



Kettle Moraine Press Association

**53RD ANNUAL SCHOLASTIC
JOURNALISM CONFERENCE**

New Voices, New Media

KEMPAjournalism.org
The University of Wisconsin at Whitewater
Friday, October 14, 2016

NEW VOICES NEW MEDIA



The 53rd Annual Scholastic Journalism Conference

NEW VOICES: Press Freedom

North Dakota's passage of its New Voices legislation, restoring student journalists' right to determine the content of their publications, ushered in a wave of proposals for similar legislation in a dozen states, including Illinois and Wisconsin. The Illinois bill became law in July and Wisconsin's bill is still in the drafting stage. Session 3 will feature Cathy Kuehlmeier Frey of the Supreme Court's Hazelwood case, talking about her experiences (via SKYPE). The other nine NEW VOICES sessions focus not only on student press rights, but also on other aspects of press law (like copyright), staffs' relationship with administrators, and the ethics of decision-making. Make good choices about which session will be most useful for you and your staff.

NEW VOICES sessions:

- Dropping the Journalistic F Bomb
- Handling Controversial Topics
- HAZELWOOD v KUHLMEIER: Student Free Press Landmark 1988 U.S. Supreme Court Case, Wrong Decision Then, Back on Right Track Now?
- Issues Facing Private Schools
- New Developments in First Amendment Law
- Newspaper and the Principal: Making Each Other Nervous
- Promoting and Protecting Free Speech at Your School
- Students' First Amendment Rights and Wrongs; Are We Marching Backwards in 2016?
- The State of the First Amendment in Wisconsin and Illinois
- Three Essentials for Understanding Copyright Law

NEW MEDIA: Going Beyond Print

In today's rapidly evolving new media environment, student journalists learn new ways to gather and deliver information for print, websites, social media and more. That's why these sessions are appropriate to all kinds of student publications: newspapers, magazines, yearbooks, websites and broadcast. Browse the program's 14 NEW MEDIA sessions and find the best matches for you and your staff today. What will be tomorrow is virtually unpredictable as the many new media continue to evolve.

NEW MEDIA sessions:

- Audio Slideshow: Powerful Multimedia Tool for Storytelling
- Best Practices for the Web
- Blowing up the Box: Rethinking Social Media and Your Student Media
- Build Your News Website Using WordPress
- Hands-on Training
- Join the Media Revolution
- Jump into Video Journalism: Use Simple Techniques to Tell Powerful Video Stories
- Lights, Camera, Action! Add Video to Your Yearbook and Newspaper on Any Budget
- Live Video Streaming
- Radio Production
- Sept. 11: Tell the Stories in Your Community
- Take Your SNO Site to the Next Level
- Television Production

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 conference. 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 information once back at school. Maximize your success!

REGISTER AT <http://tinyurl.com/RegFall2016>



Winter Advisers' Seminar 2017

**Friday & Saturday,
March 3 - 4, 2017,
Lake Lawn Resort
overlooking
beautiful Lake
Delavan in Delavan,
Wisconsin**



Featuring **SARAH NICHOLS**, JEA Vice President

Winter Advisers' Seminar 2017. Plan to join Sarah Nichols as our keynote speaker, with instruction and practice time on the potential of data journalism, developing a skills-based newsroom, crafting an eye for design, and finding plenty of opportunities for support and professional development as an adviser.

**Watch for the brochure/registration mailing
or visit us at www.KEMPAjournalism.org.**

ABOUT SARAH

NICHOLS advises Details yearbook, The Roar news magazine and Whitney Update website as part of Whitney High Student Media in California, where her students have won top national, state and local honors, including the First Amendment Press Freedom Award. She is certified as a Master Journalism Educator from the Journalism Education Association and serves as JEA's vice president. Nichols teaches Advising Year-

book in the online master's program for journalism educators at Kent State University and co-authored an advising textbook for Jostens. She is a member of JEA's Digital Media and Scholastic Press Rights committees and oversees the JEA Curriculum Initiative. Nichols was named the National Yearbook Adviser of the Year in 2010 as well as an NSPA Pioneer, CSPA Gold Key recipient and JEA Medal of Merit recipient.



**July 16-19,
2017**

**KEMPA Summer Journalism Workshop 2017
"The Things That Make Us" | KEMPASJW.COM**

SESSION 1: 9:30-10:15

KEY

◆ Featured Session

(A) Adviser | (B) Broadcast | (M) Literary Magazine | (N) News Print/Online | (P) Photography | (Y) Yearbook

ADVISERS' ROUNDTABLE (A)

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.
Audrey Kemp and Len Fike, D.C. Everest High School

ALL IN! - YEARBOOK 2017 (Y)

This session will review & introduce new ideas to help make the 2017 yearbook successful.
Patrick Rand, Jostens

◆ BEST PRACTICES FOR THE WEB (N,Y)

Learn about best practices for the web from a SNO representative and see how you can use the SNO Distinguished Sites criteria to push your program to have a stronger web presence.
Jason Wallestad, SNOsites

EDITORIAL CARTOONING (N)

Also presented in Sessions 2 and 3
Madison Capital Times editorial cartoonist will discuss the creation and publication of editorial cartoons for print and digital media. A spirited discussion of First Amendment issues will be encouraged.
Mike Konopacki, Madison Capital Times

FACT CHECKING:

INSIDE POLITIFACT WISCONSIN (N)

Take a look at how PolitiFact Wisconsin works and provides voters with clarity at a time of deep political divisions. The PolitiFact approach differs in significant ways from conventional news stories.
James Nelson, Milwaukee Journal Sentinel/ Marquette University

HANDS-ON PAGE DESIGN (Y)

(LIMIT 20 - PREREGISTER)

Also presented in Session 2
Learn the basics of page design, find great places for design inspiration and practice making your own spread mock-ups in this hands-on class. Walk away knowing the basics and inspired to make your own great spread. Computing devices encouraged but not required!
Danielle Olejniczak, Laconia High School

IN-DEPTH REPORTING (N)

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.
Dave Wallner, JEA mentor

◆ LIGHTS, CAMERA, ACTION: ADD VIDEO TO YOUR YEARBOOK AND NEWSPAPER ON ANY BUDGET (B,N,Y)

Also presented in Session 2
Learn how to capture great video (from using your iPhone at a minimal expense to DSLRs, drones, handheld stabilized cameras and GoPros) to bring additional coverage to your yearbook and newspaper. Come learn how to increase the production value on whatever budget you have to work with. Topics will include lights, cameras, microphones and editing software.
Jamie Silver and Joelle Sexton, Herff Jones

MAKING A LITERARY MAGAZINE (M)

Also presented in Session 3
Students will learn the ins and outs of making a high school literary magazine. Students are encouraged to bring copies of their school magazine for interactive feedback. Everything from building a magazine from the ground up to selecting submissions and using Adobe InDesign for layout will be discussed. This is a one-stop shop for everything related to lit. mags. Bring your copies and questions!
James Barnabee, Adlai E. Stevenson High School

MEDIA ETHICS (P,N,Y)

Also presented in Session 2
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 News

◆ LIVE VIDEO STREAMING (B,N,Y)

It is easier than you think. Find out what it will take to get your publication started. Bring your Smartphone and see how you can add video streaming to your publication's website.
Kurt Hornby, CJE, Wausau East High School

MAKING THE EDITORIAL PAGES ESSENTIAL READING...AND FUN (N)

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

NEED TO SELL MORE YEARBOOKS AND ADS? (Y)

This session will cover many easy marketing tactics to students and parents, as well how to get revenue from more parents and businesses for the yearbook
Erin Grunnet, Walsworth

NEWS LITERACY: GOING BEYOND THE HEADLINES (A, B, N, Y)

Think you have the full background? A key to active civic engagement is an informed citizenry. This session will examine the fundamentals behind news literacy that enable news consumers and journalists to obtain and disseminate information that is verifiable, independent and accountable.
Stan Zoller, MJE, Lake Forest College

◆ NEWSPAPER AND THE PRINCIPAL: MAKING EACH OTHER NERVOUS (A)

The uneasy relationship between student media and administration is delicate and fragile, needing constant care. Using team-building and business world strategies, this relationship can be healthy, respectful, and reciprocal. Bring any current issues to discuss and examine.
Dean Bradshaw, Adlai E. Stevenson High School

PHOTOSHOP 9-1-1 (M,N,P,Y)

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 reader impact.
Joe Koshollek, photojournalist

SPORTS ACTION PHOTOS (N,P,Y)

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

◆ RADIO PRODUCTION (B) (LIMIT 12 - PREREGISTER)

Also presented in Sessions 2 and 3
What goes into the production of a radio broadcast? What does the announcer do besides talk? What technology is available? Tour WSUW, the campus radio station at UW-Whitewater
Brian Lucas, WSUW, UW-Whitewater

◆ TELEVISION PRODUCTION (B) (DOUBLE SESSION) (LIMIT 20 - PREREGISTER)

Continues in Session 2
What goes into the production of a 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 is hands on.
James Mead, Cable 19, UW-Whitewater

◆ THE STATE OF THE FIRST AMENDMENT IN WISCONSIN AND ILLINOIS (A,B,M,N,P,Y)

Panelists will discuss the current status of the freedom of the press rights of students both in our public schools and at our colleges and universities in these two states. In Illinois the Speech Rights of Student Journalist Act became law in July. This means journalists and their advisers are protected against

arbitrary censorship. Panelists will also provide an update to New Voices of Wisconsin legislation. A Wisconsin student will explain the effects of censorship on her staff.
Steve Brown, PhD, UW-Oshkosh, moderator
Panel: Vince Filak, PhD, UW-Oshkosh; Shannon Kuehmichel, Berlin High School; Abby Melton, Spooner High School; Matt Smith, Fond du Lac High School

THEME DEVELOPS THE YEAR (Y)

See a trendy pictorial theme developed from cover to closing pages with tons of pictures to include every student in your school 3 times.
Jayne Bogner, Jostens

◆ THREE ESSENTIALS FOR UNDERSTANDING COPYRIGHT LAW (B,M,N,P,Y)

Also presented in Session 3
Is your staff violating copyright law? Is your audio, text and design authentic and original? By understanding three areas — fair use, inspiration versus imitation and Creative Commons — you'll learn the basics of copyright law and how to stay out of trouble.
Bob Kay, KEMPA Board

TRUE STORIES FROM YOUNG JOURNALISTS (B,M,N,P,Y)

Hear first-hand just what's expected of young professionals working in journalism who've already landed their first job. Get the story of the trials and tribulations of work life at a Wisconsin newspaper. The Wisconsin Newspaper Association's "Future Headliners" will discuss how they landed their current jobs, what mistakes they made along the way and how they made themselves stand out among other candidates.
Chair: James Debilzen
Panel: Lauren Anderson, Scott Girard, Brittany Seemuth

UNDERSTANDING THE BIG PICTURE: WRITING ABOUT OUR CHANGING WORLD (N, Y)

The world is changing fast: foreign policy, economic inequality, racial issues, and the marriage equality ruling. 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 they create.
Jeff Pertl, Wisconsin Dept. of Public Education

◆ VIDEO BASICS AND BEYOND: LEARN BASIC ELEMENTS OF NEWS VIDEO AND WAYS YOU CAN BRING VIDEO INTO YOUR CLASSROOM (A)

Teach your students how to make videos, not just watch them. We will examine three assignments you can use to teach students video basics using their smartphones as cameras and their primary editing tool. We will also discuss some techniques for integrating simple videos into your current curricular or extra-curricular program and low cost equipment options. We will give you almost everything you need to get your students started making great videos about their community.
Chris Lazarski, Wauwatosa West High School

WHAT IT FEELS LIKE (A, B, N, Y)

With schools becoming more and more diverse, it is our responsibility as journalists to give voice to the voiceless. It is our responsibility to tell these stories and do so with finesse, sensitivity and respect. This panel of ACHS Tom Tom staff will discuss how they took on the idea of diversity using a unique style of storytelling that changed how they report on diversity.
Patrick Johnson, CJE, Antioch Community High School, & his Tom Tom staff

WHAT'S TRENDING IN YEARBOOKS (Y)

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

WRITING CAPTIONS 101 (N,Y)

If a picture is worth a thousand words, then a picture without a caption could communicate a thousand different messages. Captions matter. Students will learn what makes a great, effective caption that communicates the intended message.
Cindy Renaud & Harborside Academy students

SESSION 2: 10:30-11:15

KEY

◆ Featured Session | (A) Adviser | (B) Broadcast | (M) Literary Magazine | (N) News Print/Online | (P) Photography | (Y) Yearbook

BEGINNING TO ADVANCED LAYOUT AND DESIGN (Y)

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

◆ BLOWING UP THE BOX: RETHINKING SOCIAL MEDIA AND YOUR STUDENT MEDIA (A,B,M,N,Y)

The advisers of Pacemaker-winning Niles West News and the Tom Tom will discuss how to use social media such as Snapchat, Twitter and Instagram to promote your publication and gain readership. Specific examples will be provided.
Evelyn Lauer, MJE, Niles West High School
Patrick Johnson, CJE, Antioch Community High School

CAPTION WRITING (Y)

Add sparkle to captions and cover the basics. Draw readers into the story with reader entry points through colorful, feature style writing. Lead readers beyond the photos with word play, rhyme and great content.
Jeff Willauer, Waunakee High School

◆ DROPPING THE JOURNALISTIC F-BOMB (A,N,Y)

You're protecting the public's right to know, which is why transparency is essential to good government and journalism. This session will provide details how student journalists can access and obtain public information by using freedom of information and sunshine laws.
Stan Zoller, MJE, Lake Forest College

DSLR BASICS FOR ALL (N, P, Y)

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

EDITORIAL CARTOONING (N)

Also presented in Sessions 2 and 3
Madison Capital Times editorial cartoonist will discuss the creation and publication of editorial cartoons for print and digital media. A spirited discussion of First Amendment issues will be encouraged.
Mike Konopacki, Madison Capital Times

EDITORIAL LEADERSHIP/KEEPING UP STAFF MORALE (Y)

Learn how to be an editor and leader that your staff will respect and work hard for all year long during the yearbook process. This session will include staff morale tips and tricks to keep yearbook staffers involved and passionate about the yearbook during the entire process.
Erin Grunnet, Walsworth

EVERYONE IS WEIRD. DIG FOR THE DETAILS (N,Y)

Everyone has something great to share. Each year, high school repeats itself, but with different faces and trends. By managing story topics and digging for the unusual and interesting in everyone, student journalists can avoid repeating themselves and writing the dreaded "overview."
Shannon Kuehmichel, Berlin High School

GETTING THE SPORTS STORY (N,Y)

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, CJE

HANDS-ON PAGE DESIGN (Y) (LIMIT 20 - PREREGISTER)

Also presented in Session 1
Learn the basics of page design, find great places for design inspiration, and practice making your own spread mock-ups in this hands-on class. Walk away knowing the basics and inspired to make your own great spread. Computing devices encouraged but not required!
Danielle Olejniczak, Laconia High School

HELP FOR NEW ADVISERS (A)

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, MJE, JEA mentor
Dave Wallner, JEA mentor

HOT TOPICS FOR THEME DEVELOPMENT (Y)

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

IF YOU CAN REVIEW A MOVIE, YOU CAN REVIEW ANYTHING! (N)

Movie reviews are the most widely read and shared pieces of criticism around. Critics can use the aspects that make the film review so digestible to critique so many different parts of their readership's world. From food to music, blogs to video games, we can review almost anything.
Dean Bradshaw, Adlai E. Stevenson High School

INTERVIEWING MADE EASY: GET WHAT YOU WANT (N,Y)

Also presented in Session 3
Great stories begin with great interviews that have been planned and researched carefully but also have room for follow-up questions. Writers can master the basics and gain tips on carrying out the best interviews.
Brenda Smith, CJE, Grayslake North HS

◆ JOIN THE MEDIA REVOLUTION (B,N,Y)

This is your chance to learn tips and tricks for creating an effective multimedia package that includes video, audio and graphics.
Laura Otto, Mount Mary University

JOURNALISM: A BUILDING BLOCK FOR SUCCESS (B,M,N,P,Y)

High school journalism experience isn't just for students who aspire to work in newspapers, magazines or broadcast. The uniquely real-world training journalism students receive puts them ahead of the crowd when entering the professional world — regardless of the career path they choose. In this session, we'll discuss how to utilize those skills when applying to college, searching for a job or in everyday life.
Julia Hunter, Member Services Director, Wisconsin Newspaper Association

◆ JUMP INTO VIDEO JOURNALISM (B,M,N,Y)

Learn how you can use short videos to tell simple, effective and powerful stories about your school and community. We will clear away the clutter and break down video news journalism into its simplest parts. You will walk away knowing the key elements of a video news package, the basics of composition and shot variety, and how you can use these simple techniques and your cell phone to produce content that will engage your community and improve your journalistic chops. It will help your snapchat, too.
Chris Lazarski, Wauwatosa West High School

◆ LIGHTS, CAMERA, ACTION - ADD VIDEO TO YOUR YEARBOOK AND NEWSPAPER ON ANY BUDGET! (B,N,Y)

Also presented in Session 1
Learn how to capture great video (from using your iPhone at a minimal expense to DSLRs, drones, handheld stabilized cameras and GoPros) to bring additional coverage to your yearbook and newspaper. Come learn how to increase the production value on whatever budget you have to work. Topics will include lights, cameras, microphones and editing software.
Jamie Silver and Joelle Sexton, Herff Jones

MAKING THE EDITORIAL PAGES ESSENTIAL READING ...AND FUN (N)

Also presented in Session 1
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

◆ MEDIA ETHICS (P,N,Y)

Also presented in Session 1
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 News

◆ NEW DEVELOPMENTS IN FIRST AMENDMENT LAW (A,B,M,N,P,Y)

This media law professor will review new legal developments, including threats to school press freedom, especially high school press.
James Kates, PhD, UW-Whitewater

◆ RADIO PRODUCTION (B) (LIMIT 12 - PREREGISTER)

Also presented in Sessions 1 and 3
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

SPORTS PHOTOGRAPHY (P)

How do you capture the momentous play when it may not even be once 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, photojournalist

◆ STUDENTS' FIRST AMENDMENT RIGHTS AND WRONGS: ARE WE MARCHING BACKWARDS IN 2016? (A,B,M,N,P,Y)

Whether tweets, Facebook posts and blogs are fully protected by the First Amendment, or whether schools can punish students for such speech, when done off campus, is a question that the United State Supreme Court will ultimately have to settle. Current court cases and a practical look at how students can protect their constitutional rights will also be discussed.
Steve Brown, PhD, UW-Oshkosh

◆ TAKE YOUR SNO SITE TO THE NEXT LEVEL (N,Y)

Learn about the newest features of your SNO site and see a demonstration of how to use the design tools and story page templates that are built into the SNO platform.
Jason Wallestad, SNOsites

TEAM-BUILDING ACTIVITIES THAT BUILD STAFF MORALE (B,M,N,P,Y)

How do you get your staff to work as a team? How do you build staff morale? How do you create a welcoming environment? This will be an interactive and engaging experience. Come prepared to learn new team-building activities that you can use with your staff.
Cindy Renaud & her Harborside Academy students

TURNING STUDENTS INTO PROS (A)

How do you take your journalism program to take the next step from good to great by establishing a professional culture? In this adviser roundtable we will discuss how to get your students to connect to and learn from professionals, touring newsrooms, working effectively with each other to make decisions on their own, interacting with other student journalists around the country and more. Leave with specific ideas to try this school year!
Matthew Smith, CJE, Fond du Lac High School

WHAT'S TRENDING IN YEARBOOKS (Y)

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

SESSION 3: 1:00-1:45

AUDIO SLIDESHOW (B,N,P)

Combine audio with still pictures for Web presentations. Audio slideshows can be made with free or low-cost software and can dramatically enhance your school publication's Web presence.
James Kates, PhD, UW-Whitewater

BUILD YOUR NEWS WEBSITE USING WORDPRESS (N,Y)

Go behind the scenes of WordPress and learn how it can be used to create a powerful news website. Learn the basics of getting started and how to use plugins to enhance your site. Intended for beginners.
Laura Otto, Mount Mary University

CANDID AND STUDENT LIFE PHOTOGRAPHY (N,P,Y)

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

CLUELESS TWERPS, ARROGANT WEASELS AND PEOPLE WHO THINK THEY'RE FUNNY: THE PERILS OF OPINION WRITING (A,N)

Column writing is one of those things everyone wants to do, but few people do well. Learn a handful of rules to improve your opinion writing or help edit the opinion writing of others. Gain insight to key way to improve your writing structure and some important traps to avoid if you want people to take you seriously.
Vince Filak, PhD, UW-Oshkosh

EDITORIAL CARTOONING (N)

Also presented in Sessions 1 and 2
Madison Capital Times editorial cartoonist will discuss the creation and publication of editorial cartoons for print and digital media. A spirited discussion of First Amendment issues will be encouraged.
Mike Konopacki, Madison Capital Times

EDITORIAL LEADERSHIP - LEARNING TO COACH YOUR STAFF! (A,B,N,Y)

From team building to staff bonding, put the fun back in your publication room by getting your staff inspired and keeping them motivated. Learn the qualities and characteristics that help build your team up. Practice coaching techniques and ways to provide feedback that will help your staff members revise without moaning! Create traditions that help build unity and history to your staff and publication!
Jamie Silver & Joelle Sexton, Herff Jones

GET A JOB! (B,M,N,P,Y)

I kind of like this publication thing... Can I make a living out of doing something I enjoy? What avenues are available for me to pursue a career in web publishing, graphic design, photography, journalism or even teacher? This fast-paced program will look at current professionals in their fields that got started while a member of their school's publication. What do they do? Where do they live? What do they make?
Tom Juran, Brookfield Central High School

HANDLING CONTROVERSIAL TOPICS (N)

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.
Dave Wallner, JEA mentor

HANDS-ON TRAINING (N,Y)

Meet with a SNO representative and get all your questions answered about your SNO site or learn more about how to sign up with SNO.
Jason Wallestad, SNOsites

INTERVIEWING MADE EASY: GET WHAT YOU WANT (N,Y)

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 on carrying out the best interviews.
Brenda Smith, CJE, Grayslake North HS

REGISTER AT <http://tinyurl.com/RegFall2016>



FEATURED SESSION

HAZELWOOD v KUHLMEIER: Student Free Press
Landmark 1988 U.S. Supreme Court Case.
Wrong Decision Then...Back on Right Track Now?

THE BACKGROUND

The case of Hazelwood School District v. Kuhlmeier is one of the most famous legal matters affecting student journalism. A principal in the Hazelwood School District in Missouri censored the publication of two articles in the student newspaper, one on pregnancy and one on divorce. He said that those stories were a violation of the student body's right to privacy. The articles were specific in nature and used some students as examples. The principal claimed that the stories did not protect the identities of the students mentioned in the articles. Editor Catherine Kuhlmeier took principal to court, claiming that the principal had violated their First Amendment rights. The case of Hazelwood v. Kuhlmeier deals with what was published in the paper and how those stories affected students' First Amendment right of freedom of speech.

THE DECISION

The case of Hazelwood v. Kuhlmeier, heard in the United States Supreme Court, was decided on Jan. 13, 1988. The Supreme Court ultimately ruled in favor of the Hazelwood School District. The court stated that free speech rights are reduced when a student uses school property to convey a message. As a result, a public school can change or withhold articles in publications that are part of the school's curriculum for any educationally legitimate reason.

Steve Brown, PhD, UW-Oshkosh,
interviewing Cathy Kuhlmeier Frey,
defendant in Hazelwood v Kuhlmeier (via SKYPE)

ISSUES FACING PRIVATE SCHOOLS (A,M,N,Y)

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

LEARNING FROM COLLEGE JOURNALISM (B,M,N,P,Y)

What can high school student media learn from college media? Three former high school editors will talk about their experiences in college student media and how high school students can apply these lessons to their own publications.
Moderator: *Cindy Renaud*
Panel: *Autumn Jones, Paige Gruber, Madelynn Soberano*

MAKE A NEW PLAN, STAN (A,N,Y)

A business plan, that is. This isn't "50 ways to leave your lover," but specific plans for selling ads to raise money for your newspaper. Learn the skills you will need in whatever career you

KEY

Featured Session

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choose: the ability to sell something and to provide customer service.

Linda Barrington, MJE, Mount Mary University

MAKING A LITERARY MAGAZINE (M)

Also presented in Session 1

Students will learn the ins and outs of making a high school literary magazine. Students are encouraged to bring copies of their school magazine for interactive feedback. Everything from building a magazine from the ground up to selecting submissions and using Adobe In-Design for layout will be discussed. This is a one stop shop for everything related to lit. mags. Bring your copies and questions!

James Barnabee, Adlai. E. Stevenson High School

MEDIA CHANGES RESHAPE PHOTOJOURNALISM (B,N,P)

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 news

PHOTOSHOP 9-1-1 (M,N,P,Y)

Also presented in Session 1

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 reader impact.

Joe Koshollek, photojournalist

PROMOTING AND PROTECTING FREE SPEECH AT YOUR SCHOOL (A,B,M,N)

How free is your speech at school? Discuss what protections you have for YOUR voice and learn how to strengthen them through best practices and policies as well as involvement in the New Voices movement spreading nationwide!

Matthew Smith, CJE, Fond du Lac High School

RADIO PRODUCTION (B) (LIMIT 12 - PREREGISTER)

Also presented in Sessions 1 and 2

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

READY, SET, LEDE! (B, N, L)

Grabbing news consumers and bringing them into your story requires a strong "lede." This session will provide tips and pitfalls into lede writing. Participants will evaluate strong - and weak - ledes that have appeared in news, feature and opinion stories.

Stan Zoller, MJE, Lake Forest College

SEPT. 11: TELL THE STORIES IN YOUR COMMUNITY (A)

Your students were too young to remember Sept. 11, 2001, so make them talk to the people who do! In just seven school days with almost no video experience, students at Wauwatosa West interviewed school and community members about their "9/11" story and produced an engaging, journalistic commemoration video shown to their entire school. Learn how this project used every second of the first week of school to teach basic video journalism skills, create motivated journalism students and put our program in the spotlight. No snacks, but handouts will be provided.

Chris Lazarski, Wauwatosa West High School

THREE ESSENTIALS FOR UNDERSTANDING COPYRIGHT LAW (B,M,N,P,Y)

Also presented in Session 1

Is your staff violating copyright law? Is your audio, text and design authentic and original? By understanding three areas - fair use, inspiration versus imitation and Creative Commons - you'll learn the basics of copyright law and how to stay out of trouble.

Bob Kay, KEMPA Board



KEMPA

Kettle Moraine Press Association

2016-2017

**Membership runs from
June 15-June 15**

Membership Form

Join/Renew/Pay Online • kempajournalism.org

Type of Membership (Membership includes one critique)

- Newspaper
 News Mag
 Online
 Yearbook
 Professional
 Retired/Non-advisers

Publication Name		URL	
School		Principal	
School Address		Principal Email	
City	State	Zip	
Adviser Name(s)		Office Phone	
Work Email		Personal Email	

Payment	
KEMPA Membership (includes critique) • \$50 (Retired/Non-adviser • \$25)	\$
Late Fee: postmarked after June 15 • \$15	\$
Companion Online Critique for publications already getting a print critique • \$30	\$
JEA Membership (see below)	\$
Supercritique (with additional notes) • \$15	\$
KEMPA Scholarship Donation	\$
TOTAL ENCLOSED	\$

School and Critique Information

- Number of students: <500 500-1000 >1000
 Publishing frequency: Yearly 3-4 times Monthly 10+ times a year
 Publication is: Extracurricular Part of a class

Critiques: Production Information

Who is responsible for each of these areas (answer in %)?

	Students	Adviser	Professional
Copy Writing	-----	-----	-----
Layout/Design	-----	-----	-----
Photography	-----	-----	-----
Editing	-----	-----	-----
Printing/Posting	-----	-----	-----

Critique Submission Deadlines

June 15 for print newspapers/magazines

July 1 for spring-delivery books

Results and awards will be given at Fall Conference.

October 15 for fall delivery yearbooks

Fall results and awards will be given by the end of November.

Print Newspapers: submit 3 consecutive issues

Online News: Publications will be reviewed during this judging window:

Sept. 20-Oct. 20

Judge will review the website a minimum of 5 times during the judging window.

Annual renewal notices will be sent to adviser.

Mail payment, membership form, and (if entering critique) publication(s) to:

Bob Kay
 KEMPA Vice President-Membership
 827 Liberty Bell Lane
 Libertyville, IL 60048

Payment may also be submitted via PayPal at KEMPAjournalism.org

*JEA Membership (Advisers)

Write one check for both memberships to **KEMPA**

Name:

- CJE
 MJE
 New
 Renewal

Type of membership:

(See <http://jea.org/home/membership/categories/>)

- Teacher/Adviser \$60
 Emeritus \$30
 Associate (Non-teacher professional) \$75
 College Student \$25
 Lifetime Member \$600

JEA Members Listserv: Yes No

Send Publications to: Work Home

Home Address: