

1989

KEMPA BOARD MEETING NOTES: Nov. 14-15--East Towne Suites, Madison, WI

(I didn't realize I was doing meeting notes so these are just a wee bit disjointed)

--We met Tuesday evening from approximately 7 p.m. until 10:30 p.m. and again on Wednesday from 8:30 a.m. until 3:00 p.m. Tues night participants: Stu Ciske, John Ziemann, Rod Vick, Judy Zigler, Jim Fenske, Nancy Becker, Jan Kohls. On Wed. Nancy dropped out. Hank Koshallek joined the group at noon.

(Before we got into business very far, John Ziemann announced that he would probably be taking a new job as Conference Director at the University of Washington in Seattle. Dr. McElroy at Continuing Ed. has assured John that KEMPA can continue its association with that part of the University. After the congratulations were extended to John, Board members began to deal with the most immediate vacancy he would leave. That is:

WINTER RETREAT: It is scheduled for Interlochen at Lake Geneva on the last weekend in January. (Jan. 26-27) Check in will be from 12-2-- Stuart Ciske and Jan Kohls will take care of that.

Stuart Ciske will step in as coordinator of that event. John has already arranged for a main speaker for Friday night: Connie Kirk, a person from UW-Whitewater who will talk about Wellness, Stress, etc.

The afternoon meeting will be a discussion presentation and group participation (ala Phil Donahue) entitled: Into the '90's--Student Rights--Where They Are and Where They Are Headed (titles and subtitles provided by resident author Rod Vick)

This session will run from 2:00 - 4:00. Participants will be contacted--suggestions included Jim Liska as the Moderator, Candy Perkins, a state senator from Wisconsin (Chvala or Clarenback), a rep or lawyer from the ACLU, Zweifel (from the Cap Times?). Dave Wallner)

More information about this session must go out to all KEMPA area administrators since the information is essential to them, as well as us, regarding student press rights and responsibilities.

The time from 4-6 p.m. will be set aside for people to view displays--more on that later.

6-8:30 p.m. will include socializing, dinner (perhaps a buffet like last year) and the Speaker. At 8:30 the Memento exchange will take place.

After that, if anyone wants to conduct a hospitality suite, etc. the time is open.

WINTER RETREAT

Saturday morning

Several options will be offered:

8:45-11:30--Photography session for advisers: How to See with Hank Koshallek--this will be a "this is the way to photograph, now do it, then we look at results session"

8:45-11:30--Introduction to Desktop Publishing---limited to 10 participants interested in Apple and 10 for IBM (the first ten to enroll are the participants)

8:45-10:00--Infoshare session for people with experience with Desktop publishing

8:45-10:00--Yearbook advisers may meet with reps, ask questions, see demos

10:15-11:30--Infoshare for all advisers--open questions--bring a handout to share

12-1p.m.--Lunch

1:00-2:30--Dealing with School Photographers--(ask the experts--Hank Koshallek, Jim Fenske, (I forgot the name of the woman who is the third participant--HELP!!)

2:30--It's over

NEW TOPIC: Election of Officers for this year:

President: Nancy Becker  
V-Pres: Hank Koshallek  
Sec. John Rowley  
Treas. Jim Fenske

FALL CONFERENCE FOLLOW-UP--bits and pieces

five yearbooks are still not back--will be "soon"--and will be mailed out of John's office

NEXT YEAR'S BOARD MEETINGS:

January 13 at UW-W 10:00 a.m.

March 3 at UW-W--10:00 a.m.

May 5 at UW-W--10:00 a.m.

July 13 Clocktower Inn at Rockford (subject to change) at 1:30p.m.

September 15--at UW-W

Fall Conference is scheduled for October 19 at which time the annual meeting will be held

The Organizational meeting following the fall conference is scheduled for Nov. 1 and 2 at Rockford (site to be announced)

#### INDIVIDUAL AWARDS

This program will be revived. It will be announced in the January 15 UPDATE

NEWSPAPER individual awards will be given for writing in the following categories:

- Editorial
- News
- Sports
- Feature

News Photo (submit an original photo, at least 5x7)

All material submitted must have been published in the school's newspaper during the 1989-90 school year

Cost to enter the competition for member schools is \$10 per school  
They may enter two entries per category

YEARBOOK individual awards will be given for writing in the following categories:

- Theme copy (including division pages)
- Feature/In-Depth
- Academics
- Sports

Yearbook Photo (submit an original photo, at least 5x7)

The following persons will be contacted as judges: Marvelene Butterbrodt--Yearbook Writing awards  
Bill Weiss--Newspapers Writing awards  
Meg Theno (Cap Times) --Photography Awards

Deadline for entries: April 20  
Winners announced: May 15  
Awards presented: Oct. 19

First place in each category gets a plaque, second and third get certificates

DATES FOR THE KEMPA UPDATE:

December 8 (meet at Milton on Dec. 5 after school to put it together)  
Contents: Winter Retreat  
Scholarship announcement  
Individual awards info announcement  
List of winners from summer workshops and fall conference  
Announce summer workshop dates for 1990  
Message from the Pres (Becker0  
Update info on Student press rights legislation in Wisconsin

Other UPDATES will be out on April 15 and September 15, 1990

SUMMER WORKSHOPS

---Hank needs assignments earlier so his kids can start shooting before their first session with him  
---We need negative carriers  
---Order photo supplies earlier  
---Jim Fenske will assist Hank next year. Also we will try to get Linda Alexander again and Steve Marouchoc

----(KEMPA will contact the Evue(spelling???)foundation for funds for student journalists--Hank will start working on this today  
Some possible uses for funds: Enlargers (could be used by UW-W Journalism department also), Filters, computers, minority student scholarships for summer workshops, adviser scholarships)

Hank says photogs need to learn to write captions. We agree and will set up sessions next summer geared especially to them.

NEW TOPIC:

A meeting will be set up regarding the future of scholastic journalism at UW-W between KEMPA reps and Pat Townsend, Department Chair, Communications; Dick Haven, member of UW-W journalism staff; Dean of the College of Letters and Science--Dean Quinlevin--we are asking Dr. Tom McElroy to set up this meeting for an afternoon or early evening--

SUMMER WORKSHOPS:

Staffing ideas: the two yearbook advisers from Mukwonago were suggested. Rod Vick will check out their interest (Kathy Stach, Dave Smith)

SUMMER WORKSHOP:

Suggestions for Lab Assistants: Laverne Pint, RJ Johnson, Doreen Brockmeier (sp?), Melissa Becker, Michael Truman, Steve Marouchoc, Traci Pritts, Bess Heussner

Suggestions for Counselors to be contacted: Amy Klevgaard, Lisa Ruckdaschel, Sandra Berg, Janet Frankiewicz, Jill Polglaze, Dan Polglaze, Matt Wanie, Dave Rogers, Brad Kohn, Davin Lescohier, Sandy Newell Amadon (finishing first year med-school), Mike Manley (third year med school), Chris Manley, Audrey Hartz,

Other suggestions: Michelle Beckman as a Lab Assistant or Instructor for Yearbook, Bob ??? From Wausau,

We should try to get Peggy Eagen for the Graphics Lab again. However, we should have her do a presentation and then make an assignment incorporating the graphics lab--in addition to the cover design--

SUMMER ADVISERS' WORKSHOP:

We need to meet with Dick Lee, Associate Dean or Continuing Ed. (Credit Outreach) to determine who will issue the credit.

---a meeting will be set up with him--perhaps at the same time as the meeting with UW-W people set forth earlier in this document--to discuss the justification for holding the advisers workshop on campus--use of facilities for photography, for example--

CALENDAR FOR THE FALL CONFERENCE, OCT. 1990

Newspaper Coordinator: Katherine Conover, Barb Thill  
Yearbook Coordinator: Nancy Becker, (Elsie Stiffler and Kari Fernano were suggested as assistants)

Feb. 1, 1990--Coordinators to get together with plan of potential presenters

March 1--Initial contacts made with presenters

April 15--Presenter contracts mailed with request for session descriptions

June 15--Session copy due

June 30--Spring publications due for Fall Publication Rating

Program

July 30--Brochure back from printer and copies sent to presenters

Aug. 15--Brochure mailed to schools

Sept. 10--Media Award nominations due

Sept. 10--Outstanding Publications Adviser Award nominations due

Sept. 10--KEMPA Hall of Fame nominations due

Sept. 20--Fall publications due for Fall Publication Rating

Program

Oct. 19--KEMPA Fall Conference

## SUMMER WORKSHOPS CALENDAR:

Newspaper associate director--Stuart Ciske (July 29-Aug. 3)  
 Yearbook associate director--Jan Kohls (Aug. 5-10)

Dec. 8--Announcement in the Kempa UPDATE  
 Jan. 15--Large post card reminder to mark calendar  
 March 1--Staff and counselor contacts made  
 March 3--Curriculum meeting following Board meeting (11:00 a.m.)  
 March 15--Send out brochure  
 April 1--Contracts and commitments from staff  
 April 15--Reminder with application for workshops to member schools  
 May 1--Detailed workshop schedule due  
 June 1--Publications due for summer critiques  
 July 29-Aug 3--Newspaper and Applied Photojournalism Workshop  
 Aug. 5-10--Yearbook, Desktop Publishing and Applied Photojournalism Workshop  
 (Photojournalism workshops will NOT be divided into Beginning and Advanced, but each week will be LIMITED to 20 students)  
 (Desktop Publishing session will be limited to 15)

ADVISERS AT SUMMER WORKSHOPS: The feeling was strongly expressed that since we are planning to offer a special advisers workshop in the summer that adults not be allowed to attend the summer student workshops.

The topic of commitment to the summer workshop was again raised, and it was the attitude of the Board, once again, that instructors must commit to the week from Sunday at 11 or noon until Friday at noon. A discussion regarding having a "self destruct" clause in the agreement/contract signed by staff had strong support (in other words, if you sign a contract for the week as specified and don't live up to the agreement, you forfeit your week's "pay"). However, John Ziemann, in his infinite, or finite, wisdom that might be illegal and that perhaps there are other ways of dealing with those who don't live up to the conditions of the contract and make life difficult for those who do.

## KEMPA SCHOLARSHIPS DEADLINES:

Dec. 8--Information in the UPDATE  
 March 15--Applications due  
 May--Winners announced

Stu: As I said at the beginning of this, I'm sure I missed a lot. Please fill in what I missed.

Submitted,

Jan Kohls

KETTLE MORAINÉ PRESS ASSOCIATION  
Board of Directors Meeting  
University of Wisconsin/Whitewater  
Saturday, January 13, 1990

Board Members Present:

Nancy Becker, Stuart Ciske, Jim Fenske, Jan Kohls, John Rowley, Elsie Stiffler, Barb Thill, (Bill Weiss, executive director; John Ziemann, ex executive director).

Nancy Becker, president, called the meeting to order at 10:07 a.m.

Minutes: Minutes of the Nov. 14-15, 1989, board meeting held at the East Towne Suites, Madison, WI., were approved. Barb Thill's name was inadvertently omitted; she did attend.

Treasurers' Reports: Jim Fenske reported the bank balance at \$350.60 with an outstanding check of \$500. Bill Weiss said that the Continuing Education balance was \$49.50 with \$1246.00 for workshops.

Executive Director's Report: Nancy Becker noted that a Parker Pen and Pencil set was presented to John Ziemann for his past contributions to KEMPA as its past executive director.

Elsie Stiffler asked that Keri Fornero be added to the board of directors. She will be the yearbook adviser at Willowbrook High School; Villa Park, Ill., after Elsie Stiffler's retirement.

Regarding his appointment as the new KEMPA executive director, Bill Weiss said, "I'm very pleased to be here." He further expressed appreciation of the support extended by Tom McLeRoy. He also hinted at the possibility of Tom McLeRoy's retirement. Weiss pointed out that Continuing Education is the supportive University of Wisconsin/Whitewater organization. He indicated that credit for advisers would be offered during the regular summer session. Weiss further stated that he will work with the Fall Conference and the Summer Workshops. His desire is to do what is best for the advisers.

Winter Retreat: Stuart Ciske said that four board members were committed to attend the Winter Retreat at Interlachen January 26-27. Others who plan to attend will advise Bill Weiss by January 23, 1990.

Jim Liska will not be available as the moderator. Stuart Ciske will contact a prospective moderator. The panel will consist of Tom Kamppainen, Peter Bock, Dave Wallner, and a member of the American Civil Liberties Union (ACLU) to be selected by Gretchen Kent.

In addition to Taylor Publishing Company as a vendor, others will be consulted. The vendors' fee is \$50. Bill Weiss will contact possible vendors.

Jan Kohls and Elsie Stiffler suggested that photography and journalism vendors be encouraged to attend.

A buffet-type dinner will be served. There will be one coffee break at 10 a.m., Saturday. Lunch will be at 12:15 p.m., Saturday and will be a Martha Washington Sandwich (turkey breasts). Advisers will be on their own for Saturday breakfast.

Guests will be assessed \$16 for the Friday dinner and \$10 for the Saturday lunch, or \$25 for both.

A memento exchange will be determined by drawing names for gift selections.

A board meeting is scheduled for 10 a.m., Friday.

Check-in time is 4 p.m., Friday.

Updated information including dates, times, scholarships, and a revised Winter Retreat schedule will be handed out.

John Ziemann, who has accepted a position at the University of Washington, excused himself from the meeting and expressed his pleasure of serving as the executive director of KEMPA.

KEMPA Update:

Nancy Becker, Stuart Ciske, Barb Thil, and John Ziemann edited and published the recent edition of Update. Nancy Becker requested that board members submit Update content materials at the March 3, 1990, board meeting. Three to five persons will be needed at 10 a.m., April 7, at a site to be announced, to edit the April 15 issue of Update.

Yearbook Awards:

Plaques were not sent but will be sent later.

Individual Awards:

The four newspaper categories include editorial, news, sports, and feature.

Yearbook awards will be presented for writing in the following categories: theme copy (including division pages), feature/in-depth, academics, and sports.

Information regarding newspaper and yearbook individual awards will be mailed to the schools.

Summer Workshops Staffing:

Jan Kohls and Stuart Ciske had no information to present but will work on staffing.

The newspaper summer workshop will be July 29-August 3, while the yearbook is scheduled for August 5-10. A Summer Workshop staff meeting will be held at 11 a.m., following the board meeting.

KEMPA Scholarships:

Reminders will be sent to all member schools January 15, 1990. Scholarships will be extended to minority advisers and students. Applications will be mailed by mid-February and will be due March 15. The board of directors will make potential selections, while a committee will select the winner(s).

Fall Conference-Coordinators' Meeting:

A meeting is scheduled from 10 a.m., until noon January 26, 1990, at Interlachen.

Scholastic Journalism at the University of Wisconsin/Whitewater:

Credit may be earned in Seminar in Scholastic Journalism Advising. Dr. Tom McLeRoy anticipates no problems. Funding will be through Continuing Education.

Two credit hours may be earned without a project, while three credit hours may be earned by completing a project. The sessions will run June 11-15 and June 18-20.

From noon, Friday, July 27, until noon, Saturday, July 28, will be set aside as a final session to present and to critique projects. Bill Weiss expressed the desire to see this journalism offering receive maximum publicity, because many teachers need this training. Further discussion of this topic will be at 10 a.m., Saturday, April 7, 1990.

Meeting Concerning Scholastic Journalism at UW/W:

Stuart Ciske asked that this meeting with KEMPA representatives; Pat Townsend, communications department chairman; Dick Haven, UW/W journalism staff; Dean Quinlevin, dean of the College of Letters and Science; and Dr. Tom McLeRoy be postponed for a year now that Bill Weiss is the new KEMPA executive director. Bill Weiss feels that the course should be offered through Continuing Education because of its flexibility in establishing times and locations.

Auditing of Books:

Nancy Becker will contact Barb Dougal to see if Paul V. Will, who audited the books Sept. 25, 1984, is still available for this activity.

Review of Policies and By-Laws:

The By-Laws were established in 1983. Copies of the By-Laws will be mailed to the KEMPA board members for review.



Updating Mailing List:

Updating of the mailing list will be done during the summer.

Edward T. Stried Letter:

Edward T. Stried's letter will be reviewed by the KEMPA board at the March 3, 1990, board meeting.

Adjournment was at 1:30 p.m., with Elsie Stiffler moving for adjournment and Jim Fenske seconding. Motion carried.

The next meeting of the KEMPA Board of Directors will be at 10 a.m., Saturday, March 3, 1990.

**KETTLE MORAINÉ PRESS ASSOCIATION**  
Board of Directors Meeting  
University of Wisconsin/Whitewater  
Saturday, March 3, 1990

**Board Members Present:** Nancy Becker, Sandy Jacoby, Jan Kohls, Hank Koshollek, John Rowley, Elsie Stiffler, Barb Thill, Judy Zigler, and Bill Weiss, executive director.

President Nancy Becker called the meeting to order at 10:20 a.m.

**Minutes:** Minutes of the January 13, 1990, board meeting held at the Continuing Education offices at the University of Wisconsin/Whitewater were approved as submitted.

**Treasurers' Reports:** Jim Fenske was absent and his report was not available. Bill Weiss reported a balance of \$240.99 at First Financial. The income from the Interlachen winter Retreat was \$788 while the expenditure for 33 dinners and 30 luncheons was \$750.20.

It was moved by Jan Kohls and seconded by Judy Zigler to send a statement to Phil Sanborn and his superintendent of Williams Bay High School in the amount of \$10 each for attending the Winter Retreat sessions. Carried.

Judy Zigler moved, and Elsie Stiffler seconded, to reimburse Bill Weiss for his participation in the Winter Retreat as executive director. Carried.

**Executive Director's Report:** Concerning the Winter Retreat, Bill Weiss indicated that the attendance appeared to be lower than in previous years. Paid registrations totaled 17 with four spouses, and three yearbook representatives. The stress management presentation by Connie Kirk was favorably received. Incentive programs were suggested to enhance attendance. Two proposals were to reduce the registration fee by fifty per cent and to air veteran advisers with new advisers.

Barb Thill requested that a name personality be selected to highlight the retreat. Hank Koshollek suggested the following: John White, Chicago Tribune photographer; Heinz Klutmeier, Sports Illustrated; John Biever, Sports Illustrated; and, Jack Corn, photo director of the Chicago Tribune.

Bill Weiss distributed the high school journalism survey which was edited by the board members for final publication for early April mailing. He estimated a mailing of approximately 1150 to 1200 with 850 to Wisconsin high schools and between 300 to 400 to Illinois high schools.

Summer workshop information will be mailed with the journalism survey. Copy, design, registration form, and the fee to be assessed are needed. A return envelope, addressed, without postage will be included in the mailing. The Summer Workshop information sheet will contain: 1) writing skills-news writing; sports; headlines, captions, cutlines; and, feature (editorial) writing; 2) techniques; functions of the school press; laws and ethics; finance, staff manual and organization; understanding layout; design/graphics and photography; dealing with administration, company representatives, printer, and photographers.

The board members present revised the KEMPA Advisers' Workshop information sheet.

Content of the KEMPA Update will include information about the advisers' course, Summer Workshop, Fall Conference, critiquing suggestions, deadlines, membership application, and Fall Conference Awards correction. Planning session will be April 7 with an April 15 mailing.

Elsie Stiffler moved and Jan Kohls seconded that the KEMPA membership fee be \$20 per publication with no special combination fee. Carried.

Sandy Jacoby objected to photo composition suggestions made by a photography association. Bill Weiss volunteered to prepare a photo survey to determine the needs of high school publications. Nancy Becker will write a letter to the photography association.

Elsie Stiffler moved and Sandy Jacoby seconded to provide airfare or Amtrak fare to Bill Weiss to attend the Journalism Education Association Conference in Seattle in April. Carried.

Edward T. Stried Letter: Judy Zigler requested a meeting to evaluate newspaper scoring standards to which Stried expressed an objection. She further suggested that Stried be on a panel to discuss the role of an adviser at the Fall Conference and the Winter Retreat. Stried will also be asked to rejoin the KEMPA Board of Directors.

A "Most-Improved Award" was suggested by John Rowley. Sandy Jacoby moved and Jan Kohls seconded that a Most Improvement Award in various categories as suggested by the adviser be presented to newspaper and yearbook participants. Carried. The basis for nominations would rest with the adviser. Representative copies of the newspaper must be submitted, and a copy of last year's yearbook and a current yearbook must be presented for consideration of the award.

Nancy Becker distributed a letter which she sent to Rep. Thomas Hauke expressing her support for Assembly Bill 699 which addresses student rights in school publications. She urged board members who are Wisconsin residents to write to their legislators.

A group of KEMPA board members will meet with Bill Weiss April 7 at Milton (WI) High School to discuss the Summer Workshop advisers' journalism course as well as edit and layout the KEMPA Update.

#### Winter Retreat Suggestions:

Judy Zigler suggested a journalism classroom exchange for advisers.

Elsie Stiffler proposed a mini session on learning to think called "Metacognitive Menus for Journalism Teachers."

Judy Zigler requested that each member contact two advisers and encourage them to attend.

~~Sandy Jacoby asked that high school advisers attend with their students.~~

The next Winter Retreat will be February 1-2, 1991, with Interlachen the favored site.

#### In Other Business:

Scholarship winners will be announced April 19, 1990.

Jan Kohls will call Marlene Butterbrodt regarding judging individual awards. She will judge newspapers and yearbooks. Individual award entries are due April 20 with winners announced May 15. She will receive 50% of the \$10 fee per school with a minimum of \$50 for the judging.

Elsie Stiffler and Judy Zigler will work on KEMPA contacts during the Summer Workshop.

The meeting was adjourned at 2:27 p.m.

The next KEMPA Board of Directors meeting will be held at 10 a.m., Saturday, May 5, 1990, in the Continuing Education offices at the University of Wisconsin/Whitewater.

KETTLE MORAINÉ PRESS ASSOCIATION  
Board of Directors Meeting  
University of Wisconsin/Whitewater  
Saturday, May 5, 1990

Board Members Present: Nancy Becker, Stuart Ciske, Keri Fornero, Jan Kohls, Hank Koshallek, John Rowley, Barb Thill, Judy Zigler, and Bill Weiss, executive director.

President Nancy Becker called the meeting to order at 10:12 a.m.

Minutes: Minutes of the March 3, 1990, board of directors meeting at the Continuing Education offices at the University of Wisconsin/Whitewater were approved as amended (In the Winter Retreat segment, the following was deleted: "Sandy Jacoby asked that high school advisers attend with their students").

Treasurer's Report: Bill Weiss said that there was no statement and no update on the balance.

Executive Director's Report: Bill Weiss said that the adviser's workshop was approved for the summer. A written report and a 1990 Journalism Education Association convention update are on file. All the individual awards entries have been received and will be mailed to the judge.

Old Business:

Scholarships--\$400 scholarships were awarded to the following: Tracy Pritts, Streamwood (Illinois) High School; Ann E. Maxwell, Honoegah Community High School, Rocton, Illinois; and, Ingrid Vangsness, Eisenhower High School, New Berlin Wisconsin.

Advisers' Seminar--Participants include Jan Kohls (1st week); Stuart Ciske (2nd week); Barb Thill (1st week); and, Nancy Becker (either week or both).

Elsie Stiffler will conduct a creative thinking session during the second week.

A meeting will be held at 4 p.m., Wednesday, May 16, 1990, in the Continuing Education offices if available to discuss the Advisers' Seminar.

Summer Workshop: The photography session will be conducted by Hank Koshallek with Jim Fenske and Linda Alexander as his assistants.

John Biever from Sports Illustrated will be available for a one-day presentation during the first week. Hank will try to get him for the second week also.

Hank said that Nikon would be represented for sure. Free chemicals will be provided from several sources. Three portable 35 mm enlargers will be provided.

Students must bring 10 rolls of film and 50 sheets of printing paper.

Advisers must write up their needs for photos.

The photo session will accommodate 25 photographers.

Jan Kohls suggested a photo display of students' photos.

Hank will use the same photo schedule format as last summer.

Yearbook--Jan Kohls said that the following will be on the staff: Keri Fornero, Nancy Becker, Elsie Stiffler, Marcia Sigler, Sandy Jacoby, Judy Zigler, Barb Thill, Stuart Ciske, Jim Fenske, and Hank Kosollek.

Counselors include: Lisa Ruckaschel (head); Janet Frankiewicz (if available); Bess Heuseuer; Sandra Berg; Kendrick Johnson; Jill Polglaze; Michael Truman; and, Peg Eagan.

Lab assistants will be Joe Koshollek, photography for two weeks; Michael Truman, Jill Polglaze, LaVerne Pint; Kendrick Johnson (desktop); and, Melissa Becker.

Old Business, continued:

Yearbook, continued--

Desktop publishing enrollment will be limited to 15 students and will be offered only during the second week.

Bill Weiss will write NSPA and CSPA for yearbooks to be used in the workshop.

Judy Zigler will conduct a special-interest session.

Bill Collar, Seymour football coach, will speak from 7:30 to 8:30 p.m., Sunday.

Stuart Ciske will mail his schedule when completed. He needs one more staff member.

Nancy Becker suggested mailing the following during the week of May 7, 1990: Advisers' Seminar; reminders of the Fall Conference and Summer Workshop; membership applications; and, critique forms.

Judy Zigler will duplicate materials for the mailing.

Rod Vick will design T-shirts if he has time. Staff shirts will be white with black letters containing the word "Staff" with smaller letters spelling "KEMPA."

Judges for Fall Critique--Barb Thill will send letters to prospective judges. All yearbooks from the same class will be sent to the same judge.

Fall Conference:

Marlene Butterbrodt will judge both yearbooks and newspapers for the Fall Conference. The deadline for yearbooks is September 10, while the newspaper deadline is October 10.

The Fall Conference is scheduled for Friday, October 19, 1990.

Yearbook Advisers' Survey--Tabled until next fall.

Assembly Bill 699--Also tabled for later discussion.

Nancy Becker sent letters to all state senators after Assembly Bill 699 passed the House.

KEMPA Update--The KEMPA logo will be pasted on the newsletter which is scheduled for publication September 15, 1990.

John Rowley inquired about the auditing of the KEMPA books discussed at the January 13, 1990, meeting. Nancy Becker will contact Barb Dougal to see if Paul V. Will will be available for this project again. The books were last audited September 25, 1984, by Paul V. Hill.

Rowley also asked about the distribution of the KEMPA By-Laws for reviewing. Bill Weiss distributed copies of the By-Laws to board members. Additional copies will be made.

New Business:

Nancy Becker expressed concern about the deadlines for materials.

Bill Weiss suggested a mailing schedule for specific materials which will be considered at the next meeting. Earlier deadlines are needed to compensate for mailing delays.

The meeting was adjourned at 2:13 p.m.

The next KEMPA Board of Directors meeting will be at 4 p.m., Thursday, June 28, 1990, at Hononegah High School, Rockton, Illinois.

Respectfully submitted,  
John M. Rowley, secretary

KETTLE MORAINÉ PRESS ASSOCIATION  
Board of Directors Meeting  
Hononegah High School/ Rockton, IL  
Wednesday, June 27, 1990

**Board Members Present:** Nancy Becker, Stuart Ciske, Hank Koshallek, Elsie Stiffler, Barb Thill, Rod Vick and Bill Weiss, executive director.

President Nancy Becker called the meeting to order at 4:15 p.m.

**Minutes:** Minutes of the May 5, 1990, Board of Directors meeting at the Continuing Education offices at the University of Wisconsin-Whitewater were approved following discussion of limiting the number of students enrolled in the Photojournalism workshop and discussion of Stu's design for the staff members' t-shirt.

**Treasurer's Report:** The report showed deductions for Bill's airfare to Seattle to the spring JEA convention and for Greg Chesmore's KEMPA scholarship.

**Executive Director's Report:** Bill said that the summer workshops would cost KEMPA approximately \$20,000 to run and that 226 students must attend in order for us to break even. As of June 27, 140 students had registered. This news touched off one of many discussions of cutting costs.

- The Board decided to cancel the submarine sandwich feed.
- The directors of the yearbook, newspaper, and photojournalism workshops have their tentative schedules ready. Stu will contact Jean Fierst, a new employee at Sun Prairie, about heading the DTP workshop. The Advisers' Workshop was cancelled because only four persons had registered. Bill would like to add another adviser's course on DTP. He said Continuing Ed. supports the idea and can make arrangements for offering it around the state. A committee will be formed after the Fall Conference to work on this new course.
- Nancy has yearbooks and newspapers for summer critiques.
- Bill asked about forming a nominating committee for the 1991 KEMPA board. Stu explained the current process and the suggestion was made that the next KEMPA Update include an invitation for new board members. Elsie indicated that John Rowley has decided not to serve on the KEMPA Board next year.
- more discussion of cutting costs, this time about duplicating which is the second biggest budget item after salaries. Nancy will run copies at Milton if the paper is provided. Stu will cull through the notebooks. Bill said Jan ordered a slightly smaller binder this year at a savings of .80 per binder.

#### **Old Business**

**Advisers' Seminar:** Nancy said that she and Jan found it a difficult decision to make when they decided to cancel the seminar but they thought that it was too much work to do for just three people. Those who had signed up were encouraged to attend one of the summer workshops, an exception to an earlier board decision.

Nancy said that we will get the information out earlier next time and Bill said that 10-12 people is our goal.

**Summer Workshops:** Stu submitted a list of his advisers for the newspaper workshop and Jan had sent her list to Nancy. Lab assistant and counselor jobs are filled.

Stu plans to offer more about press law this year and he has arranged tours of Madison Newspapers, Inc.

Stu promised to get a final schedule to the newspaper workshop advisers next week, which would be this week. Stu apologized for being late in getting the schedules out to the advisers. Rod accepted his apology and Nancy seconded it. The rest of us are waiting for the schedules.

In response to Nancy's question about a written curriculum for the DTP workshop, Stu promised to put together (or get one from Jim?) an outline and a style sheet. The style sheet will be used by the DTP kids so they can edit the newspaper copy.

Computers for the DTP workshop-- 1 from Keri Fornero, 1 from Judy Zigler, 1 or 2 from Nancy Becker, 3 from Stu Ciske, 1 or 2 from Janesville TEAM, 0 from UW-W, Barb Thill will provide 2 if she is still at Hononegah.

KEMPA will use Cont. Ed's laser printer.

Nancy suggested rules and guidelines for the DTP kids so they don't mess with the programs on the hard drives of the borrowed computers.

To the delight of the board members present, Hank arrived at 5:15 p.m. and he updated the board on the golf meet he was happily shooting. Hank also passed around his copy of the AP Photography Stylebook.

The photography kids will display their best work on the last day of camp.

Ike will "warm up" the kids in the a.m. again. Ike will also take Bill's place during the first week of camp when Bill is still teaching summer school.

More talk about cutting costs--the budget for the two weeks is \$20,016. Of that, \$11,500+ is salaries. It costs more to run the yearbook workshop even though there are fewer kids that week. Bill asked about corporate underwriters, Stu mentioned the Evjue Foundation.

Hank will try to get the Janesville Gazette as well as the State Journal and Cap Times for the two weeks of camp.

We'll be in Benson this year. Bill will check out the bathrooms.

Stu wanted to know if we'll have the golf cart again this summer.

### **Writing Contest**

Nancy asked if the results have been received. The board decided to wait until Jan's return to look into this. Results are supposed to be announced at the Fall Conference.

### **Judges for Fall Critique**

Barb indicated that only one of the Indiana/Iowa people contacted has agreed to be a judge. Judy Knudsten from Minnesota and Gail Roub from Fort and John Rowley from Willowbrook were suggested as judges. Barb will contact them. Pay for judges is \$15 per publication.

The board decided to discuss fees for the critique at the big fall planning meeting.

### **Fall Conference**

Nancy, Elsie, and Barb went over the list of proposed sessions and speakers. Quite a few contacts have been made.

We need Katherine at the next board meeting (Sept. 15 at UW-W).

Nancy asked about doing the printed schedule like NISPA's. It was decided that the same format as always would be used for the mailing and a shortened version, to be designed by the DTP kids this summer, would be in the folders at the Fall Conference.

During the newspaper workshop, Nancy, Katherine, and Barb will meet to work on the newspaper descriptions for the schedule. During the yearbook workshop, Nancy, Elsie, and Barb will meet to work on the yearbook descriptions.

The goal is to have the mailing to the schools by mid-September. Nancy and Barb will work on the schedule during camp so that we can get it to the printer camera ready.

UW-W has OK'd the Fall Conference date of Oct. 19.

Bill needs to check with the UC about menus and prices for the lunch and getting the auditorium again for awards. Ike will park busses.

Stu mentioned the Hall of Fame, Media Award, Administrator of the Year and Adviser of the Year. This info will go out with the first Fall Conference mailing.

## **NEW BUSINESS**

### **Winter Retreat:**

A belated thank you and \$ will be sent to Dick Renardy and the IBM guy for their work at the 1990 winter retreat.

Nobody seemed to know if Connie Kirk had been paid. Stu suggested waiting until next fall when KEMPA has more money.

The board discussed ideas about reviving interest in the winter retreat. Location and the objective of the retreat were discussed. Yearbook reps will be asked to help get the information to advisers. More about this will be discussed at the big fall meeting.

The 1991 Winter Retreat is scheduled for Feb. 1 and 2.

**Other Matters:**

The big fall meeting is scheduled for Nov. 1 and 2. It was supposed to be at the Clock Tower but Barb will check into prices at other places in Rockford. Someone better remind her to do this.

Barb Thill gratefully received advice and ideas from fellow board members about her possible job change.

The board accepted with regrets Stu Ciske's resignation as Associate Director-Newspaper.

The next KEMPA Board of Directors meeting is Saturday, Sept. 15, 1990 at the Cont. Ed. office at WU-W at 10 a.m.



## KETTLE MORaine PRESS ASSOCIATION

Board of Directors Meeting  
University of Wisconsin-Whitewater  
Saturday, Sept. 15, 1990

Board members present: Nancy Becker, Stu Ciske, Jim Fenske, Keri Fornero, Jan Kohls, Barb Thill, Rod Vick, and Bill Weiss.

President Nancy Becker called the meeting to order at 10:10 a.m.

**Minutes:** Approved.

**Treasurer's Report:** As of June 24, records show disbursements of \$385.59, \$325 of which went to the Capital Times for the AP Photography Stylebooks. Balance now stands at \$615.01. Bill Weiss reported that the director's account "appears to be about \$250." He hasn't seen any recent statements. A discussion concerning membership fees followed. Are these fees deposited in the treasurer's account or in the director's account?

**Executive Director's Report:** Bill Weiss distributed an itemized list of expenses KEMPA incurred during the summer workshops. An unexpected charge of \$617.97 for clean up due to vandalism caught the attention of board members. Bill Weiss explained that the third floor women's restroom in Salisbury was vandalized during the second week of camp. Film canisters wrapped in brown paper plugged toilets and repair to fixtures and plumbing pipes had to be done. Suggestions for dealing with the situation: 1) Nancy Becker suggested contacting other summer journalism workshops to see how they manage their photojournalism students. 2) Divide the bill among all the schools that had photographers at camp. 3) Write to the advisers of the photojournalism students and ask them to speak to their students to see if they could come with any leads. (Rod Vick should be remembered - or forgotten?-for commenting that the situation was an "unexpected development" and "not a pretty picture".)

### Old Business:

**Summer Workshops:** Board members will evaluate these at Nov. meeting.

#### Fall Conference:

--The session about WI and IL scholastic press rights legislation will be the write-off topic. Sen. Chvala will represent WI and Candy Perkins will represent IL. Audrey Hartz will monitor and judge.

--No response from Ed Stried for the adviser panel. Sandy Jacoby, Bob Chesney, and possible Terry Shircel will serve on the panel.

--Ron Beem cancelled. Marvin Modder from Kenosha Bradford will be asked to the academic session. Linda Kennedy from Hinsdale Central will be asked to take the typography session.

--Alumni lunch was cancelled. Instead, soda and popcorn will be served at Cont. Ed. from 11:45 - 12:30. Vern Pint will be the host. This change will make the gathering more centrally located and save money.

**Writing Contest:** The entries were not judged over the summer. Marvalene will be contacted in order to insure that the results can be announced at the Fall Conference.

**Scholarship Payments:** Board members wondered if the winners had been notified. Judy Zigler will be contacted because it was thought that she has the scholarship information. Recipients will receive payment second semester.

**Fall Meeting:** Scheduled for Nov. 1, 2 in Rockford.

**Winter Retreat:** Scheduled for Feb. 1, 2 at Interlachen. Keri Fornero will call for reservation information. Jan Kohls said that Ken Brauer from Taylor is willing to do a session. There should be a definite understanding about payment of speakers. There was some confusion last year.

### New Business:

**Budget Situation:** KEMPA is \$3619.21 in debt since the summer workshops. Bill Weiss indicated that several bills did not appear on the list of expenses from the summer workshops. These included Ken's salary (photography), reimbursement to Bill for the costs of producing the slide show, and reimbursement to Stu for graphic-arts materials. The board discussed methods of making money. Ideas included:

--raising summer workshop tuition to \$195. For those who pay prior to a cut-off date, tuition is \$185. Discussion of contacting other workshops and attracting more members was put off until the Nov. meeting.

--half page flyer distributed at Fall Conference. Flyer will have information about the summer workshops. This flyer would indicate that the desktop session will be divided into beginner and experienced groups.

--ask speakers to forego their payment for speaking. Money would be returned to KEMPA.

--apply for grants

--Bill Weiss noted that KEMPA tends to undercharge. Membership dues have been increased to \$25/1 pub. and \$40/2 pubs. Fall Conference student fee was raised to \$6. The Fall Conference brochure in one place states the membership dues for two pubs is \$40 and on the membership form says \$50. In Nov. the board will discuss whether or not to give a break for double membership.

--could yearbook companies provide refreshments for advisers at the Fall Conference/

Also:

--should desktop and photojournalism have a different fee schedule?

--tentative dates for summer workshop--July 28 - Aug. 2, Aug 4-9

--student evaluations of fall conference--1 per school to be discussed upon return to school

--presenters should count number of students

**Board nominations:** Mike Gordy of Antioch H.S., Dave Wallner of Stoughton H.S., Pat Jonas of Platteville H.S., Ann Biewald of Gray's Lake H.S., Ed Stried and Jessica Southworth of Janesville Craig, Jean Fierst of Sun Prairie H.S., and Lynne Diebel of Stoughton H.S. Jan Kohls, Kari Fornero, Sandy Jacoby, Rod Vick, Barb Thill, and Nancy Becker will serve again. John Rowley will not. Other current members will have to be contacted.

**KEMPA Update:** publish winners after Fall Conference.

**Newspaper Associate Director:** By unanimous decision, the board selected Nancy Becker. Rod Vick and Kari Fornero will join the Fall Conference team of Katherine Conover, Elsie Stiffler, and Barb Thill. Stu Ciske will become an officer of the board.

**Grant Applications:** Judy Zigler, Keri Fornero, and Rod Vick will look into this and have a plan for the Nov. meeting.

**Other Business:** Send Hall of Fame nominations to Nancy Becker before Oct. 1.

The meeting was adjourned at 12:15 p.m.

The next KEMPA Board of Directors meeting will be Nov. 1 and 2 at a site to be determined in Rockford.