

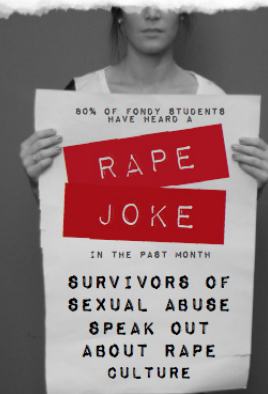
THE 51st ANNUAL SCHOLASTIC JOURNALISM CONFERENCE

FRIDAY, OCT. 17, 2014

CARDINAL COLUMNS
FEBRUARY 2014

First Amendment

Fond du Lac & so much more



ALSO INSIDE
Joe Schorse
Madame Daniels
The Winter Olympics
To Swag or Not To Swag

- Nearly 90 how-to sessions with leaders from scholastic and professional journalism
- For newspaper, yearbook, literary magazine, photography and broadcast students and advisers



KEMPA

kettle moraine press association
www.KEMPAjournalism.org

FOND DU LAC & THE FIRST

Local Student Rights Capture National Media

Nominated by KEMPA for Courage in Student Journalism Award, the Fond du Lac Cardinal Columns newspaper staff has faced prior review and then repeated censorship during the last three months of 2014 school year because of their excellent coverage of sensitive topics. Seeking advice from the Student Press Law Center and the JEA Scholastic Press Rights Commission, they also enlisted help from state scholastic press associations and appealed to the professional media to publicize administrative censorship. Media like The FDL Reporter, The Milwaukee Journal Sentinel, The Poynter Institute, all rallied to support the student journalists.

Back in March the staff published "The Rape Joke," an investigative report which exposed the school's culture of making light of rape. Editor-in-chief Tanvi Kumar wrote this article after she interviewed three rape survivors who were students. That month, the superintendent ordered the principal to create guidelines for prior review. At Board meetings students, parents, community members and scholastic press groups lined up to speak against prior review or prior restraint. FDL's English Department issued a 22-page statement supporting a public forum, citing the paper's 100-year history.

The principal's mandated changes of the next issue on bullying prompted a sit-in by non-staff students and a 30-minute sell-out. Still, journalists faced censorship and made the cuts in order to print the year's final issues. Negative publicity and

pressure have motivated administrators and Board to review policy through a committee of district staff and journalists.



A free and responsible student press approved in Board policy remains the goal. Adviser Matt Smith, Dr. Vince Filak of UW-Oshkosh journalism and the Cardinal Columns editors themselves will share more details of this First Amendment firestorm.

SAVE the DATE! SAVE the DATE! SAVE the DATE!

Winter Advisers' Seminar

featuring **Jim Streisel**

2013 Dow Jones News Fund National High School Journalism Teacher of the Year

Broccoli and the News- It's important. It's good for you. But not a lot of people like it plain. It's news, and you've got to find a way to make it more palatable.

Gold Coins- With the narrative story structure, it's important to keep readers engaged. Adding "gold coins" to your writing will help.

Juggling Your Print and Online Staffs- You used to have just a newspaper. Now you've got a paper AND a website. But you don't have any more students. How can you manage it all? The key is to work smarter, not harder.

Going Online- It's 2014. If you're not online, you need to be. Here's what you need to know to get there, and it's not as difficult (or as expensive) as you think.

Plus KEMPA Break-out sessions, Silent Auction, continental breakfasts, dinner/social time with other advisers and more.



Adviser of the Carmel (IN) High School HiLite newspaper and its website, www.hilite.org, Jim Streisel has written two journalism textbooks, *High School Journalism: A Practical Guide* and *Scholastic Web Journalism: Connecting with Readers in a Digital World*. He earned a 2012 Pioneer Award from the NSPA and was named a 2012 DJNF Distinguished Adviser. He was also named the 2011 Carmel Clay Schools Teacher of the Year and the 2011 Indiana Journalism Adviser of the Year.

Friday & Saturday, March 6 - 7, 2015, Lake Lawn Resort
overlooking beautiful Lake Delavan in Delavan, Wisconsin



Session 1 • 9:30 - 10:15

**A-Adviser B-Broadcast M-Literary Magazine
N-Newspaper P-Photography Y-Yearbook**

FOND DU LAC & THE FIRST

In February Fond du Lac High School's student paper, the Cardinal Columns, published an issue on rape culture that prompted new prior review guidelines that, in turn, prompted a local and national discussion of censorship and student press rights. SPLC, Milwaukee Journal Sentinel, FDL Reporter, The Poynter Institute, The Huffington Post and others weighed in. Those involved in this case discuss the events that led up to the controversy as well as the steps that have led to a dialogue between teachers, students, administration and district staff.

Dr. Vince Filak of UW-Oshkosh, FDL Adviser Matt Smith, Cardinal Columns student editors

(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, KEMPA Hall of Fame, Audrey Kemp, DC Everest HS

(Y) Beginning to Advanced Layout & Design

Also presented in Session 2

Beginners learn layout and design from column design for flexibility. Use advanced layout and design learning how to implement trendy modular layouts (columns and grid design).

Jayne Bogner, Jostens Publishing

(N,Y) Digital Media in the Newsroom

What's it like to work for a Pulitzer prize winning publication and creating their digital media? Come to this session to learn about how digital media works in the professional world.

Sara J. Martinez, Milwaukee Journal Sentinel

(N,Y) Dynamic Design: Surf the Web

Also presented in Session 2

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 and 3

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

Mike Konopacki, Madison Labor Cartoonist

(N) Editorials That Move Readers to Action

Also presented in Session 2

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

(M,N,Y) Extreme InDesign

The magic of customizing elements, typing on a path, using glyphs and cutting out backgrounds of photos are all things possible in InDesign. Also, incorporate Google Docs into your InDesign workflow. 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 a great handout to take back to school.

Tom Juran, Brookfield Central HS

(Y) Headlines & Captions

Also presented in Session 3

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, Wauwaukee HS

(A) Help for New Advisers

JEA-trained mentors are prepared to help new journalism advisers who may feel they are likely to 1) live through the experience; 2) die from the experience; or 3) thrive, given appropriate help. Find out how to get your own JEA mentor.

Linda Barrington, JEA Mentor, David Wallner, JEA Mentor

(Y) Hot Topics for Theme Development

Also presented in Session 2

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

Kari Lange, Jostens Publishing

(N,Y) iPhoneography

Create and edit stunning publication images using nothing but your smartphone! Learn the most useful mobile apps for embracing these new technologies. The best camera is the one that's with you!

Brittney Ferris, Walsworth Publishing

(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 Jonesville Gazette

(P) Media 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. Following a code of ethics is what separates the amateur from the professional. This session will show you, in graphic details, that ethical line and those who have crossed it.

Jason Rice, NBC Channel 15

(A) Media Literacy & Common Core

Advisers confronting Common Core standards with its emphasis on non-fiction reading will find media literacy/journalism compatible. Get handouts and ideas for how to align curriculum. Connect digitally rich media literacy to standards-based teaching and learning.

Jamie Born, Lakes Community HS

(M,N,Y) 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 Literacy: Making your stories V-I-Able

A brief overview of news literacy and the changing world of journalism. This session will cover the basic premise of news literacy and how it can improve reporters and help news consumers get the best story.

Stan Zoller, JEA East Regional Director

(N,Y) Organize, Train & Motivate Photojournalists

Also presented in Session 2

Photographers are a breed apart - they're technical and artistic. Cultivating and maintaining a thriving staff of these diverse students responsible for the most vital visual element of a publication is a challenge. What equipment do you need? How do you effectively schedule? What motivates a photo staff? What makes a good photograph? Find out at this session geared to editors.

Jamie Silver, Dan Eichmeier, Herff Jones Publishing

(N,Y) Photoshop Graphics for InDesign Pages

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

Mike James, Walsworth Publishing

(M,N,P,Y) Photoshop 911

Also presented in Session 3

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 Photojournalist

(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

Doug Wojcik, Stevens Point Photojournalist

(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

(N,P,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

(A,N,Y) 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 a quick typographic tips and tricks that can elevate your publication from bland to beautiful in mere minutes.

Bryce Ulmer, Graphic Design, Carroll University

(N,Y) Understanding the Big Picture: Writing About Our Changing World

Also presented in Session 2

The world is changing fast: foreign policy in Iraq, racial issues in Ferguson, and marriage equality rulings across the country. The economy, culture wars and demographic shifts dominate newspaper headlines, while everyday people create and engage news through social media. In this session, we will talk about some of the big picture issues facing students and how to engage them as student journalists. We will focus on finding local connections between the big events and the student news stories, editorials and feature packages we create.

Jeff Perl, Senior Policy Adviser, Wisconsin Dept. of Public Instruction

Derek Spellman, Stoughton School District Communications Director

(Y) What's Trending in Yearbooks

Also presented in Session 2

The most up-to-date info about what's trending in advanced design for yearbooks. A yearbook rep will offer award-winning design examples and reveal how to personalize trends.

Cindy Wandschneider, Walsworth Publishing

(Y) Yearbook Top 10

Also presented in Session 2

What are the 10 key elements all great yearbooks have in common?

Patrick Rand, Jostens Publishing

(A,N,Y) 4Ms: A New Experience in Planning

This session offers staffs and advisers an opportunity to redefine planning for digital and print publications. Come learn about how to make your journalism program more of a professional learning lab and mentoring experience.

Patrick R. Johnson, Antioch Community High School

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!



Session 2 • 10:30 - 11:15

A-Adviser B-Broadcast M-Literary Magazine
N-Newspaper P-Photography Y-Yearbook

FACING PRIOR REVIEW

Student staff members from the Cardinal Columns at Fond du Lac High School discuss details of the events that led to the censorship controversy last school year as well as the actions that they and others took afterward. These actions included censorship of subsequent issues, coverage in numerous media outlets, outpouring of support from thousands of individuals online, a sit-in organized by other students at the school, and, ultimately, the creation of a committee of students and staff members to come up with policies that support a free and responsible student press and do away with prior review.

Cardinal Columns student editors and FDL Adviser Matt Smith

COVERING CONTROVERSIAL ISSUES

High school students face tough issues ranging from sex and drugs to sexual orientation and bullying. Covering these issues can be even tougher, especially if administrators prefer to keep these topics under wraps. Learn how to approach tough topics in a respectful and meaningful way. Also, we will discuss research that explains which things make administrators twitch the most and how best to deal with any fall out.

Dr. Vince Filak, UW-Oshkosh

(N,Y) 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 meet your deadline.

Mike Doyle, Belvidere North HS

(Y) Beginning to Advanced Layout & Design

Also presented in Session 1
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, Graphic Design, Carroll University

(N,Y) Covering Sports with the Coach

How does interviewing the coach differ from the players? What does the reporter ask the coach? What kinds of stats should the reporter seek? How does the reporter draw out those expert opinions and ask the hard-hitting questions? This coach and former newspaper adviser will guide reporters through that sports interview, copy or column.

Mike Gordy, KEMPA Hall of Fame

(M) Creating a Literary Magazine

Also presented in Session 3
Witness open-minded discussion and Q&A about the INs and OUTs of creating a successful literary magazine from day one until distribution, covering running a club, integrating with creative writing and other Communication Arts classes. Included will be commentary on using technical tools, designing layouts, with specific reference to National Scholastic Press Association Judge's expectations.

James Barnabee, Stevenson HS

(N,P,Y) DSLR Basics for All

This session will cover DSLR basics for students who have a digital camera and want to know how to do more than put it on Auto or Program mode. Get the best digital images for yearbooks and newspapers.

Karl Boettcher, Visual Image Photography

(N,Y) Dynamic Design: Surf the Web

Also presented in Session 1
Kiege Jacoby, Chicago Art Director

(N,Y) Editorial Cartooning

Also presented in Sessions 1 and 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 as well as show how to use social media for marketing your yearbook.

Erin Grunnet, Walsworth Publishing

(N) Editorials That Move Readers to Action

Also presented in Session 1
Steve Lund, Kenosha News Editorial Page Editor

(Y) Hot Topics for Theme Development

Also presented in Session 1
Kari Lange, Jostens Publishing

(A,N) How to Survive the First Year Online

Participants will learn the steps it takes to go online and what to do once you're there to be successful and not pull your hair out.

Evelyn Lauer, Niles West 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

(A,Y) InDesign—Truly for Trends

Also presented in Session 3
InDesign will allow designers to create all kinds of layouts, from magazine style layouts to the traditional template look. Using InDesign, this yearbook rep shows many examples of trendy looks.

Mike James, Walsworth Publishing

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

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 North HS, Bob Kay, Grayslake 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

(M,N,Y) Motivation & 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.

Brittney Ferris, Walsworth Publishing

(N,Y) Multimedia Reporting: There's an app for that

With 100s of new apps available each day and the currents of journalism changing by the minute, it's hard to stay ahead of the technological wave. By adding just a few digital tools, publications can shore up connections to the mainland by building important connections within schools, within their communities and all across the globe. This session will cover innovative ways to use some familiar (and free) apps like Twitter, Instagram and Pinterest in reporting with the addition of Steller, Storehouse, Flipagram and Storify.

Rachel Rauch, Homestead High School

(N) News Writing

Also presented in Session 3
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

(A) Organize, Train & Motivate Photojournalists

Also presented in Session 1
Jamie Silver, Dan Eichmeier, Herff Jones Publishing

(B) Radio Production

Also presented in Sessions 1 and 3 (Limit 10-Must preregister)
Brian Lucas, WSUW, UW-Whitewater

(N,Y) Ready, Set, Lede

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, JEA East Regional Director

(A,N) Rookie Adviser 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

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 Photojournalist

(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 Kosholek, Milwaukee Photojournalist

(A) Take a deep breath: You Can Take Kids to Convention

National conventions provide opportunities beyond those available in the school setting. Get advice from a veteran adviser who has taken her own students to 9 cities across the nation. Get tips for getting organized and getting approval from your administrators.

Linda Barrington, Mount Mary University

(B) Television Production (Part Two)

Double Session (Continued from Session 1)
James Mead, Cable 19, UW-Whitewater

(N,Y) Twitter for Journalists

Twitter has a tremendous amount of potential for having just 140 characters. Find out what it takes to go beyond simple sharing and really using Twitter for journalism. This session teaches journalists how to mine, engage, promote and share using Twitter.

Patrick R. Johnson, Antioch Community High School

(N,Y) Understanding the Big Picture: Writing About Our Changing World

Also presented in Session 1
Jeff Perl, Senior Policy Adviser, Wisconsin Dept. of Public Instruction
Derek Spellman, Sloughton School District Communications Director

(Y) What's Trending in Yearbooks

Also presented in Session 1
Cindy Wandschneider, Walsworth Publishing

(N,Y) 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 bring the story to life and help readers understand and want to read it.

Audrey Kemp, DC Everest HS

(Y) Yearbook Top 10

Also presented in Session 1
Patrick Rand, Jostens Publishing

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!



Session 3 • 1 - 1:45

A-Adviser B-Broadcast M-Literary Magazine
N-Newspaper P-Photography Y-Yearbook

WORKING WITH DISTRICTS FOR A FREE & RESPONSIBLE STUDENT PRESS

Discuss steps that this adviser and others took to try to preserve a free and responsible student press in the face of new prior review guidelines implemented last school year. His actions have focused on working to establish more lines of communication and trust among different students and staff members and striving to develop a more thorough understanding of the purpose, benefits and operation of a student press.

FDL Adviser Matt Smith

FACTS, OPINIONS & YOUR ROLE IN YOUR SCHOOL

First things first. The purpose of a school publication is to inform and engage students, faculty and staff with relevant, interesting and useful information. Somewhere in there, the students who do the paper should have some fun as well. This session will explain what makes for good news, how to keep news and opinion separate and how best to make sure your publication is a vital element of your school's daily life.

Dr. Vince Filak, UW-Oshkosh

(N,Y) Blogging, Blogging & More Blogging

This experienced blogger provides tips and tricks on finding topics, developing themes, generating blog posts and getting people to read the blog. Find out how blogs can be beneficial for student media.

Sara J. Martinez, Milwaukee Journal Sentinel

(M,N,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

(P) Candid & 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

(M,N,Y) Career Edge: Art Director/Interactive Design

Join this senior art director/digital 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 Jacoby, Chicago Art Director

(P) Color Photography

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

Hank Kosholek, Madison Photojournalist

(M) Creating a Literary Magazine

Also presented in Session 2

James Barnabee, Stevenson HS

(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, Graphic Design, Carroll University

(N,Y) Dropping the Journalistic 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 dropping the FOI-bomb can open records and meetings for reporting.

Stan Zoller, JEA East Regional Director

(N,Y) Editorial Cartooning

Also presented in Sessions 1 and 2

Mike Konopacki, Madison Labor Cartoonist

(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 Photojournalist

(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) 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) Headlines & Captions

Also presented in Session 1

Jeff Willauer, Waunakee HS

(Y) InDesign & Design Layout

Learn the basics of InDesign and how to apply design principles to create visually appealing yearbook layouts.

Brittney Ferris, Walsworth Publishing

(A,Y) InDesign—Truly for Trends

Also presented in Session 2

Mike James, Walsworth Publishing

(M,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, KEMPA Hall of Fame

(Y) Layout & Design for Yearbooks

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

(A,M) Literary Magazine: Q & A

Q & A covering topics like the basic components of a literary magazine and evaluation of student content. Discuss the fine line between editing and changing an author's work. Review creative non-fiction, music and doodles that offer more genres and types of student art.

Jamie Born, Lakes Community HS

(P) Media Ethics

Also presented in Session 1

Jason Rice, NBC Channel 15

(N) News Writing

Also presented in Session 2

Rod Vick, Mukwonago HS

(M,N,P,Y) Photoshop 911

Also presented in Session 1

Joe Kosholek, Milwaukee Photojournalist

(B) Radio Production

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

Brian Lucas, WSUW, UW-Whitewater

(N,Y) Social Media & Student Publications

For you who think social media will destroy print journalism, don't worry. Yearbooks can survive and thrive with the growing tools social media can provide. Stay ahead of the curve and embrace the change.

Jamie Silver, Dan Eichmeier, Herff Jones Publishing

(N,Y) Where to Get Money & How To Make Ads Pay

School has cut funds? Learn how to become financially independent from an adviser whose paper received no funding.

Mike Gordy, KEMPA Hall of Fame

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. 17, 2014

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 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.KEMPAjournalism.org

KEMPA has a site for the World Wide Web! It features upcoming events, news of KEMPA, awards, scholarship information, the KEMPA Board of Directors and member schools, addresses and advisers' names. Information also available on Summer Workshop, Fall Scholastic Journalism Conference, Day Workshops and Winter Advisers' Seminar and registration forms.



KEMPA | Conference Registration Form • Deadline: Oct. 13, 2014 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.

Publication name _____ ☐ Ybk ☐ NP/NMag ☐ Online NP ☐ Lit Mag

School _____ School phone _____

Address _____

City/State/Zip _____

Adviser's name(s) _____ Adviser's e-mail _____

☐ We will be arriving by standard school bus.

☐ KEMPA may NOT include my e-mail on membership list/web page.

Members

_____ Students @ \$15.00 \$ _____

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

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. 10, 2014)

_____ Students @ \$25.00 \$ _____

_____ Adviser(s) @ \$25.00 \$ _____

Non-members

_____ Students @ \$20.00 \$ _____

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

Total enclosed \$ _____

Make checks payable to: UW-Whitewater

No state tax revenue supported the printing of this document.

In association with University of Wisconsin-Extension, The University of Wisconsin-Whitewater is committed to equal opportunity in its educational programs, activities and employment policies, for all persons regardless of race, color, gender, creed, religion, age, ancestry, national origin, disability, sexual orientation, political affiliation, marital status, Vietnam-era veteran status, parental status and pregnancy. If you have any disabling condition that requires special accommodations or attention, please advise us well in advance. We will make every effort to accommodate your special needs.

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. 13, 2014 - 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.

Membership Application Forms 2014-2015

The Kettle 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 advisers. Serving Wisconsin and Northern Illinois, KEMPA offers you the following benefits and services for just \$65 per publication per year:

- Special Awards for Advisers, 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 Advisers' 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.KEMPAjournalism.org.

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 _____ Email _____

Principal Name _____ Email _____

Publication Email _____

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 school 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

*** 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 \$30

☐ college student \$25

☐ lifetime member \$600

Join/Continue JEA Members' Listserv? ☐ Yes ☐ No

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

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**