

THE 50TH ANNUAL SCHOLASTIC
**JOURNALISM
CONFERENCE**

FRIDAY, OCT. 18, 2013



Featured Sessions



LIVE & IN PERSON
Mary Beth Tinker & SPLC attorney
Mike Hiestand on student free press

U.S. Supreme Court Tinker decision

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

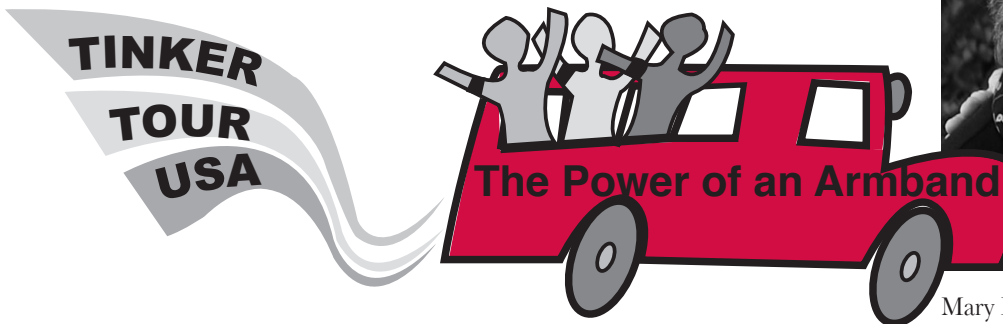


UNIVERSITY OF WISCONSIN
WHITEWATER

KEMPA

kettle moraine press association
www.kempaonline.com

KEMPA welcomes TINKER TOUR



Mary Beth Tinker and Mike Hiestand are touring America's schools and colleges on a bus to talk about free speech and civics education during a nationwide Tinker Tour in 2013-14. [Photos courtesy of the Tinker Tour]

Landmark Supreme Court Case Secures Student Rights

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

The year was 1965, when about 1000 soldiers had been killed in Vietnam. Inspired by an antiwar rally in Washington, D.C., Mary Beth Tinker and a handful of high school students wore armbands to mourn the dead and to support Robert F. Kennedy's call for a Christmas truce. They were told to remove armbands by the vice principal. They did but faced suspension

anyway. Four years later, following heated school board meetings, death threats to their families, legal help from the ACLU and two lower federal court cases, the U.S. Supreme Court heard the case. Feb. 24, 1969, these students won a landmark ruling in favor of First Amendment rights for all students.

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

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

SAVE the DATE! SAVE the DATE!

Winter Advisers' Seminar featuring Carrie Faust, MJE

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



**Friday & Saturday, March 7 - 8, 2014, Lake Lawn Lodge
overlooking beautiful Lake Delavan in Delavan, Wisconsin**

Session 1 • 9:30 - 10:15

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

TINKER TOUR

Mary Beth Tinker: My Story

Join Mary Beth Tinker, SPLC attorney Mike Hiestand and Educational Law expert Dr. Steve Brown as Mary Beth recounts her journey and they discuss the impact of the landmark Supreme Court ruling, *Tinker v. Des Moines Independent School District*. She and other high school students made history by wearing black armbands in protest of the Vietnam war. Their suspension ultimately led to a Supreme Court decision cited by judges in almost 6,000 cases to protect student rights.

(SEATING for 600 in Hamilton Auditorium)

(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

(N,Y) Change Happens: Nouveau Poverty & News

Also presented in Session 2

Change is happening fast. Where do Wisconsin and the U.S. stand in the global marketplace? How do student fears about debt and employment impact decisions about whether to go to college, technical school or directly into workforces? Examine economic forces, demographic shifts, growing wealth inequality and other challenges faced by public education, then engage in a fast-paced discussion on how student publications can tackle related news stories and editorials.

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

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

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

(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. 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, Lake Forest College

(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,Y) Graphics in Photoshop 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

(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 and 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, Waunakee HS

(B,M,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, editors and "wannabe" editors. Get tips for developing leadership, resolving conflicts and maintaining a positive attitude—it's all about people skills and communication!

Linda Barrington, Mount Mary College, Milwaukee

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

Also presented in Session 2

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.

Bob Kay, Grayslake Central HS

(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!

Britney 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 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) 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,P,Y) Multimedia and the Newspaper

Also presented in Sessions 2 and 3

Audio and video are now the realm of still photographers. A solid picture story reveals characters that words cannot. Learn what makes a good story, how to research it and how to follow through. 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

(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, Illinois State Div., JEA

(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

(M,N,Y) Photoshop Tips & Tricks

This workshop is for all levels of Photoshop users. We will be covering Basic Navigation, Color Manipulation/Replacement, Layer Techniques, Filters and more. Attendees will walk away with helpful Photoshop tools and tricks.

Gretchen Samuelson, Graphic Designer & Alderman, City of Marengo

(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,Y) Social and Student Publications

Also presented in Sessions 2 and 3

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.

Maureen Olofsson and Jamie Silver, Herff Jones Yearbooks

(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

(N,Y) Technology for Digital Storytelling

Also presented in Sessions 2 and 3

Wondering how to get your publication online, how to tell digital stories, or how to produce audio/video/photographs for these stories? Come to this session to see how to transition your student media programs into the world of digital media.

Carole Burns, Marquette University

(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 Bogner, Jostens 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

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

TINKER TOUR

The Law (and Life) After Tinker

Join SPLC attorney Mike Hiestand, Mary Beth Tinker and Educational Law expert Dr. Steve Brown as they discuss the 1969 Supreme Court Tinker decision and what the courts have done since as it affects student expression today. With Tinker considered a high-water mark for student free speech rights in America, the session will address The Supreme Court's 1988 Hazelwood and other court decisions involving student media as well as off-campus and Internet-based student expression.

(SEATING for 600 in Hamilton Auditorium)

(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 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, Justens 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

(N,Y) Change Happens: Nouveau Poverty & News

Also presented in Session 1

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

(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 and Magazines

Also presented in Session 1

Kregg 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 Jamesville 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) Editorials That Move Readers to Action

Also presented in Session 1

Steve Lund, Kenosha News Editorial Page Editor

(N,Y) Feature Writing with Flair

Also presented in Session 1

Kellie Doyle, Lake Forest College

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

Also presented in Session 3

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

(M,N,Y) InDesign for Everyone

An in depth look at InDesign Creative Suite. Participants will gain additional knowledge from covering the basics features to enhanced tips and tricks. All levels of InDesign users that wish to streamline the design/layout process are encouraged to attend.

Gretchen Samuelson, Graphic Designer & Alderman, City of Marengo

(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

Also presented in Sessions 1 & 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 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 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.

Britney Ferris, Walsworth Publishing

(N,P,Y) Multimedia and the Newspaper

Also presented in Sessions 1 and 3

Kristyna Wentz-Graff, Milwaukee Journal Sentinel

(A) News Literacy & Common Core

Being able to understand and use news in your classroom is key for 21st Century Skills and Common Core. This session will provide teachers with teaching materials as well as an introduction to news literacy and its application in the classroom. All academic disciplines are welcome.

Patrick R. Johnson, Antioch Community High School

(N) News Writing

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

(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, Illinois State Dir., JEA

(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

(N,Y) Social Media and Student Publications

Also presented in Sessions 1 and 3

Maureen Olofson and Jamie Silver, Herff Jones Yearbooks

(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 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) Technology for Digital Storytelling

Also presented in Sessions 1 and 3

Carole Burns, Marquette University

(B) Television Production (Part Two)

Double Session (Continued from Session 1)

James Mead, Cable 19, UW-Whitewater

(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 help readers understand and interpret the news.

Audrey Kempf, DC Everest HS

(B,N,Y) Writing for the Ear

Writing for digital media requires a change in your current style. This session will give you a different way to write for your publication, online, and for broadcast. Learn to write for the ear.

Dr. Karen Slattery, Marquette University

(Y) Yearbook Top 10

Also presented in Session 1

Patrick Rand, Justens Publishing

WWW.KEMPAONLINE.COM

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.

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

TINKER TOUR:

Its Blog, Social Media & Documentary

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

(SEATING for 600 in Hamilton Auditorium)

(M,N,Y) Building Confidence with Illustrator

Adobe Illustrator is the go-to program for creating robust vector graphics. Get additional tips for manipulating shapes, use of tools and assigning specific CMYK vs. RGB color swatches. Explore Adobe Creative Suite's Illustrator, a key component for designers.
Gretchen Samuelson, Graphic Designer & Alderman, City of Marengo

(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 Boelcher, 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

(M) Creating a Literary Magazine

Also presented in Session 2
James Barnabee, Stevenson HS

(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 Koshollek, Madison Photojournalist

(N,Y) Digital Journalism

Transitioning a newsroom from print to digital isn't easy. Find methods of storytelling to take your publication to new heights using digital storytelling technologies. We will chat about social media, video, audio, infographics, photos and more.
Patrick R. Johnson, Antioch Community High School

(A,N,Y) Digital Journalism Prep for College

Learn how to prepare for the digital transition in college. Dr. Slattery, the journalism and media studies department chair at Marquette University, will talk about what colleges are doing with digital media.
Dr. Karen Slattery, Marquette 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, Illinois State Dir., JEA

(N,Y) Editorial Cartooning

Also presented in Sessions 1 and 2
Mike Kompacki, Madison Labor Cartoonist

(N) Effective Newspaper Production: Finding a System that Works

Publication comes out weekly, bi-weekly or monthly, and staffs vary from year-to-year, too. The end goal is the same: to produce a quality newspaper. Learn how one adviser helped high school staffs to devise systems that worked - and sometimes didn't - and what she has learned about production in her first year advising at a small liberal arts college.
Kellie Doyle, Lake Forest College

(P) Focus on Feature Photos

Visual stories require the know-how to reflect story content in feature format with exceptional photography. This professional will take photography into the art of feature photojournalism.
Doug Wojcik, Stevens Point Photojournalist

(Y) Headlines and Captions

Also presented in Session 1
Jeff Willauer, Waunakee HS

(Y) Hot Topics for Theme Development

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

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

Also presented in Session 2
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

(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

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

Also presented in Session 2
Brenda Smith, Grayslake North HS

(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, Regina Dominican HS

(Y) Layout and 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: Selecting Student Content

Advisers and staff must learn about the basic components of a literary magazine and then evaluate to select student content. Learn to draw the fine line between editing and changing an author's work. Selection also goes beyond poems and photographs; creative non-fiction, music and doodles 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,P,Y) Multimedia and the Newspaper

Also presented in Sessions 1 and 2
Kristyna Wentz-Graff, Milwaukee Journal Sentinel

(N) News Writing

Also presented in Session 2
Rod Vick, Mukwonago HS

(M,N,P,Y) Photoshop 911

Also presented in Session 1
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(B) Radio Production

Also presented in Sessions 1 and 2 (Limit 10-Preregister)
Brian Lucas, WSUW, UW-Whitewater

(N,Y) Social Media and Student Publications

Also presented in Sessions 1 and 2
Maureen Olofsson and Jamie Silver, Herff Jones Yearbooks

(N) Tackling the Tough Stuff

Also presented in Session 2
Elaina Meiers, Waucatoosa East HS

(N,Y) Technology for Digital Storytelling

Also presented in Sessions 1 and 2
Carole Burns, Marquette University

SCHOLASTIC JOURNALISM

Registration (Hamilton Center)

8 - 8:55 a.m.

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

Welcome All Others 9:05 a.m.

Session 1

9:30 - 10:15 a.m.

Session 2

10:30 - 11:15 a.m.

Adviser Lunch (students on their own)

11:15 a.m. - 12:45 p.m.

Session 3

1 - 1:45 p.m.

FRIDAY, OCT. 18, 2013

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

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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!

Conference Registration Form • Deadline: Oct. 14, 2013 FAX - 262-472-5241

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

Name of publication _____

School _____ School phone _____

Address _____

City/State/Zip _____

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 @ \$15.00 \$ _____

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

Non-members

_____ Students @ \$20.00 \$ _____

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

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. 11, 2013)

_____ Students @ \$25.00 \$ _____

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

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

Membership Application Forms 2013-2014

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.KEMPAonline.com.

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

Membership Information

Type of publication: (One publication per membership)

- Yearbook Newspaper/Newsmagazine
 Online Newspaper Literary Magazine

Publication Name _____

School Name _____

School Address _____

City _____ State _____ Zip _____

Adviser's Name _____

Adviser Phone _____

Adviser Email _____

Publication Email _____

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:

KEMPA Professional Membership Application

Name _____

Company Name _____

Address _____

City/State/Zip _____

Phone _____

Memberships @ \$65 each \$ _____ Make check payable to: KEMPA.

Please mail to: **Tom Juran KEMPA VP-Membership 27420 Fox Haven Drive, Wind Lake, WI 53185**