

REGISTRATION

Name _____

Address _____

City _____ State _____ ZIP _____

School _____

Email _____

Phone _____

Yearbook Newspaper News/Feature Magazine

Literary Magazine Online Broadcast

Choose one for lunch:

Soup and Bistro Salad: Tomato bisque soup with parmesan and basil oil, paired with a crisp green salad medley with Bermuda onion, craisins, Asian pear and toasted almonds, white balsamic cranberry vinaigrette (includes rolls, coffee, tea, soda)

Roast Beef and Caramelized Onion Sandwich: French roll with horseradish herb cheese and Parmesan mayonnaise (includes cranberry walnut slaw, house-made potato chips, coffee, tea, soda)

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

I will will not attend Saturday.

I will will not be staying at the resort.

I will will not arrive on Thursday and would like to join Sarah Nichols and other advisers for dinner at 7:30 p.m.

Enclosed:

_____ Registration Fee \$ _____
(by Feb. 4, \$100/KEMPA member or \$120/non-member)
(after Feb. 4, \$120/KEMPA member or \$140/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 SARAH

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 serves as JEA's vice president. Nichols teaches Advising Yearbook 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 and JEA Medal of Merit recipient.

Follow her on Twitter and Instagram: [@SarahJNichols](https://www.instagram.com/SarahJNichols)

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 

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KEMPA

Kettle Moraine Press Association
UW-Whitewater, Continuing Education Services,
Roseman 2005, Whitewater, WI 53190

KEMPAjournalism.org

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KEMPA WINTER ADVISERS SEMINAR

MUCH aDO ABOUT ADVISING



Featuring

Sarah Nichols, MJE

March 3-4, 2017

**Lake Lawn Resort
Delavan, Wis.**

kempajournalism.org

KEYNOTE SESSIONS

Presented by Sarah Nichols

THE POTENTIAL OF DATA JOURNALISM

Storytelling with data is an essential skill for today's journalists. This session will showcase the power of data and introduce participants to what type of documents and databases exist with tips for how to get started.

A SKILLS-BASED NEWSROOM

With a focus on core skills rather than publication type or production tool, students gain valuable experiences for any platform. See how yearbook, newspaper, broadcast, web and social can work together rather than independently and why a comprehensive media model makes sense.

EYES FOR DESIGN

Principles of design carry across any sized page or screen. This session will address key concepts such as contrast, unity, alignment and scale. Then we'll look at elements like type, space and color for consistency and variety in design.

IT'S PERSONAL (AND PROFESSIONAL!)

Advising can be full of challenges, but each of those is an opportunity. Together we'll look at the possibilities for professional development and life balance at the same time. When we use our time wisely and take care of first things first, everyone in our lives will benefit.

Hear Sarah talk about these sessions at KEMPAjournalism.org/7028/conferences/winter-advisers-seminar-2017/. Additional videos will be posted every couple of weeks, starting in early January.

BREAKOUT SESSIONS

GETTING SOCIAL

Presented by Patrick Johnson, Antioch Community High School

Social media can be scary. Actually, really scary. However, this session is about calming those fears by discussing different platforms and how they can be integrated into your programs cleanly, easily, and successfully. This is an application-based session.

TEAM-BUILDING

Presented by Cindy Renaud, Harborside Academy

How do you get your staff to work as a team? How do you build staff morale? How do you create a welcoming environment? Learn new team-building activities that you can use with your staff.

QUICKFIRE 15-MIN SESSIONS

SUMMER WORKSHOP

Presented by Cindy Renaud, Harborside Academy

SMALL SCHOOL, BIG CHALLENGES

Presented by Shannon Kuehmichel, Berlin High School

CHANGING PUBLICATION FORMAT

Presented by Lindsay Skatrud, Brookfield East High School

ADVERTISING: NOT SUCH A HARD SELL

Presented by Shannon Kuehmichel, Berlin High School

personal



What is most valuable about the seminar?

“Connections, talking through intricacies.”

“I enjoy meeting with other advisers at the social activities and sharing ideas.”

“The keynotes are top-notch, very dynamic.”



“Plenty of time for breaks and reflection — good time for networking.”

“Wonderful! Excellent as always — most relevant to me so far!”



PROFESSIONAL



“It was the perfect mix of learning and networking/idea sharing. I'm inspired.”

AWESOME



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

Silver sponsors
Herff Jones Yearbooks
SNO Sites

(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
\$99/night for two queen beds room
single or double occupancy
\$149 for loft

First night lodging deposit requested at time of reservation.

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

Hotel reservation deadline for reduced rates is Jan. 30, 2017.

<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.