

REGISTRATION

Name _____
Address _____
City _____ State _____ ZIP _____
School _____
Email _____
Phone _____
 Yearbook Newspaper News/Feature Magazine
 Literary Magazine Online Broadcast

Choose one for lunch:

Roasted Turkey, Apple and Brie Salad (turkey breast morsels, dried cranberries, glazed walnuts, white balsamic cranberry vinaigrette – gluten free; rolls, coffee, tea, soda)

Frontier Burger (includes seasoning on a roasted roll with lettuce, tomato, onion with optional cheese includes slaw, potato chips, coffee, tea, soda)

I will will not attend Friday dinner (*seafood buffet in Frontier restaurant*).

I will will not attend Saturday.

I will will not be staying at the resort.

I will will not be arriving on Thursday and would like to join Michael Hernandez and other advisers for dinner at 7:30 p.m.

Enclosed:

_____ Registration Fee \$ _____
(by Feb. 4, \$85/KEMPA member or \$105 /non-member)
(after Feb. 4, \$105/KEMPA member or \$125/non-member)
(Reduced fee: \$50 for JEA mentees)

_____ Additional dinner \$ _____
(\$35 for each dinner guest)

Total \$ _____

Send **checks**, made payable to KEMPA, with this registration form to –
April van Buren, Seminar Co-Director
3034 Atwood Ave.
Madison, WI 53704

PayPal: To pay by credit card, go to Paypal.com and log in to your account. Click on the “Pay or send money” icon.

1. You will be prompted with two options; choose “Pay for Goods or Services.”
2. The next screen will ask you for an email or mobile number. Input our email address: kempajournalism@gmail.com and the amount of your payment.
3. After you submit, there is an optional field for comments or notes. Enter your name, school and what you’re paying for, e.g., Winter Seminar.

For more information, contact either co-director:
Linda Barrington, lbarrington@wi.rr.com
April van Buren, alvanburen@madison.k12.wi.us



ABOUT MICHAEL...

- Advises Pacemaker-winning Mustang Morning News
- Named Apple Distinguished Educator
- Named JEA Broadcast Adviser of the Year 2014
- Is a Google for Education Certified Innovator
- Has taught high school broadcast journalism since 1999
- Named PBS Learning Media Digital Innovator 2015
- Judges broadcast contests
- Develops content for the JEA Digital Media website

Follow Hernandez on Twitter and Instagram: @cinehead


BONUS OPTIONS FOR YOU

JEA certification exam offered Saturday, March 5, noon-3 p.m.
Register in advance at <http://www.jea.org>.


Graduate credit offered through Mount Mary University, Milwaukee. 1 credit @ \$125. Contact Linda Barrington for information, lbarrington@wi.rr.com. Meet after dinner on Friday to register and get directions.

Share your publication: Bring copies for the exchange table and take home other schools’ publications to share with your students.

we thank our Sponsors

School Newspapers Online 

Herff Jones Yearbooks 

NFHS Network (PlayOn Sports) 



KEMPA

Kettle Moraine Press Association
UW-Whitewater, Continuing Education Services,
Roseman 2005, Whitewater, WI 53190
KEMPAjournalism.org
@KEMPAjournalism facebook/KEMPAjournalism



KEMPA Winter Advisers' Seminar

featuring

Michael Hernandez

March 4-5, 2016

BREAK AWAY to video

Lake Lawn Resort
Delavan, Wis.

kempajournalism.org

KEYNOTE SESSIONS

Presented by Michael Hernandez

PRODUCTION IN YOUR POCKET: MOBILE VIDEO JOURNALISM

Learn to create professional looking video stories using your iPhone or iPad. This hands-on session will provide step-by-step instructions on how to shoot and edit video on your device as well as classroom tips and best practices. Bring your iPhone or iPad with the latest version of iMovie for iOS installed.

SOCIAL MEDIA REPORTING

As news organizations move toward a "push" model of reporting, social media has become a key element in getting news distributed to audiences. In this session, we'll talk about effective ways to use the most popular social media apps with your staff and look to the horizon to see what's next. Social media tips and best practices will also be discussed.

THE WHOLE (MULTIMEDIA) PACKAGE

The most compelling stories are multidimensional, involving a variety of facts, stakeholders and events. So our coverage of these stories should also be multidimensional, presenting information in ways that are the most effective for our audience to understand. In this session, we'll learn to cover a story using a variety of media, and combine them into a powerful package that is greater than the sum of its parts.

WHEN AND WHY TO USE MULTIMEDIA PACKAGES

We know that there are many ways to report news: video, websites, social media, print. But how can we know when to use multimedia and when to keep it old school? Are there certain stories that lend themselves to multimedia coverage, or is it just a matter of being creative with our coverage? This session will explore the role multimedia has in your publications, and how to determine the best times to use it.

CONCURRENT SESSIONS

LIVE VIDEO STREAMING

Presented by Kurt Hornby, CJE, Wausau East High School

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 publications website.

IN A SNAP

Presented by Patrick Johnson, CJE, Antioch Community High School

The kids have it, so why shouldn't your media? Find out how to use Snapchat to create unique, dynamic, multimedia stories that will generate buzz and followers in a snap.

BREAKING AWAY WITH VIDEO

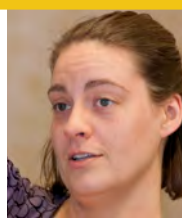
Presented by Chris Lazarski, CJE, Wauwatosa West High School

Learn the steps to teach students video basics and how those are integrated into the regular class or taught in a workshop format.

TOOLS TO IMPROVE YOUR IPHONE OR IPAD VIDEOS

Presented by Laura Otto, Mount Mary University

Want to create professional-looking videos using your iPad or iPhone? Check out a mobile journalism kit offered by iOgrapher and learn how you can enhance your videos using the kit's external lenses, lights and microphones. Participants will create a video during this session.



past seminars: What participants said

"Fancy locale, good variety of sessions and overall quality conference. Lake Lawn is a good choice."

"This is a first class experience for journalism educators!"

"I really felt that I learned a lot and was able to take things back with me to start implementing immediately."



"Thanks for another engaging and educational seminar."



WHAT I LIKED MOST:

"Great ideas from speakers. And discussions with other advisers and problem solving."

"I really appreciate knowing what I do is similar to what others do. I am the only one in my school doing anything like this."

...KEMPA rocks!"

NEW

SCHEDULE FRIDAY

All Day — Exhibits

9:9:45 a.m.—Registration and Check-in
Coffee, tea, muffins and danishes
9:45-11:50 a.m. — Morning sessions
12-1 p.m. — Lunch
1:15-4:45 p.m. — Afternoon Sessions
5-6 p.m. — Social Hour
6 p.m. — Dinner

SATURDAY

All Morning — Exhibits

8:30-9:30 a.m. —Continental Breakfast
Coffee, tea, muffins, danishes
9:15-11:30 a.m. —Morning sessions
11:45 a.m. — Conclusion
Silent Auction winners announced
12:00 — JEA Certification exam (optional)

EXHIBITORS

Gold sponsor:

SNO sites

Silver sponsors

Herff Jones Yearbooks
NFHS Network
(PlayOn Sports)

Other exhibitors:

American Litho
School News Express

(More exhibitors have expressed interest and may attend, but they haven't committed at the time of printing this brochure.)

HOTEL RESERVATIONS

Participants are responsible for making their own room reservations with Lake Lawn Resort.

Call 800-338-5253 or 262-728-7950 and ask for reservations.

Please request the rate for Kettle Moraine Press Association:
\$89/night for king bed room
\$89/night for two queen beds room,
single or double occupancy
\$109 for loft

Note additional resort fee of \$12.00 per night plus sales tax.

Hotel reservation deadline for reduced rates is Feb. 1, 2016.

<http://www.lakelawnresort.com>
2400 E. Geneva St.
Delavan, WI 53115

SILENT AUCTION

BRING. Donate items when you check in.

BID. Starting bids are 20% of value. Bid often. Be generous.

BENEFIT. Proceeds are split between the Student Press Law Center and KEMPA scholarships for your students.