also presented in Sessions 1 and 2
Mike Helfand, Madison Media Cartoonist

(N) Effective Newspaper Production: Finding a System that Works
Publication comes out weekly, bi-weekly or monthly, and staff vary from year-to-year, too. The end goal is the same: produce a quality newspaper. Learn how one adviser helped high school staff to devise systems that work—and sometimes didn’t—and what she has learned about production in her first year advising at a small liberal arts college.

(P) Focus on Feature Photos
Visual stories require the know-how to reflect story content in feature format with exceptional photography. This professional will take you through the art of feature photography.

(Q) Focus on Feature Photos
Also presented in Session 1
Jeff White, Waukesha HS

(R) Headlines and Captions
Also presented in Session 1
Phil White, Waukesha HS

(S) Hot Topics for Theme Development
Learn how to carry theme beyond the cover into all theme pages. An expert in theme development will show you ideas that have worked for other schools and will answer questions about those important parts of your book.

(AM) In-Depth Reporting
Some complex topics demand not just one big story but a collection of stories to deal with the topic. How you handle a complex topic determines how successful you will be. Find out how to approach in-depth from a veteran newspaper adviser.

(AM) InDesign & Design Layout
Learn the basics of InDesign and how to apply design principles to create visually appealing yearbook layouts.

(M) Interviewing Made Easy: Get What You Want
Also presented in Session 2
Dena Smith, Oshkosh North HS

(M,N,Y) Issues Facing Private Schools
Writing for publication in the private school press challenges not faced often by public school students. How to deal with prior review, content expectations or administrative perspectives? Address these and other issues facing private school students.

(N) Writing for Publication in the Private School Press
Kathleen Burke, Regis Dominican HS

(X) Layout and Design for Yearbooks
An experienced adviser and graphic designer shares examples of layout and graphic design to inspire your yearbook pages, appealing and up-to-date in the world of flashy visuals. Find out what a staff can do to improve the eye appeal of yearbook layouts.

(M,N,Y) Literary Magazine: Selecting Student Content
Advisors and staff must learn about the basic components of an literary magazine and then evaluate the student content. Learn to draw the line between editing and changing an author’s work. Selections are based on poetry and photographs, creative non-fiction, music and stories offer more genres and types of student.

(AM) Literary Magazine: Selecting Student Content
Also presented in Session 2
Mike Jarvis, NBC Graduate

(N,P,Y) Multimedia and the Newspaper
Also presented in Sessions 1 and 2
Stephanie West, Geoff Milwaukee Journal Sentinel

(Y) News Writing
Also presented in Session 2
Tom Jaros, Central Journal

(M,P,N,Y) Photoshop 911
Also presented in Session 1
Joe Kofahl, Milwaukee Postjournalist

(B) Radio Production
Also presented in Sessions 1 and 2
Yang 10 - Pre Registration
Brian Lucas, WLUK, CW-Whitesburg

(N,Y) Social Media and Student Publications
Also presented in Sessions 1 and 2
Marisol Veliz and Jesenia Chao, Haas Online Publishing

(N,Y) Technology for Digital Storytelling
Also presented in Sessions 1 and 2
Carole Berman, Marquette University

SCHOLASTIC JOURNALISM

Registration (Hamilton Center)
8 - 8:55 a.m.

Welcome & Newspaper/Yearbook Awards
8:20 a.m.

Welcome All Others
9:05 a.m.

Session 1
9:30 - 10:15 a.m.

Session 2
10:30 - 11:15 a.m.

Adviser Lunch (students on their own) 11:15 a.m. - 12:45 p.m.

Session 3
1 - 1:45 p.m.

FRIDAY, OCT. 18, 2013

Yearbook and newspaper judges are not affiliated with KEMPA but are affiliated with other national journalism organizations.

ADVISERS: Please photocopy all three sessions for your students and yourself to bring to Fall Scholastic Journalism Convention because schedules and titles only will be provided at the JCG. Please make sure your students pre-plan session attendance and REQUIRE NOTES to turn in to use for staff discussion after the field trip. KEMPA recommends staff members split up to attend multiple presentations each session in order to share more journalism instruction once back at school. Maximize your success!
Membership Application Forms 2013-2014

The Kent Moraine Press Association, headquartered at the University of Wisconsin-Whitewater, is committed to providing high-quality professional resources and enriching educational opportunities for high school journalists and their advisors. Serving Wisconsin and Northern Illinois, KEMPA offers you the following benefits and services for just $65 per publication per year:

- Special Awards for Advisors, Media & Administrators
- Scholarships for Students of KEMPA Member Schools
- Subscription to KEMPA Update newsletter
- Critique Service for Yearbooks, Newspapers, Print & Online publications
- Summer Journalism Workshop
- Fall Scholastic Journalism Conference
- Winter Advisors’ Seminar
- Latest Information on Student Press Rights Issues
- Day Workshops at Your School
- Facebook Community for Troubleshooting
- Mailings on Upcoming Events & Activities

KEMPA membership is open to publications of any school, to professional journalists and to yearbook company representatives. Membership runs from June 15 to June 15.

Questions about membership status, camps, workshops, awards, scholarships and more, visit us at www.KEMPaonline.com.

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School Membership Application
for Newspaper, Yearbook, Online Media and/or Literary Magazine

**Membership Information**

- Type of publication: (One publication per membership)
  - ☐ Yearbook
  - ☐ Newspaper/Newsmagazine
  - ☐ Online Newspaper
  - ☐ Literary Magazine

Publication Name

School Name

School Address

City __________________________ State _____ Zip __________

Adviser’s Name

Adviser Phone

Adviser Email

Publication Email

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**Payment**

- KEMPA Membership (includes one critique) $65
- Critique of Online Newspaper (add’l to print) $20
- JEA Membership (see amount below)*
- Super Critique (with additional notes) $20
- KEMPA Scholarship Donation

Total Enclosed $________

For each publication submit a separate Membership form. Make check payable to KEMPA. Please mail payments, membership form and publication to:
Tom Juran, KEMPA VP-Membership
27420 Fox Haven Drive, Wind Lake, WI 53185

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* JEA Membership for advisers (not publications): Write one school check for both memberships payable to KEMPA.

Your name: _____________________________ ☐ new ☐ renewal ☐ CJE ☐ MJE

Type of Membership:

- ☐ teacher/adviser $60
- ☐ associate (non-teacher professional) $75
- ☐ retired teacher/adviser $50
- ☐ college student $25
- ☐ lifetime member $600

Join/Continue JEA Members’ Listerv? ☐ Yes ☐ No

Please send publications to: ___work (above) or ___home address:

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KEMPA Professional Membership Application

Name _____________________________

Company Name ____________________________

Address _____________________________

City/State/Zip ____________________________

Phone ____________________________

Memberships @ $65 each $________ Make check payable to KEMPA.

Please mail to: Tom Juran KEMPA VP-Membership 27420 Fox Haven Drive, Wind Lake, WI 53185
Conference Registration Form • Deadline: Oct. 14, 2013 FAX - 262-472-5241

If your publication is not currently a member of KEMPA and you wish to become a member with member rates, please complete the membership application found inside this flyer.

Name of publication ____________________________________________

School ______________________ _______________________________ School phone ________________________________

Address _____________________________________________________________

City/State/Zip ___________________________________________________________________________________

Advisor’s name(s) ____________________________________________ Advisor’s email ________________________________

☐ We will be arriving by standard school bus. ☐ KEMPA may NOT include my email on membership list/web page.

☐ We will need parking permit.

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<th>Members</th>
<th>Non-members</th>
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<td>Students @ $15.00</td>
<td>Students @ $20.00</td>
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<tr>
<td>Advisor(s) @ $15.00</td>
<td>Advisor(s) @ $20.00</td>
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Advisor fee includes refreshments and lunch. No lunch provided for students. Late registrants not guaranteed confirmation letters or conference materials.

Confirmation letters will include map and last minute information. Absolutely no refunds will be given.

*Please Note: Students are on their own for lunch. A restaurant list will be in their check-in packet.

Late Registration: Members and Nonmembers (postmarked after Oct. 11, 2013)

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<th>Students @ $25.00</th>
<th>Total enclosed</th>
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<tr>
<td>Advisor(s) @ $25.00</td>
<td>Make checks payable to: UW-Whitewater</td>
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Awards Presentation for Newspaper & Yearbook Competition/Critiques will occur at 8:20 a.m. in Hamilton Auditorium at Fall Conference

As an important part of the Scholastic Journalism Conference Day, KEMPA will present awards to staff representatives or advisors, and both awards and critiques may be picked up at that time. Those schools who submitted the yearbook or three newspaper issues will be welcomed for the awards presentation before other schools and before Session 1. School spirit and school pride in publications are encouraged by KEMPA. Be present; cheer on your school. Other high schools may arrive and register at 9:05 a.m. before Session 1.

Required Advance Registration

☐ TV Production (Double Session—Sessions 1 & 2) __________________________
  (Limit of two students per school—limited to first 20 registrants) (Please print name(s) on the above line)

☐ Radio Production (Session 1) __________________________☐ Radio Production (Session 2) __________________________
  (Limit of one student per school—limited to 10 registrants) (Please print name on the above line)

☐ Radio Production (Session 3) __________________________
  (Limit of one student per school—limited to first 10 registrants) (Please print name on the line)

Tickets for these sessions will be given to the advisor at the registration desk

Mail to:

Scholastic Journalism Conference
University of Wisconsin-Whitewater
Continuing Education Services
Roseman Building Room 2005
800 West Main Street
Whitewater, WI 53190

Did you remember...

• To register before Monday, Oct. 14, 2013 - FAX 262-472-5241
• To include a payment by check or purchase order?
• To note the new schedule for KEMPA Awards?
• To advance register for TV/Radio Production?
• To NOT send membership fees along with the conference registration form? Use different address.