

THE 52nd ANNUAL SCHOLASTIC
**JOURNALISM
CONFERENCE**
FRIDAY, OCT. 16, 2015



Mindful Media

Free & Responsible Student Press in the 21st Century

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





MINDFUL MEDIA

Free and Responsible Student Press in the 21st Century

**STUDENT
PRESS**



RIGHTS

FEATURED PRESENTERS:

- Steve Brown, PhD, Educational Leadership, UW-Oshkosh**
- Vince Filak, PhD, Journalism, UW-Oshkosh**
- Mark Goodman, JD, Knight Chair in Scholastic Journalism, Kent State U**
- James Kates, PhD, Journalism, UW-Whitewater**
- Matt Smith, Cardinal Columns Adviser, Fond du Lac HS**
- John Tinker, plaintiff in Tinker v Des Moines (via SKYPE)**
- Stan Zoller, JEA East Regional Director**

Student press rights resurface as journalism staffs and advisers explore avenues to guarantee a free and responsible student press. From KEMPA Fall Scholastic Journalism sessions focused on First Amendment to the Student Press Law Center’s “Cure Hazelwood” bracelets, students and advisers support free speech and promote core journalistic principles.

December marks the 50th anniversary of when John and Mary Beth Tinker in the Des Moines public schools wore black arm bands to protest the Vietnam War and were subsequently suspended. In 1969, the U.S. Supreme Court, in *Tinker v Des Moines*, determined that students have the right to free speech unless it poses a substantial disruption to school operation.

Although three Supreme Court rulings since *Tinker* have cut back on student speech rights, the basic precedent of *Tinker* remains: Students in public schools do have free speech rights that extend to student press. Eight states, most recently North Dakota, have passed legislation reinforcing those rights.

Wisconsin and Illinois have formed committees to develop state legislation, using North Dakota and California laws as models to prevent school authorities from exercising prior restraints over student media and to protect teachers against retaliation for what their students publish. Recognizing the established purposes and best practices of student publications, KEMPA joins other national journalism groups to ask legislators to reaffirm student free speech and press. Attend these Fall SJC sessions to learn more and to add your voices.

Winter Advisers' Seminar

featuring **Michael Hernandez, 2014 JEA National Broadcast Adviser of the Year**

2016: BREAKAWAY. Plan to join Michael Hernandez as our keynote speaker, with instruction and practice time on how to break away from just print reporting by adding video to your stories. Hernandez will give you hands-on experience with video tools, so you'll go home ready to do multimedia storytelling for any publication you advise.

If you have an iPad, tablet or iPhone, you're half way there already. Bring them along so you'll be able to take your work home. You'll be able to teach how to create a multimedia package that will report news, promote your publication or provide context for your print story.

Warning: This will be a high-speed introduction, a real jump-in-and-do approach. You'll learn a ton.

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



Michael has taught high school broadcast journalism in the Los Angeles area since 1999, where he advises the Pacemaker-winning Mustang Morning News. He is an active member of JEA, presenting seminars at the National High School Journalism Conventions, judging contests and developing content for the JEA Digital Media website. He is also an Apple Distinguished Educator and Google for Education Certified Innovator.

Follow Michael Hernandez on Twitter and Instagram: @cinehead

Friday & Saturday, March 4 - 5, 2016, Lake Lawn Resort overlooking beautiful Lake Delavan in Delavan, Wisconsin

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

SAVE the DATE! SAVE the DATE!



Session 1 • 9:30 - 10:15

A-Adviser B-Broadcast M-Literary Magazine
N-News Print & Online P-Photography Y-Yearbook

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 fallout.

Vince Filak, PhD, UW-Oshkosh

DESIGNATING YOUR PUBLICATION A PUBLIC FORUM

The courts say the forum status of each individual student publication makes all the difference in your free press rights. Learn how to determine whether your publication qualifies -- you may be surprised at the answer -- and how to work towards a public forum policy that matters.

**Mark Goodman, JD, Knight Chair
in Scholastic Journalism, Kent State U**

TINKER AT 50: JUST HOW FREE IS FREE SPEECH TODAY?

(Sessions 1 & 3) 2015 marks the 50th anniversary of the Supreme Court decision granting free speech to students. The Supreme Court has since limited it in three other rulings. Where does it stand now?

**Steve Brown, PhD, UW-Oshkosh
John Tinker, plaintiff in Tinker v
Des Moines (via SKYPE)**

(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

(B,N,P) Audio Slideshow: Powerful Multimedia Tool for Storytelling

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

(Y) Beginning to Advanced Layout & Design

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).

Joyne Bognex, Justens

(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, Huck/Konopacki Labor Cartoons

(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

(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

(Y) The Future is Here: Create Your InDesign Yearbook From Anywhere

Also presented in Session 2

To make the yearbook of tomorrow TODAY, go beyond the yearbook room and the school. Learn how to follow inspiration anywhere and then do InDesign work from there.

Brian Martinez, Justens

(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, Waunakee HS

(Y) Hot Topics for Theme Development

Also presented in Session 2

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.

Kari Lange, Justens

(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,N,Y) Make a New Plan, Stan

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 publication. Learn the skills you will need in whatever career you choose: the ability to sell something and to provide customer service.

Linda Barrington, Mount Mary U

(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 News

(N) No, You Can't Say Thumbs Up! Alternative Movie Reviews

Also presented in Session 3

A look at writing movie reviews - both traditionally but also alternatively for a high school readership.

Dean Bradshaw, Adlai E Stevenson HS

(N,P,Y) Photo & Video Merge With Print for Added Coverage & to Promote Your Yearbook

Also presented in Session 2

Merging print and digital media bring your photos to life. So many more layers of telling a story can be added when your reader can simply scan a photo with a smart device and watch a video! We will show you this quick, easy and free way to bring your production to life with additional coverage.

Jamie Silver & Joelle Sexton, Herff Jones

(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 reader impact.

Joe Koshollek, Milwaukee Photojournalist

(B) Radio Production

Also presented in Sessions 2 & 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) 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

(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

(M,N,Y) Theme Graphics Through InDesign CC

Also presented in Session 3

Navigate Adobe InDesign Creative Cloud as you learn the ins and outs of creating thematic and dramatic graphics and typography for your publication. A veteran yearbook adviser and digital media instructor will do a fast-paced demonstration of how his staff uses InDesign to create award winning publications.

Tom Juran, Brookfield Central HS

(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 U

(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 Peril, Senior Policy Adviser, Wisconsin Dept. of Public Instruction & Derek Spellman, Stoughton School District Communications Director

(N,Y) Web & Mobile Design Trends

Also presented in Session 2

Learn how to think and see like a designer before ever touching a design application. Examine trend analysis and predictions for 2016 and how to use them to make your publications look modern and current.

Kregg Jacoby, Travelclub Chief Creative Officer

(N) What It Feels Like

With schools becoming more and more diverse, it is our responsibility as journalists to give voices to the voiceless. It is our responsibility to tell these stories and do so with finesse, sensitivity and respect. This panel of the 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, Antioch Community HS & Tom Tom staff

(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

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-News Print & Online P-Photography Y-Yearbook

STATE LAWS PROTECTING PRESS FREEDOM

Eight state legislatures have enacted laws that protect the rights of student journalists, and lawmakers are discussing ways to protect or limit your expression each year. Learn how the existing state laws work, where this effort is heading and how you can get involved with a movement already underway to pass new legislation that would protect student press rights.

Steve Brown, PhD, UW-Oshkosh
Vince Filak, PhD, UW-Oshkosh
Mark Goodman, JD, Knight Chair in Scholastic Journalism, Kent State U
Matt Smith, Fond du Lac HS

(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, 2013 KEMPA Newspaper Adviser of Year

(M,N,P,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.
Byree Ulmer, Graphic Design, Carroll U

(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 to improve staff morale.
Erin Grunnet, Walsworth

(B,N,Y) Copyright Law: The Internet and Student Publications

Also presented in Session 3
With the proliferation of photos, texts, blogs, Instagram, and whatever that is out there in social media, how does copyright law impact all of this? What can you use in your publications, what are the exceptions, and how can you get permission to use someone else's work?
Bob Kay, JD, KEMPA Board

(N,Y) Covering Sports with the Coach

Also presented in Session 3
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

(A,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 expectations.
James Barnabee, Stevenson HS

(A,N,Y) Digital/Social Media Workshop: The Social Journalist (Part One)

Double Session (Continued in Session 3)
This two-part session will provide journalists and advisers with an opportunity to explore what it means to be a social journalist. This session focuses on the use of social media in four ways for all media programs and includes not only examples, but also hands-on experience to develop and plan social content for the school year. Participants will leave this session with a wide variety of examples of social journalism, as well as concrete plans and ideas for their own media programs.
Patrick R. Johnson, Antioch Community 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) Editorial Cartooning

Also presented in Sessions 1 and 3
Mike Konopacki, Huck/Konopacki Labor Cartoons

(N) Editorials That Move Readers to Action

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

(Y) The Future is Here: Create Your InDesign Yearbook From Anywhere

Also presented in Session 1
Brian Martinez, Jostens

(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 Chair & David Wallner, JEA Mentor

(Y) Hot Topics for Theme Development

Also presented in Session 1
Kari Lange, Jostens

(A,B,N,Y) How to Jump for (the) J.O.Y.

This session will offer tips on ways to put together a portfolio for JEA's Journalist of the Year contest. Examples of winning portfolios will also be displayed.
Stan Zoller, JEA East Regional Director

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

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

(B,N,P,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 News

(N,Y) Multimedia Storytelling: There's an App for That

Interactive visuals and graphics are where it's at for telling online stories. Go home with a top 10 list of multimedia tools to help engage your readers and to tell stories. Learn how to apply these same tools in any class across the curriculum as well.
Rachel Rauch, Homestead HS

(N) News Writing: Keeping it Real... & Really Fresh

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? We will examine not only news writing basic tips, but also how to give high school publications and media the sense of immediacy that 21st century journalism demands.
Rod Vick, Mukwonago HS

(N,P,Y) Photo & Video Merge With Print for Added Coverage & to Promote Your Yearbook

Also presented in Session 1
Jamie Silver & Joelle Sexton, Herff Jones

(B) Radio Production

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

(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 Kosholtek, Milwaukee Photojournalist

(B) Television Production (Part Two)

Double Session (Continued from Session 1)
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 Bognex, Jostens

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

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

(N,Y) Web & Mobile Design Trends

Also presented in Session 1
Kregg Jacoby, Travelclub Chief Creative Officer

(Y) What's Trending in Yearbooks

Also presented in Session 1
Cindy Wandschneider, Walsworth

(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

What are the 10 key elements all great yearbooks have in common?
Patrick Rand, Jostens

SCHOLASTIC JOURNALISM

Registration (Hamilton Center)

8 - 8:55 a.m.

Newspaper/Yearbook Awards & Welcome 8:25 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. 16, 2015

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 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-News Print & Online P-Photography Y-Yearbook

DROPPING THE JOURNALISTIC F-BOMB

Making sure your public has the information it has the right to know may require accessing public records. This session examines techniques for using the Freedom of Information Act.

Stan Zoller, JEA East Regional Director

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.

Vince Filak, PhD, UW-Oshkosh

NEW DEVELOPMENTS IN FIRST AMENDMENT LAW

This media law professor will review new legal developments including threats to school press freedom, especially high school press.

James Kates, PhD, UW-Whitewater

PROMOTING & MAINTAINING A FREE STUDENT PRESS AT YOUR SCHOOL

Many districts operate under policies that unintentionally violate core journalistic principles, promote censorship and restrict authentic student learning. Learn how to make sure your district is putting student learning first by recognizing how protected your publication actually is, building important relationships and educating the school community to promote independent student expression.

Matt Smith, Fond du Lac HS

TINKER AT 50: JUST HOW FREE IS FREE SPEECH TODAY?

Also presented Session 1.

Steve Brown, PhD, UW-Oshkosh

John Tinker, plaintiff in Tinker v Des Moines (via SKYPE)

WHAT CAN WE USE FROM THE INTERNET?

It's so easy to download that photo or copy that graphic from another website to use in your publication, it can't be wrong, can it? Learn what copyright says you can and can't do and how to take advantage of "fair use" rules.

Mark Goodman, JD, Knight Chair in Scholastic Journalism, Kent State U

(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: Startups/Art Director/Interactive Design

Ready to be the next urban creative? Join this Chicago-based former art director/current chief creative officer for an inside view of the real world of advertising agencies, startups and idea labs. If you're interested in working in advertising or have the entrepreneurial bug and ready to make the next Snapchat, get your questions answered here.

Kregg Jacoby, Travelclub Chief Creative Officer

(B,N,Y) Copyright Law: The Internet and Student Publications

Also presented in Session 2

Bob Kay, JD, KEMPA Board

(N,Y) Covering Sports with the Coach

Also presented in Session 2

Mike Gordy, KEMPA Hall of Fame

(M) Creating a Literary Magazine

Also presented in Session 2

James Barnabee, Stevenson HS

(A,N,Y) Digital/Social Media Workshop: The Social Journalist (Part Two)

Double Session (Continued from Session 2)

Patrick R. Johnson, Antioch Community HS

(N,P,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 U

(N,Y) Editorial Cartooning

Also presented in Sessions 1 & 2

Mike Konopacki, Huck/Konopacki Labor Cartoons

(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, 2013 KEMPA Newspaper Adviser of Year

(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

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

Also presented in Session 2

Brenda Smith, Greyslake North HS

(A,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

(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 News

(N) News Writing: Keeping it Real... & Really Fresh

Also presented in Session 2

Rod Wick, Mukwonago HS

(N) No, You Can't Say Thumbs Up! Alternative Movie Reviews

Also presented in Session 1

Dean Bradshaw, Adlai E. Stevenson HS

(M,N,P,Y) Photoshop 911

Also presented in Session 1

Joe Koshollek, Milwaukee Photojournalist

(B) Radio Production

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

Brian Lucas, WSUW, UW-Whitewater

(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 had taken her own students to 9 cities across the nation. Get tips for getting organized and getting approval from your administrators.

Linda Barrington, JEA Mentor Chair

(M,N,Y) Theme Graphics Through InDesign CC

Also presented in Session 1

Tom Juran, Brookfield Central HS

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's site features upcoming events, KEMPA news, awards, scholarship information, the KEMPA Board of Directors and member forms, schools addresses and advisers' names. Information also available on Summer Workshop, Fall Scholastic Journalism Conference, Winter Advisers' Seminar and registration.



KEMPA | Conference Registration Form • Deadline: Oct. 12, 2015 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 _____ Lit Mag NP NMag Online Ybk

School _____ School phone _____

Address _____

City/State/Zip _____

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

Principal's name _____ Principal'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 \$ _____

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. 9, 2015)

_____ 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-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 8:25 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:

Did you remember...

**Scholastic Journalism Conference
University of Wisconsin-Whitewater
Continuing Education Services
Roseman Building Room 2005
800 West Main Street
Whitewater, WI 53190**

- To register before Monday, Oct. 12, 2015 - 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 address on member form.



KEMPA

Kettle Moraine Press Association

2015-2016

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

Membership Form

Type of Membership (Membership includes one critique)

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

KEMPA Service and Benefits

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 Illinois, KEMPA offers you the following services and benefits 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

Payment

KEMPA Membership (includes critique) • \$65 (Retired/Non-adviser • \$25)	\$
Companion Online Critique for publications already getting a print critique • (\$30)	\$
JEA Membership (see below)	\$
Super Critique (with additional notes) • \$15	\$
KEMPA Scholarship Donation	\$
TOTAL ENCLOSED	\$

Annual renewal notice will be sent to adviser.

Join/Renew/Pay Online • KEMPAjournalism.org

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

Thomas Juran
 KEMPA Vice President-Membership
 27420 Fox Haven Drive
 Wind Lake, WI 53185

Payment may also be submitted via PayPal at KEMPAjournalism.org



KEMPA Membership 2015 - 2016

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

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: