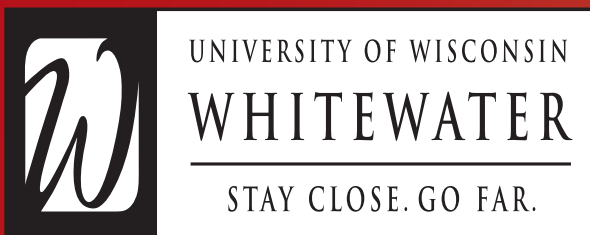


THE 46<sup>TH</sup> ANNUAL SCHOLASTIC  
**JOURNALISM**  
CONFERENCE

FRIDAY, OCT. 16, 2009

[www.kempaonline.com](http://www.kempaonline.com)

- Over 80 “how to” sessions with leaders from scholastic and professional journalism
- For newspaper, yearbook, photography and broadcast students and advisers



**KEMPA**  
kettle moraine press association

# Rules for Competition

## Editorial Write-Off Competition

*Topic for 2009: Press Law and the Supreme Court (See topic description under Session 1). Following the presentation, there will be a Q&A Session.*

Advisers: Be sure students takes notes and bring required supplies for competition.

### Rules and Regulations

1. Each newspaper staff may submit the name of one student on the registration form prior to the conference. Only the first 20 students who are registered may participate.
2. Sixty-five (65) minutes will be allowed for writing an editorial based on the presentation and the Q&A Session. Information and quotes used in this Write-Off must come solely from the Write-Off Session 1 speaker's presentation. Stories must be written neatly and double-spaced on lined paper. Write the headline and subhead for the editorial. All writing must be legible for judges.
3. Talking or leaving the room prior to completion will result in disqualification.
4. Stories must be turned in at the end of the session. The moderator will announce when 15 minutes remain.
5. A school/student code number is to be written in the upper right-hand corner. Any indication of the student's name or school will result in disqualification.
6. A dictionary, thesaurus and/or AP Stylebook may be brought to the contest. Copy reading symbols may be used to correct the copy.
7. Contestants should use a slug line, write "more" at the bottom of the page if the story continues, and use "30" at the end of the story.
8. Winners will be announced at the Awards Program at 1:30 p.m. on Oct. 16, 2009. The first place winner will receive a plaque; second and third place will receive certificates.
9. KEMPA reserves the right to publish the winning editorials.

**The competition will begin immediately following the 9:15-10:15 session on the Write-Off Competition topic: Press Law and the Supreme Court.**

## Newspaper Write-Off Competition

*Topic for 2009: Press Law and the Supreme Court (See topic description under Session 1). Following the presentation, there will be a Q&A Session.*

Advisers: Be sure students takes notes and bring required supplies for competition.

### Rules and Regulations

1. Each newspaper staff may submit the name of one student on the registration form prior to the conference. Only the first 20 students who are registered may participate.
2. Sixty-five (65) minutes will be allowed for writing a news feature based on the presentation and the Q&A Session. Information and quotes used in this Write-Off must come solely from the Write-Off Session 1 speaker's presentation. Stories must be written neatly and double-spaced on lined paper. All writing must be legible for judges. Write the headline and subhead for the story. Provide a written plan for one alternative coverage copy based on information from the Write-Off speaker.
3. Talking or leaving the room prior to completion will result in disqualification.
4. Stories must be turned in at the end of the session. The moderator will announce when 15 minutes remain.
5. A school/student code number is to be written in the upper right-hand corner. Any indication of the student's name or school will result in disqualification.
6. A dictionary, thesaurus and/or AP Stylebook may be used, which the student must provide. Copy reading symbols may be used to correct the copy.
7. Contestants should use a slug line, indent for paragraphs (at least two spaces), write "more" at the bottom of the page if the story continues, and use "30" at the end of the story.
8. Winners will be announced at the Awards Program at 1:30 p.m. on Oct. 16, 2009. The first place winner will receive a plaque; second and third place will receive certificates.
9. KEMPA reserves the right to publish the winning articles.

**The competition will begin immediately following the 9:15-10:15 session on the Write-Off Competition topic: Press Law and the Supreme Court.**

## Editorial Cartoon-Off Competition

*Topic for 2009: Press Law and the Supreme Court (See topic description under Session 1). Following the presentation, there will be a Q&A Session.*

Advisers: Be sure students takes notes and bring required supplies for competition.

### Rules and Regulations

1. Each newspaper staff may submit the name of only one student to represent the newspaper. Only the first 25 students registered may participate.
2. Sixty-five (65) minutes will be allowed for the creation of the cartoon.
3. Black ink medium line markers, rulers, and 8 1/2" by 11" white paper will be provided. An AP Stylebook, thesaurus and dictionary may be brought to the contest.
4. Talking or leaving the room prior to completion will result in disqualification.
5. Cartoons must be turned in at the end of 65-minute session; time will be announced periodically.
6. A school/student code number is to be written on the back, upper right-hand corner. Any indication of the student's name or school will result in disqualification.
7. Winners will be announced at the Awards Program at 1:30 p.m. on Oct. 16, 2009. The first place winner will receive a plaque; second and third place will receive certificates.
8. KEMPA reserves the right to publish the winning cartoon.

**The competition will begin immediately following the 9:15-10:15 session on the Write-Off Competition topic: Press Law and the Supreme Court.**

## Yearbook Write-Off Competition

### Rules and Regulations

1. One student from each staff may compete. The name of that student should be on the entry blank sent to the Fall Conference. The first 15 students to preregister for the conference will be the 15 competitors.
2. At the time of check-in, the competitors will be assigned to a work area and given an envelope of materials and a school/student code number. Any indication of the student's name or school on the entry will result in disqualification.
3. Contestants must bring their own pens and lined paper to write copy. Stories must be written neatly and double-spaced on lined paper. All writing must be legible for judges. An AP Stylebook, thesaurus and dictionary may be brought to the contest.
4. The materials will contain instructions, designate a spread (prom, school musical, baseball, etc.) and supply background information/facts, interviews and photos. The student will write headline, subheads and at least three paragraphs of body copy as well as captions for three action photos. From the information and interviews provided, the competitors must also create two alternative copy coverage concepts.
5. Talking or leaving the room prior to completion will result in disqualification.
6. Work must be turned in at the end of 105-minute session; time will be announce periodically.
7. Winners will be announced at the Awards Program at 1:30 p.m. on Oct. 16, 2009. The first place winner will receive a plaque; second and third place will receive certificates.
8. KEMPA reserves the right to publish the winning Write-Off entry.

**The competition will begin immediately following the Welcome Convocation. This session runs from 9:15-11 a.m.**

# Nomination & Membership Application Forms

## Professional Membership Application

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Memberships @ \$65.00 each \$ \_\_\_\_\_

Make check payable to: KEMPA. Please mail to: Linda Barrington, Membership Director, 4590 Turtle Creek Dr., Brookfield, WI 53005.

## KEMPA Award Nominations – Due Sept. 25, 2009

In an attempt to recognize the assistance that high school journalists receive from the professional press and administrators, the Kettle Moraine Press Association Board of Directors has instituted several award programs.

1. Nominations for these awards must be received by KEMPA, c/o UW-Whitewater, Continuing Education Services, Roseman Bldg. Rm. 2005, 800 West Main Street, Whitewater, WI 53190 **by Sept. 25, 2009.**
2. A committee chosen by the Board President will screen nominations, and awards will be presented at the Fall KEMPA Conference at UW-Whitewater on Oct. 16, 2009.

## Outstanding Administrator Award Nomination

Administrator being nominated \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

Adviser nominating \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

*Submit on a separate sheet of paper the reasons that make your nominee eligible for consideration.*

## Media Award Nomination

Person/publication being nominated \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

Adviser nominating \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

*Submit on a separate sheet of paper the reasons/specific activities/services that make your nominee eligible for consideration.*

• *Adviser members of KEMPA may nominate any printed publication, electronic media or specific individuals involved with these facets of the professional press.*

• *Nominations must include specific activities or services performed by this individual or institution which have given encouragement or assistance to high school publications.*

## School Membership Applications for Newspaper and/or Yearbook

### Newspaper

Publication name \_\_\_\_\_

Adviser's name \_\_\_\_\_

School \_\_\_\_\_

School address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

School phone \_\_\_\_\_

Email \_\_\_\_\_

I would like to serve on the KEMPA Board

I do not wish to have my name posted on the KEMPA web site

### Yearbook

Publication name \_\_\_\_\_

Adviser's name \_\_\_\_\_

School \_\_\_\_\_

School address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

School phone \_\_\_\_\_

Email \_\_\_\_\_

I would like to serve on the KEMPA Board

No, I do not wish to have my name posted on the KEMPA web site

#Publications (Newspaper and/or Yearbook) \_\_\_\_\_ x \$65/each \_\_\_\_\_ = Total \$ \_\_\_\_\_ **Make checks payable to: KEMPA**

Please mail to: Linda Barrington, Membership Director, 4590 Turtle Creek Dr., Brookfield, WI 53005.

Check membership status at [www.KEMPAonline.com](http://www.KEMPAonline.com). Check website for the opportunity to combine KEMPA and JEA memberships at \$115.

# Session 1 • 9:15 - 10

A-Adviser B-Broadcast Journalism  
N-Newspaper P-Photography Y-Yearbook

**ADVISERS:** Please photocopy all three session descriptors for your students and yourself to bring to Fall Conference. Please make sure you and your students pre-plan session attendance and REQUIRE NOTES from students to turn in to use in post-field trip discussion.

## (Y) A to Z Trends

Also presented in Session 3

The most up-to-date information about advanced design can make your yearbook as contemporary as the latest issues of *Entertainment Weekly*, *Sports Illustrated* or *Seventeen*. A yearbook representative will offer PowerPoint examples.

Maureen Olofson, Herff Jones Publishing

## (A) Advisers Roundtable

Also presented in Session 2

Many questions and dilemmas face someone who advises a school newspaper or yearbook. This session will give advisers an opportunity to ask questions, express concerns and get some pointers from each other and two experienced advisers.

John Culbertson, (Retired) Waterloo H.S. & Mike Gordy, Antioch H.S.

## (N,Y) Attracting Readers Through Visual Design

Also presented in Session 3

Today's readers love color and cool graphics. Learn how to attract readers to your publication by visually drawing them into your stories.

Ken Miller, Wisconsin State Journal

## (N,Y) Basic Column Design

Yearbook staffers brand new to yearbook will learn the basic principles of column design, elements, and layout basics. This session will walk you through the very first steps to completing a visually appealing spread from creating an eyeline to incorporating candid photos around a dominant photo. Walk away with the skills necessary to visually organize your content for your first spread of the season.

Adriana Polcinski, Herff Jones Publishing

## (N,Y) Copy Editing

Also presented in Session 2

Once the story is written, writers are often tempted to say, "I'm finished," but there is another step which is critical to the quality of your publication—copy editing. That final important step is one this professional writer can help you to understand and appreciate.

Sue Barron, (Retired) Wauwatosa, Wis.

## (N,Y) Desktop Publishing: Enhancing Graphics with Photoshop

This session will show you how to spice up pages with the use of graphics for InDesign and help designers understand how to accurately place graphics onto pages.

Mike James, Walsworth Publishing

## (N) Creating Protocol for Free and Responsible Student News Media

Get an update on and contribute to a project supported by the Illinois Press Foundation and the McCormick Freedom Museum to create protocol for nurturing free and responsible student news media.

Randy Seivke, (Retired) Illinois JEA

## (N,Y) Editorial Cartooning

Also presented in Session 2

Getting the point across clearly in a visual way is of the essence. How do you convey the point you intend, avoid misinterpretation and add to the overall effect and information of an article or editorial? An experienced cartoonist will give you some ideas. Students are encouraged to bring in their cartoons.

Mike Konopacki, Madison Newspapers

## (Y) Great Yearbooks Mean Business

Also presented in Session 2

This yearbook representative will cover the importance of selling the book and will provide ideas to support the yearbook staff. He will also encourage the yearbook staff to build on the concept of having a business manager among staff leaders.

Patrick Rand, Justens Publishing

## (P) Group & Club Composition

Assigned to photograph all the clubs and activity group photos, but have no idea what to do? Then this session will help develop organizational and people skills to put together a decent looking group photo.

Karl Boettcher, Visual Image Photography

## (N) Handling Controversial Topics

Dealing with controversy is a delicate situation, and these stories need careful reporting and writing. This session will give you insights on how to address and cover a controversy.

David Wallner, (Retired) Stoughton H.S.

## (N,Y) Hooked on Sports: Story Prism

Good sports storytelling begins with leads that hook readers and make them want to keep reading. By presenting a gripping scenario at the start of your story, you will find readers can't put your writing down. Learn how to craft leads from this professional journalist.

Mike Beacon, Freelancer and Lecturer, UW-Stevens Point

## (A,B,N,P,Y) How to Be an Effective Leader

Good leaders are made, not born. If you have the desire and willpower, you can become an effective leader. This session is for editors and "wannabe" editors. We will cover tips for developing leadership skills, resolving conflicts, and maintaining a positive attitude—it's all about people skills and communication!

Linda Barrington, Mount Mary College, Milwaukee

## (Y) Hot Topics for Theme Development

Also presented in Session 3

Learn how your staff can carry your theme beyond the cover to all your theme pages. An experienced yearbook rep will show you ideas that have worked for other schools and will answer your questions about these important parts of your book.

TBA, Justens Publishing

## (N,Y) InDesign Tips & Tricks

The magic of compound paths, customizing elements, typing on a path, glyphs, and cutting out backgrounds of photos are things you can do in InDesign. This fast-paced class is ideal for the experienced InDesign user. Not only will you walk away with a ton of new ideas, but you'll also have great handouts to take back to school.

Ryan Rinaldi, Walsworth Publishing

## (Y) It Sounded Good at the Time

Design fads come and go. Unearth the good, bad and ugly. This creative accounts manager reveals how awesome graphic designers get a reader hooked and keep them on the spread. Understand how to create and use modules designed for a generation of scan readers.

Shannon Williams, Justens Publishing

## (N,P,Y) Multimedia and the Newspaper

Also presented in Session 3

Audio and video are now the realm of still photographers. Come explore how multimedia is changing newsrooms across the country, and what it might mean for your career in journalism.

Kristyna Wentz-Graff, Milwaukee Journal/Sentinel

## (P) Photo Ethics

Also presented in Session 3

As photojournalists, the job, at times, requires us to approach that line of ethics. There are many ethical codes, some written and many unwritten. In many cases, the ability to follow the code can be a difficult one. However, following a code of ethics is what separates the amateur from the professional.

Jason Rice, NBC Channel 15

## (P) Photography for Dynamic Pages

Good photos turn the average into a dynamic page. Is it possible to take excellent photos when given an average assignment? This session will reveal the photojournalist's techniques for tight, emotion-centered shoots that put quality photos on the page.

Shannon Hart, Taylor Publishing

## (N,P,Y) Photoshop Tips and Tricks

Learn to maximize the potential of Photoshop. Unleash its true power and speed. Learn about droplets, styles, actions, bridge and other tricks that make this design powerhouse easier to use.

Jim Straub, Walsworth Publishing

## (P) Pointers from PJ Pros

Good photography is possible with automatic or average equipment. In this workshop, professional photojournalists will discuss ways to create a good composition and second-guess automated features that can cause lighting and focal problems. Bring photos for critique.

Hank Koshollek, (Retired) The Capital Times

Joe Koshollek, Milwaukee Journal Sentinel

Rick Wood, Milwaukee Journal Sentinel

## (N,Y) Polls and Surveys

People always seem to be interested in what others think or do, as evidenced by numerous polls. This presenter will discuss how to work with survey topics, design, distribution and tabulation.

Susan Hathaway-Tanillo, (Retired) McHenry, IL

## NEWSPAPER WRITE-OFF/EDITORIAL/ CARTOON-OFF COMPETITION TOPIC

### (N,Y) Press Law and the Supreme Court

Across the country, more student journalists are finding themselves in battles for press rights as administrators require prior review as a condition for publication. In some cases, prior review and censorship have led to court cases to determine if students' rights have been violated. Some, like the recent *Bong Hits for Jesus* case, make their way to the U.S. Supreme Court. This session will look at student press rights in light of recent cases, the retirement of Justice David Souter and the addition of Justice Sonia Sotomayor.

Students enrolled in News/Editorial Write-Offs and Cartoon-Off must attend this session to compete.

9:15-10:15

## YEARBOOK WRITE-OFF COMPETITION

For a yearbook spread designated in contest materials, write the body copy and create the headlines, photo captions and alternative coverage concepts. All content information and interviews are provided for contestants.

Sandy K. Jacoby, (Retired) Tremper H.S.

Jim Straub, Walsworth Publishing

9:15-11

## (B) Radio Production

Also presented in Sessions 2 and 3

What goes into the production of a radio broadcast?

What does the announcer do besides talk?

What technology is available?

The first 10 participants to enroll will have a chance to tour WSUW, the campus radio station at UW-Whitewater.

(Limit 10—Be sure to preregister)

WSUW, UW-Whitewater

## (Y) Selling the Yearbook

Also presented in Session 3

Look at different ways to market the yearbook for maximum appeal to students. Discuss how to organize creative campaigns and target marketing to your students.

Chuck Boldoc, Taylor Publishing

## (N) Sports Coverage in HS Newspapers

Most high school newspapers only publish monthly, so how can writers cover their schools' sports teams well? Coverage means more than just reporting on the last big competition. Learn how to cover all aspects of teams and their sports while still making their stories timely.

TBA

## (B) Television Production (Part One)

Double Session (Continues into Session 2)

What goes into the operation of a college television station? What type of training is available? What type of programming is done? What type of equipment is available to students? What kind of jobs can graduates from a college TV station expect to get? Part One of this workshop is informative; Part Two is hands on.

(Limit 20-Be sure to preregister.)

Cable 19, UW-Whitewater

## (N,Y) Tip-Top Type Techniques

Often overlooked as an essential element of design, typography can set the tone of your publication. Students will gain a basic knowledge of historic typographic styles, typographic terms and basic rules regarding typesetting. Focus on quick typographic tips and tricks that can elevate your publication from bland to beautiful in mere minutes.

Bryce Ulmer, Kenosha News

## (N) Writing and Designing for Readers

Sure, you like what's in your paper and how it looks, but is it what the readers want? Is the paper great to look at but not so good to read? This session will give some ideas on how to listen to readers, and it will show the link between good design and good writing.

Jim Killam, Northern Illinois University

# Session 2 • 10:15 - 11

A-Adviser B-Broadcast Journalism  
N-Newspaper P-Photography Y-Yearbook

## (N,Y) Ad Designers

Also presented in Session 3

Want to know what it takes to be an ad designer? Prepare that ad from start to finish from the sales person to sell, the designer to prepare, the stage to proof, the business aspect, the printing, and then the distribution. Consider a career in ad design. This advertising pro takes you into the ad world from start to finish.

*Delia Chiappetta, Kenosha News*

## (A) Advisers Roundtable

Also presented in Session 1

*John Culbertson, (Retired) Waterloo H.S.*

## (N) Avoiding Column Chaos

What should I write for this issue? If you are a column writer and have been stumped for ideas, this session will help you meet your deadline.

*Mike Doyle, Belvidere North H.S.*

## (Y) Beginning Layout and Design

Learn layout from column to grid design for current trends.

*Jayne Bogner, Justens Publishing*

## (N,Y) Building Images in Photoshop

Rid newspaper or yearbook of boring, same-as-last-year photos once and for all! Using Photoshop, learn to build story-telling images pixel by pixel. Explore advanced topics, Photoshop's layers, blending modes and masks for both color and grayscale.

*Bryce Ulmer, Kenosha News*

## (N,Y) Career Edge: 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 journalist to art director. Market your creative talent to make a mark in advertising.

*Kiegg Jacoby, Critical Mass*

## (N,Y) College Journalism: Choosing a College

Also presented in Session 3

You're all set to go to college—but what can you expect from a collegiate journalism program? What's the best way to pick the best colleges? How do you find what is right for you? Get some basic pointers on selecting your next school. This session will give you some basic guidelines.

*Jim Killam, Northern Illinois University*

## (P) Color Photography

Also presented in Session 3

What special opportunities are available in color photos? What subjects are particularly suitable? What problems can arise? This nationally recognized professional photographer will address these and other color issues.

*Hank Koshollek, (Retired) The Capital Times*

## (N,Y) Copy Editing

Also presented in Session 1

*Sue Barron, (Retired) Waunatosa, Wis.*

## (N) Covering Controversial Topics in Your School Newspaper

This session will present tips for covering controversies and proactive strategies for winning support from school administrators. It will show how bad news does not have to have a bad effect and how student journalists can inspire positive change without alienating decision-makers.

*Randy Swickel, (Retired) Illinois JEA*

## (N,Y) Creative Ad Marketing

Also presented in Session 3

Learn how to target ads to specific customers. From the spec ad for the prospective customer to the signed contract, ads must meet specific needs in the market. Originally starting with high school advertising like you, this ad representative has innovative marketing ideas to improve advertising success for newspapers and yearbook. Bring ads to learn what's good and what's bad.

*Nicole McQuestion, Kenosha News*

## (N,Y) Editorial Cartooning

Also presented in Session 1

*Mike Knapacki, Madison Newspapers*

## (N,Y) Editorial Leadership

So you are now an editor—this session will help you develop leadership skills to augment your writing and editing talents.

*Shelley Mosley, Walsworth Publishing*

## (N) The Essential School Beat

Focus on whom high school reporters need to get to know in order to cover academic and administration topics.

*Gayle Worland, Wisconsin State Journal*

## (N,Y) Feature Writing

Also presented in Session 3

Feature writing, always a favorite for yearbooks, has become just as important in newspapers, and your school and community hold a wealth of possible topics. Learn tips on feature writing from a professional journalist.

*TBA*

## (Y) Great Yearbooks Mean Business

Also presented in Session 1

*Patrick Rand, Justens Publishing*

## (Y) Headlines and Captions

Add sparkle to headline and caption basics. Draw readers into the story with reader entry points through colorful, feature style heads and captions. Lead readers beyond the photos with word play, rhyme and great content.

*Jennifer Carls, Walsworth Publishing*

## (N,Y) Hooking Readers with Powerful Leads

After hard work on that important story, how can you be sure readers will want to read it? A key part is the lead. This experienced writer and adviser will take you through the process of crafting leads that will engage readers.

*TBA*

## (N) Graphics and Color to Jazz Up Your Newspaper

Even if a publisher cannot offer you full-color photography, other visuals draw attention to a story and make the page more inviting. Focus on spot color, graphic design and other visual aspects.

*Mike Gordy, Antioch H.S.*

## (N,Y) Interviewing Made Easy: Get What You Want

Also presented in Session 3

Great stories begin with great interviews that have been planned and researched carefully but also have room for follow-up questions. Writers can master the basics and gain tips on planning and carrying out the best interviews.

*Brenda Smith, Grayslake H.S.*

*Bob Kay, Grayslake H.S.*

## (Y) In Living Color

Using color in your publication design can be a bit tricky. Understanding how colors work together and when to choose, use and lose color can be a challenge. Uncover the best practices for color usage and make the most out of the color spectrum.

*Shannon Williams, Justens Publishing*

## (N,Y,B) Journalism Ethics

Despite print journalism changes, some things don't change—especially the ethical decisions that writers and editors deal with every day. Deciding whether or not to use a photo or quote or to print a name requires reflection and discussion, and this seasoned editor discusses strategies for making decisions that will affect readers and community.

*Scott Angus, Editor, The Janesville Gazette*

## (N,Y) Motivation and Team Building

So how do you help staff members and editors alleviate the stress of 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 to improve staff morale.

*Ryan Ronaldi, Walsworth Publishing*

## (N) News Writing

How do you find the basic news story? How can old news be presented in a fresh way? How do you write an effective lead? How do you organize information? How do you incorporate quotes into a news story, and from whom should you be getting quotes? Get answers from a veteran adviser.

*Rod Vick, Mukwonago H.S.*

## (P) Passion for World Photojournalism Changes Lives

Also presented in Session 3

Effective visual storytelling starts with a curiosity and passion for people. This pro started as a high school yearbook photographer. With the Milwaukee Journal Sentinel he has been nominated for a Pulitzer Prize four times and has traveled to 20 countries documenting lives of people in the most difficult of circumstances. Using his tools will tell your school story creatively and passionately.

*Rick Wood, Milwaukee Journal Sentinel*

## (B) Perils & Pitfalls: The Internet and Copyright

Internet has access to so much material that students might love to include in publications. But what, legally, can students borrow? What about that great photo of a public official or rock star? Looks at what's legal to use—and what's not.

*TBA*

## (P) Picture Stories

Creating picture stories is more than grouping photos on a theme. A solid picture story reveals elements about the characters that cannot be expressed in words. A story idea does not need to change the world; learn how to organize and stay true to the project's intent. Learn what makes a good story, how to research and follow through.

*Kristyna Wentz-Graff, Milwaukee Journal Sentinel*

## (P) Photojournalism: Create Outstanding Photos with Average Equipment

Is it possible to capture an effective photo when given an average assignment? This photojournalist will discuss ways to get quality photos through an awareness of composition and lighting.

*Jason Rice, NBC Channel 15*

## (P) Photoshop 911

Photo quality is still the issue after the shoot. Look at how to rescue images in Adobe Photoshop to yield the highest quality for publication and to impact readers.

*Joe Koshollek, Milwaukee Journal Sentinel*

## (B) Radio Production

Also presented in Sessions 1 and 3

(Limit 10-Be sure to preregister.)

*Brian Lucas, WSUW; UW-Whitewater*

## (N,Y) Reporting and Writing Features

This feature writer will take you through the steps to find interesting topics, ask the right questions and craft feature stories important to today's publications.

*TBA*

## (N,Y) Rev Up Readers with Opinions/Reviews

How to get more opinions into your newspaper or yearbook—legitimately. Every staff wants its publication to be read eagerly by its audience. One way to increase readership is to get more student opinions into the publication through polls involving larger numbers of students. Another way is to write reviews about events and consumer products readers are talking about.

*Susan Hathaway Tantillo, (Retired) McHenry, Ill.*

## (Y) Sports Action Photos

This session will cover the basics of how to photograph sports action images. What do you need to consider before you stand on the sideline? How do you capture images that tell the story of your school's sports teams?

*Karl Boettcher, Visual Image Photography*

## (N,Y) Sports Writing 101

One of the most-read sections of your newspaper or yearbook is the sports section. More students than ever are participating, so good coverage is important. While professional dailies tend to run coverage stories primarily, high school sports writers must learn other ways to present their sports through preview stories, season wrap-ups and feature stories. This session will cover those basic formats.

*Mike Beacon, Freelancer and Lecturer, UW-Stevens Point*

## (B) Television Production (Part Two)

Double Session (Continued from Session 1)

*Cable 19, UW-Whitewater*

## (Y) Theme Development

People always judge a yearbook by its theme which begins on the cover. Reflect on the best ways to carry the theme throughout the yearbook. This yearbook representative shows the latest and greatest to reflect themes.

*Shannon Hart, Taylor Publishing*

## (N) Tips for Improving Your Paper's Design

In this visual age, your readers expect designs that will draw them into the stories your writers have worked so hard on. Packaging can make the difference between a good story and a great story. This professional designer will provide you with great ideas for improving the look of your school paper and draw in more readers.

*Ken Miller, Wisconsin State Journal*

## (Y) Typography and Design

Sometimes the little details make the biggest difference! Learn the basic vocabulary of typography and how to choose fonts that increase readability and legibility. Designing with type requires more than just copying cool ideas. It is one of the most important aspects in creating dynamic yearbook.

*Adriana Plocinski, Heff Jones Publishing*

## (P) Visual Journalism for Storytelling

Also presented in Session 3

This multi-media editor shoots news stories, events in community and edits the stories on daily deadline. While this pro uses a Sony FX 1 camera and professional audio, handy cams open the world to student reporters to enhance print stories and put the reader on the scene as news is edited to the web.

*Danielle Guerra, Northwest Herald*

## (Y) What's Hot? InDesign—Truly for Trends

Also presented in Session 3

InDesign will allow designers to create all kinds of layouts, from the traditional template look to magazine style layouts. Using InDesign, this yearbook rep shows many examples of trendy looks.

*Mike James, Walsworth Publishing*

**ADVISERS:** Please photocopy all three session descriptors for your students to bring to Fall Conference. Please pre-plan session attendance and REQUIRE NOTES from students to turn in to use in post-field trip discussion.

# Session 3 • 12:30 - 1:15

A-Adviser B-Broadcast Journalism  
N-Newspaper P-Photography Y-Yearbook

## (Y) A to Z Trends

Also presented in Session 1  
Maureen Olofsson, Herff Jones Publishing

## (N,Y) Ad Designers

Also presented in Session 2  
Delia Chiappetta, Kenosha News

## (N,Y) Attracting Readers Through Visual Design

Also presented in Session 1  
Ken Miller, Wisconsin State Journal

## (N) Best of Newspaper Design

Look at award-winning newspapers to see what elements make them so good. Examine the details and get ideas for improving your publication. Look at design elements, one by one. Also get a list for these publications for newspaper exchanges.

Linda Barrington, Mount Mary College, Milwaukee

## (P) 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.

Karl Boettcher, Visual Image Photography

## (N,Y) College Journalism: Choosing a College

Also presented in Session 2  
Jim Killam, Northern Illinois University

## (P) Color Photography

Also presented in Session 2  
Hank Koshollek, (Retired) The Capital Times

## (N,Y) Creative Ad Marketing

Also presented in Session 2  
Nicole McQuestion, Kenosha News

## (N,Y) Dr. Photoshop

With the onslaught of cheap, high-quality digital cameras, image acquisition no longer plagues high school staffs. Yet, poor image quality still infects publications. Cure quality issues by manipulating images in Adobe Photoshop.

Bryce Ulmer, Kenosha News

## (N,Y) Dynamic Design: Surf the Web and Magazines

This professional web designer will adapt the look of web and magazine pages to yearbook and newspaper layouts. Check out the top 30 for cool design and designers where web design can adapt to yearbooks.

Kregg Jacoby, Critical Mass

## (N, Y) Editorial Leadership

Editors need to lead both in terms of leadership through writing and leadership of their staffs. Learn from a professional journalist what skills you need to be an effective leader of your staff and within your school.

Scott Angus, Editor, The Janesville Gazette

## (N, Y) Extreme InDesign

The magic of compound paths, customizing elements, typing on a path, glyphs, and cutting out backgrounds of photos are things you can do in InDesign. Experienced InDesign users will walk away with new ideas and will have great handouts to take back.

Shelley Mosley, Walsworth Publishing

## (N,Y) Feature Writing

Also presented in Session 2  
TBA

## (N, Y) Getting the Sports Story

Sometimes, nothing goes as expected when you are assigned a sports story. This session will give you examples of how to recover and get the story you were assigned.

Mike Doyle, Belvidere North H.S.

## (Y) Grid Design for Yearbooks

This hands-on class will explore the basics of grid design to create layouts like the pros. Come prepared to walk away with a yearbook layout you can use. Both beginning and intermediate designers will benefit from this session.

Jim Straub, Walsworth Publishing

## (Y) Hot Topics for Theme Development

Also presented in Session 1  
TBA, Jostens Publishing

## (N) 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.

David Wallner, (Retired) Sloughton H.S.

## (N,Y) Interviewing Made Easy: Get What You Want

Also presented in Session 2  
Brenda Smith, Grayslake H.S.  
Bob Kay, Grayslake H.S.

## (Y) InTune Typography

Take a high-octane tour of rockin' typefaces. Uncover tips and tricks from the pros when it comes to creating the visual connection with your fonts. Understand which type works best for a publication.

Shannon Williams, Jostens Publishing

## (N, Y) Issues Facing Private Schools

Writing for publication in the private school poses 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.

Kathleen Burke, Regina Dominican H.S.

## (N) Journalism 101 Laughs

After 36 years this journalism teacher and adviser has a ton of anecdotes (each with a lesson) to share. Focus on the lighter side to generate smiles and sunshine for scholastic journalists who work to provide important service to their school communities.

Randy Swickel, (Retired) Illinois JEA

## (Y) Layout and Design for Yearbooks

An experienced yearbook rep shows examples of layout and graphic design to make your yearbook eye-catching, appealing and up-to-date in this world of flashy visuals. Find out what a staff can do to improve the eye appeal of yearbook layouts.

Tom Juran, Brookfield Central H.S.

## (A,Y) Multimedia and the Newspaper

Also presented in Session 1  
Kristyna Wentz-Graff, Milwaukee Journal Sentinel

## (N) Music Reviews That Sing

Journalists will hear from a professional review-writer the tricks of the trade for writing music reviews that tell readers what they need and want to know about the newest hits from favorite performers.

TBA

## (P) Passion for World Photojournalism Changes Lives

Also presented in Session 2  
Rick Wood, Milwaukee Journal Sentinel

## (P) Photo Ethics

Also presented in Session 1  
Jason Rice, NBC Channel 15

## (N,P,Y) Photoshop Tips & Tricks

Learn to maximize the potential of Photoshop. Unleash its true power and speed. Learn about droplets, styles, actions, bridge and other tricks that make this design powerhouse easier to use.

Ryan Rinaldi, Walsworth Publishing

## (B) Radio Production

Also presented in Sessions 1 and 2  
(Limit 10—Be sure to preregister)  
WSUW, UW-Whitewater

## (Y) Selling the Yearbook

Also presented in Session 1  
Chuck Boldoc, Taylor Publishing

## (P) Sports Photography

How do you capture the momentous play when it may not even be one second long? What types of action and reaction do you look for on the playing field, in the stands and on the bench?

Joe Koshollek, Milwaukee Journal Sentinel

## (Y) Theme Development

See a trendy pictorial theme developed from cover to closing pages with tons of pictures to include every student in your school three times.

Jayme Bogner, Jostens Publishing

## (P) Visual Journalism for Storytelling

Also presented in Session 2  
Danielle Guerra, Northwest Herald

## (A) Web Resources for Advisers

Although students are welcome, this session is aimed at advisers who want ideas about sites to improve curriculum or publications. We will look at specific sites via a live Internet connection. Bring along a favorite Web address of your own to share.

Susan Hathaway Tantillo, (Retired) McHenry, Ill.

## (Y) What's Hot? InDesign—Truly for Trends

Also presented in Session 2  
Mike James, Walsworth Publishing

## (N) Where to Get Money and How to Make Advertising Pay for Your Publication

School's cut funds? Learn how to become financially independent from an adviser whose paper receives no funding.

Mike Gordy, Antioch H.S.

## (Y) Yearbook Sports Coverage

What's the best coverage and angle for the feature style required of yearbook sports copy? What sports features are possible? How can alternative copy expand the coverage? Learn how you tell the story straight and reveal the season unique to this year.

Jennifer Curtis, Walsworth Publishing

## WWW.KEMPAONLINE.COM

KEMPA has a site for the World Wide Web! It features upcoming events, news of KEMPA, names and addresses of members of the KEMPA Board of Directors and member schools, and advisers' names and addresses.

## SCHOLASTIC JOURNALISM

### Registration (Hamilton Center)

8 - 8:45 a.m.

Welcome Early Arrivals 8:20 a.m.

Welcome All Others 8:50 a.m.

### Session 1

9:15 - 10 a.m.

### Session 2

10:15 - 11 a.m.

Adviser Lunch (students on their own)

11 a.m. - 12:15 p.m.

### Session 3

12:30 - 1:15 p.m.

Awards (Hamilton Center)

1:30 - 2 p.m.

FRIDAY, OCT. 16, 2009

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

## Conference Registration Form • Registration Deadline: Oct. 5, 2009

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

Name of publication \_\_\_\_\_

School \_\_\_\_\_ School phone \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Adviser's name(s) \_\_\_\_\_ Adviser'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 permits

### Members

\_\_\_\_\_ Students @ \$12.00 \$ \_\_\_\_\_

\_\_\_\_\_ Adviser(s) @ \$15.00 \$ \_\_\_\_\_

### Non-members

\_\_\_\_\_ Students @ \$15.00 \$ \_\_\_\_\_

\_\_\_\_\_ Adviser(s) @ \$18.00 \$ \_\_\_\_\_

*Adviser 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 instructions. 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. 5, 2009)

\_\_\_\_\_ Students @ \$17.00 \$ \_\_\_\_\_

Total enclosed \$ \_\_\_\_\_

\_\_\_\_\_ Adviser(s) @ \$20.00 \$ \_\_\_\_\_

Make checks payable to: UW-Whitewater

## Competition Registration

*Name of student representing school and school name (Only one student per school may register)*

On-the-Spot Yearbook Competition (Max. 15) \_\_\_\_\_

Write-Off Competition (Max. 20) \_\_\_\_\_

Cartoon-Off Competition (Max. 25) \_\_\_\_\_

Editorial Writing Competition (Max. 20) \_\_\_\_\_

## 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) \_\_\_\_\_

*(Limit of **one** student per school—limited to first 10 registrants) (Please print name on the above line)*

Radio Production (Session 2) \_\_\_\_\_

*(Limit of **one** student per school—limited to first 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 above line)*

**Tickets for these sessions will be given to the adviser 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. 5, 2009?
- To include a payment by check or purchase order?
- To register for a student competition?
- To advance register for TV/Radio Production?
- To NOT send membership fees along with the conference registration form (use different address)?