

THE 48TH ANNUAL SCHOLASTIC
JOURNALISM
CONFERENCE

FRIDAY, OCT. 14, 2011
www.kempaonline.com

Media Impact on Politics

featured session

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



UNIVERSITY OF WISCONSIN
WHITEWATER

KEMPA
kettle moraine press association

Session 1 • 9:30 - 10:15

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

(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 Olofsson, Herff Jones Publishing

(A) Advisers Roundtable

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.

Mike Gordy, All-KEMPA Adviser

(Y) Building Staff Morale

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 from this presenter to improve staff morale.

Erin Grunnet, Walsworth Publishing

(Y) Chronological Yearbooks Promote Flexibility

Also presented in Session 3

Reorganizing your yearbook to chronological coverage expands content possibilities. Allowing a fresh book-look, it also puts pages in publisher friendly 16-page signatures to get your book on schedule for delivery.

Nancy Becker, JEA Mentor

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

Also presented in Session 3

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

Kregg Jacoby, Chicago Art Director

(N,Y) Editorial Cartooning

Also presented in Sessions 2 & 3

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 Labor Cartoonist

(N,Y) Enhancing Graphics with Photoshop

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

Mike James, Walsworth Publishing

(N,Y) Feature Writing with Flair

Also presented in Session 2

Feature writing, always a favorite for good yearbooks, has become just as important in newspapers, and your school and community hold a wealth of possible topics. To teach tips on feature writing, this All KEMPA adviser will take you through the steps to find topics, ask the right questions and craft feature stories important to today's publications.

Kellie Doyle, Lakes Community HS

(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

(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, JEA Mentor

(Y) Hot Topics for Theme Development

Also presented in Session 2

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.

Kari Lange, Justens Publishing

(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

(P) In the Know with Photo Workflow

From shooting the cast of *gLee* live to capturing the intensity of the 9-11 New York tragedy, this Pulitzer nominated photojournalist succeeds through an organized work-flow. Creating picture stories reveals elements about the characters that cannot be expressed in words. From concept and assignment forward, learn how to organize, what makes great photojournalism and how to follow through.

Rick Wood, Milwaukee Journal Sentinel

(B,N,Y) Journalism Ethics

Despite print journalism changes, some things don't change—especially the ethical decisions. 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.

Scott Angus, Editor, The Janesville Gazette

(P) Media Ethics

Also presented in Session 3

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

Jason Rice, NBC Channel 15

(A,B,N,Y) Media Impact on Politics

Also presented in Session 2

Starting with the governor's budget bill and 100,000 protesters in Madison, Wisconsin politics and its recent recall elections have headlined both local and national news print, TV/radio and social media. How local newsmakers and commentators perceive the impact of media on the political front plays out in this panel discussion.

Peter Barea, Wisconsin State Assembly Minority Leader

Steve Brown, Northeastern Ill U PhD & WGTD Executive News Producer

Jeff Pertl, Policy Initiatives Adviser at the Wisconsin Dept. of Public Instruction

Steve Lund, Kenosha News Editorial Page Editor

(N) Motivate for Better Staff Management

Deadline stress and the internal staff conflicts often arise in putting out a publication. Improve the general atmosphere of the publication work place through fun and motivating activities. Boost both staff morale and staff organization with advice from this All KEMPA adviser.

Carolyn Wagner, Lake Zurich HS

(N) News Writing

Also presented in Session 2

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 HS

(N) Partnerships for Success

The success of your student media may require you to "think outside the box." This All KEMPA adviser will introduce you - or reintroduce you - to some ideas that will help your media program go.

Stan Zoller, Rolling Meadows HS

(N, Y) Photoshop Tips & Tricks

This workshop is for all levels of Photoshop users. Covering the basic tips: Color Manipulation, Smart Objects, Layers - attendees will walk away with helpful tools and an open mind, to the endless design possibilities, with Photoshop.

Gretchen Samuelson, Herff Jones

(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, Madison Photojournalist

Joe Koshollek, Milwaukee Photojournalist

(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 Tantillo, JEA

(B,N,Y) Protocol for Free & Responsible Student News Media

This protocol was created by a collaborative effort of journalism students, advisers, administrators, school board members, professional journalists, attorneys and other scholastic journalism stakeholders from across the nation. It provides a balance of freedom and structure for student news media and is an excellent tool for resolving ethical issues, media content controversies and questions about oversight responsibilities.

Randy Scivile, JEA Mentor

ADVISERS: Please photocopy all three sessions for your students and yourself to bring to Fall Scholastic Journalism Conference because schedules and titles only will be provided at the SJC. 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 information once back at school. Maximize your success!

(B) Radio Production

Also presented in Sessions 2 and 3 (Limit 10-Preregister)

What goes into the production of a radio broadcast? What does the announcer do besides talk? What technology is available? Tour WSUW, the campus radio station at UW-Whitewater.

Brian Lucas, WSUW; UW-Whitewater

(P) Shoot Outstanding Photos with Average Cameras

Also presented in Session 2

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.

Doug Wojcik, Stevens Point Journal

(Y) Social Networking Promotes Publications

Also presented in Session 2

Using social network to market and increase yearbook awareness is an essential tool in your publication's success. These sites increase student awareness, interaction and drive sales.

Jim Pease, Balfour-Taylor Publishing

(Y) Sports Action Photos

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

(B) Television Production (Part One)

Double Session (Continues into Session 2) (Limit 20-Preregister.)

What goes into operating a college television station? What training is available? What programming is done? What jobs can graduates from a college TV station expect? Part One is informative; Part Two hands on.

James Mead Cable 19, UW-Whitewater

(Y) Theme Develops the Year

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

Jayne Bognert, Justens Publishing

(N) Tips for Improving Newspaper 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

(N,Y) Tip-Top Type Techniques

An essential element of design, typography can set a publication tone. 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 a publication from bland to beautiful in mere minutes.

Bryce Ulmer, Kenosha News

(N) Visual Journalism for Storytelling

Also presented in Session 2 & 3

This multi-media professional 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.

Lauren Anderson, Northwest Herald

(N) Writing and Designing for Reader

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

(A,N,Y) At THE MASH in Digital

Also presented in Session 3

The MASH, the award-winning teen newspaper of the Chicago Tribune, will present online journalism and best tools and practices for story and teen staff success. MASH editors will talk about digital reporting tools and online organization, as well as the use of social media to develop story ideas, find individual and organizational sources and use cutting edge technology to produce innovative storytelling to grab the attention of your audience.

Chicago Tribune theMASH: Maura Wall Hernandez, Digital Editor

Fernie Tijlis, Programs Editor

(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 and present the personal edge to issues.

Mike Doyle, Belvidere North HS

(Y) Beginning Layout and Design

Learn layout from column to grid design for current trends. This experienced rep will add control to your design process.

Jayne Bogner, Jostens 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.

Kregg Jacobs, Chicago Art Director

(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 along to learn what works and what doesn't.

Nicole McQuestion, Kenosha News

(N,Y) Editorial Cartooning

Also presented in Sessions 1 & 3

Mike Konopacki, Madison Labor Cartoonist

(N) Editorial Leadership for Newspapers

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

Scott Angus, Editor, The Janesville Gazette

(Y) Editorial Leadership for Yearbooks

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

Erin Grunnet, Walsworth Publishing

(N,Y) Feature Writing with Flair

Also presented in Session 1

Kellie Doyle, Lakes Community HS

(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 HS

(Y) Great Yearbooks Mean Business

Also presented in Session 1

Patrick Rand, Jostens Publishing

(P) Group and 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 for your yearbook or newspaper.

Karl Boettcher, Visual Image Photography

(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.

Jeff Willauer, Waunakee HS

(Y) Hot Topics for Theme Development

Also presented in Session 1

Kari Lange, Jostens Publishing

(N, Y) InDesign for Everyone

A hands-on workshop covering the basic InDesign Creative Suite tools and techniques. Participant will walk away with the knowledge and ability of creating a print ready document. All levels of InDesign users welcome.

Gretchen Samuelson, Herff Jones

(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 carrying out the best interviews.

Brenda Smith, Grayslake HS

Bob Kay, Grayslake HS

(Y) Layout and Design for Yearbooks

Also presented in Session 3

An experienced adviser/graphics instructor 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 HS

(B,N,Y) Media Changes Reshape Photojournalism

The last decade with television, internet and print journalism have produced huge changes for photojournalists. Still photographers are taking video while video photographers are taking more stills. The internet has turned the photojournalist's world upside down. What do new photographers need to know in order to adapt?

Jason Rice, NBC Channel 15

(A,B,N,Y) Media Impact on Politics

Also presented in Session 1

Peter Barca, Wisconsin State Assembly Minority Leader

Steve Brown, Northeastern Ill U PhD & WGTD Executive News Producer

Jeff Portl, Policy Initiatives Adviser at the Wisconsin Dept. of Public Instruction

Steve Lund, Kenosha News Editorial Page Editor

(N,Y) Motivation and Team Building

Also presented in Session 3

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.

Jen Weiss, Walsworth Publishing

(N) News Writing

Also presented in Session 1

Rod Vick, Mukwonago HS

(P) Passion for Photojournalism and People

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 Journal Sentinel he has been nominated for four Pulitzer Prizes and has traveled to 20 countries documenting lives of people in the most difficult circumstances. Using his tools, picture your school story creatively and passionately.

Rick Wood, Milwaukee Journal Sentinel

(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 Kosholek, Milwaukee Photojournalist

(B) Radio Production

Also presented in Sessions 1 and 3 (Limit 10-Must preregister)

Brian Lucas, WSUW, UW-Whitewater

(N) Recognizing & Shooting Video Stories

Also presented in Session 3

See how to recognize and plan for utilizing video in the story-telling process. Learn dos and don'ts associated with shooting video, what makes for good video and what doesn't, what kind of camera options there are, and what is involved in editing video.

Ken Miller, Wisconsin State Journal

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

How to get more opinions into your newspaper or yearbook—legitimately. Increase readership by gathering more student opinions through polls involving larger numbers of students and writing reviews about events and consumer products readers are talking about.

Susan Hathaway Tantillo, JEA

RECOGNITION for KEMPA EXECUTIVE DIRECTOR JAN KOHLS

LUNCHEON LOCATED IN HAMILTON CENTER

Jan was one of the founding members of KEMPA in the 1970s, serving on the first board of directors and every board after until she became executive director in the 1990s. She was instrumental in creating the annual Summer Journalism Workshop and the Fall Conference. A long-time journalism teacher and yearbook adviser at Fort Atkinson High School, she was KEMPA's Adviser of the Year twice and has been inducted into KEMPA's Hall of Fame. She has been honored by the Wisconsin Press Association for her lifetime passion for scholastic journalism. Part of a state-wide effort in the early 1990s to get student press rights legislation passed in Wisconsin, she also received JEA's Lifetime Achievement Award.

(N) Rookie Advisers Survival Skills

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

Carolyn Wagner, Lake Zurich HS

(P) Shoot Outstanding Photos with Average Cameras

Also presented in Session 1

Doug Wojcik, Stevens Point Journal

(Y) Social Networking Promotes Publications

Also presented in Session 1

Jim Pease, Balfour-Taylor Publishing

(N) Tackling the Tough Stuff

Also presented in Session 3

From traffic deaths to community disasters, newspapers must cover these important events/issues for their readers. Suicides, murder and other tragedies compound the difficulty to providing fair and balanced coverage when the school community is recoiling. This All KEMPA adviser offers solid guidelines to navigate the Tough Stuff.

Elaina Meiers, Wauwatosa East HS

(N,Y) Taking the Lead

Maria von Trapp had it right -- Let's start at the very beginning. In any media, that means the lead. This All KEMPA adviser will discuss fundamental lead writing to grab your readers at the very beginning.

Stan Zoller, Rolling Meadows HS

(B) Television Production (Part Two)

Double Session (Continued from Session 1)

James Mead, Cable 19, UW-Whitewater

(B,N,Y) Treasury of Scholastic Journalism Anecdotes

Hear how this retired adviser arranged for students to meet six presidents, to get press credentials to cover the Academy Awards three years in a row, to create the weekly FBI Report that's sent to field agents across the country and interview J. Edgar Hoover and to engage in countless other spectacular special assignments beyond school walls. Be inspired to tap your resources.

Randy Swickel, JEA Mentor

(N) Visual Journalism for Storytelling

Also presented in Session 1 & 3

Lauren Anderson, Northwest Herald

(N) What Writing Judges are Looking For

This experienced judge will discuss how award-winning articles are written. She points out how great writers focus on facts and background to help readers understand and interpret the news.

Audrey Kemp, DC Everest HS

(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

(N,Y) Your Path to a Journalism Career

Also presented in Session 3

All set to go to college—but what can you expect from a collegiate journalism program? What's the best way to choose a school? How can you start preparing? If you're seriously interested in a journalism career, this session will help you develop a road map to get there.

Jim Killam, Northern Illinois University

Session 3 • 1 - 1:45

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

(A,N,Y) At THE MASH in Digital

Also presented in Session 2

Chicago Tribune theMASH: Maura Wall Hernandez, Digital Editor,
Fernie Tiflis, Programs Editor

(Y) A to Z Trends

Also presented in Session 1

Maureen Olofsson, Herff Jones Publishing

(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

(Y) Chronological Yearbooks Promote Flexibility

Also presented in Session 1

Nancy Becker, JEA Mentor

(P) Color Photography

What special opportunities are available in digital 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, Madison Photojournalist

(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

Also presented in Session 1

Kregg Jacoby, Chicago Art Director

(N,Y) Editorial Cartooning

Also presented in Sessions 1 & 2

Mike Konopacki, Madison Labor Cartoonist

(N) Editorials That Move Readers to Action

As an editor, leadership means using writing and editing talents to write editorials that move readers to action. Strong editorials not only help readers clearly focus on the issues but also motivate readers with strongly supported opinions.

Steve Lund, Kenosha News Editorial Page Editor

(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 photography into the art of feature photojournalism.

Doug Wojcik, Stevens Point Journal

(N, Y) Get Publication Money and Make Ads Pay

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

Mike Gordy, All KEMPA Adviser

(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 HS

(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, JEA Mentor

(N, Y) InDesign For Editors & Writers

Explore the advanced features and shortcuts in InDesign CS4 & CS5. Knowledge of InDesign is recommended, but not required.

Gretchen Samuelson, Herff Jones

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

Also presented in Session 2

Brenda Smith, Grayslake HS

Bob Kay, Grayslake HS

(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 HS

(Y) Layout and Design for Yearbooks

Also presented in Session 2

Tom Juran, Brookfield Central HS

(P) Media Ethics

Also presented in Session 1

Jason Rice, NBC Channel 15

(N,Y) Motivation and Team Building

Also presented in Session 2

Jen Weiss, Walsworth Publishing

(P) Passion for Photojournalism and People

Also presented in Session 2

Rick Wood, Milwaukee Journal Sentinel

(B) Radio Production

Also presented in Sessions 1 and 2 (Limit 10-Preregister)

Brian Lucas, WSUW, UW-Whitewater

(N) Recognizing & Shooting Video Stories

Also presented in Session 2

Ken Miller, Wisconsin State Journal

(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? Let this professional photojournalist guide where you focus.

Joe Koshollek, Milwaukee Photojournalist

(N) Tackling the Tough Stuff

Also presented in Session 2

Elaina Meiers, Wauwatosa East HS

(Y) Theme Development - Latest and Greatest

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 books to reflect themes.

Jim Pease, Balfour-Taylor Publishing

(N) Visual Journalism for Storytelling

Also presented in Session 1 & 2

Lauren Anderson, 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 Tantilla, JEA

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

Also presented in Session 2

Mike James, Walsworth Publishing

(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.

Jeff Willauer, Waunakee HS

(N,Y) Your Path to a Journalism Career

Also presented in Session 2

Jim Killam, Northern Illinois University

(B, N, Y) 101 Journalism Laughs to Motivate

After 55 years in scholastic journalism, this retired adviser shares a treasury of anecdote about hilarious journalism tricks he's pulled, incredibly fun activities he's arranged and successful strategies he's employed to plant smiles on students' faces.

Randy Swickle, JEA Mentor

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. 14, 2011

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ADVISERS: Please photocopy all three sessions for your students and yourself to bring to Fall Scholastic Journalism Conference because schedules and titles only will be provided at the SJC. 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 information once back at school. Maximize your success!

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.

Media Impact on Politics

Media Impact on Politics focuses a panel of local political and news experts on Wisconsin where politics are sizzling at the national and local level. As a purple state Wisconsin lingers as a battleground between conservatives and liberals, Democrats and Republicans and their agendas.

With articles, editorials and humor, everyone from “The Daily Show with Jon Stewart” to *Kenosha News* has nationally and locally been tuned to Wisconsin politics to review the conservative versus the liberal fiscal agenda. High school journalists and their advisers know how important this political coverage will be to plan local angles for unbiased reporting.

Starting with the governor’s budget bill and 100,000 protesters in Madison, Wisconsin politics and its recent recall elections headlined local and national news print, TV/radio and social media. Skepticism of media bias and their political positions frays the news scene. Is news no longer just news? Does each source control the message according to media moguls’ agendas? How local newsmakers and commentators perceive the impact of media on the political front plays out in this panel discussion.

Dr. Steve Brown, Northeastern Illinois University professor of Educational Leadership and Law and WGTD Executive News Producer, moderates the panel of Wisconsin State Assembly Minority Leader Peter Barca, Policy Initiatives Adviser at the Wisconsin Dept. of Public Instruction Jeff Pertl and *Kenosha News* Editorial Page Editor Steve Lund. Sessions 1 and 2.

PROMOTE A FREE AND RESPONSIBLE STUDENT PRESS

CHICAGO TRIBUNE THE MASH targets the teen market distributing 125,000 print copies every Thursday to Chicago area high schools. The paper “for you, by you, about you” excites teens. In KEMPA Session 2 and 3, **THE MASH** Digital Editor Maura Wall Hernandez and Programs Editor Fernie Tiflis will discuss digital reporting tools and social media for innovative storytelling. In this growing media world for high school students, cutting edge technology for on-line journalism drives **THE MASH**. Learn how teens gain access to **THE MASH** and hear their success stories.

MCCORMICK FREEDOM PROJECT PROTOCOL The McCormick Foundation gathered advisers like presenter Randy Swikle, students, administrators, attorneys, school board members and professional groups like Student Press Law Center and the Poynter Institute to establish a Free and Responsible Student Media Protocol. At a two-day conference with group and break-out activities, the collaboration produced Protocol guidelines. This ethical protocol cultivates a free and responsible student media and improves communication among stakeholders. Offered KEMPA Session 1.

Save the Date! Save the Date! Save the Date! Winter Advisers’ Seminar featuring Journalism Education Association

President Mark Newton, MJE

Keynote speaker is Mark Newton, president of the Journalism Education Association and adviser of the Eagle Eye newspaper and Aerie yearbook at Mountain Vista High School in Highlands Ranch, Colo. He has been a teacher for 25 years and an adviser for 24 in Colorado and Arizona. He is the former JEA Certification Commission chairperson, the former JEA Southwest Region 2 director and JEA Colorado state director. Newton is co-founder and co-leader of the National Journalism Professional Learning Community. He also serves on the Advisory Council of the Student Press Law Center. Newton, a JEA Medal of Merit recipient, has also been named an NSPA Pioneer, and his publications have received NSPA Pacemaker news magazine and online, CSPA Gold Crown, and NSPA Best of Show top ten awards.

March 3 & 4, 2012

Grand Geneva Resort in beautiful Lake Geneva, Wisconsin



Conference Registration Form • Registration Deadline: Oct. 3, 2011

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. 3, 2011)

_____ Students @ \$17.00 \$ _____

Total enclosed \$ _____

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

Make checks payable to: UW-Whitewater

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 advisers, 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 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 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. 3, 2011?
- 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)?

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: **Tom Juran** 27420 Fox Haven Drive Wind Lake, WI 53185

KEMPA Award Nominations – Due Sept. 23, 2011

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. 23, 2011.**
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. 14, 2011.

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: **Tom Juran**, Membership Director, 27420 Fox Haven Drive Wind Lake, WI 53185.

Check membership status at www.KEMPAonline.com. Check website for the opportunity to combine KEMPA and JEA memberships at \$115.