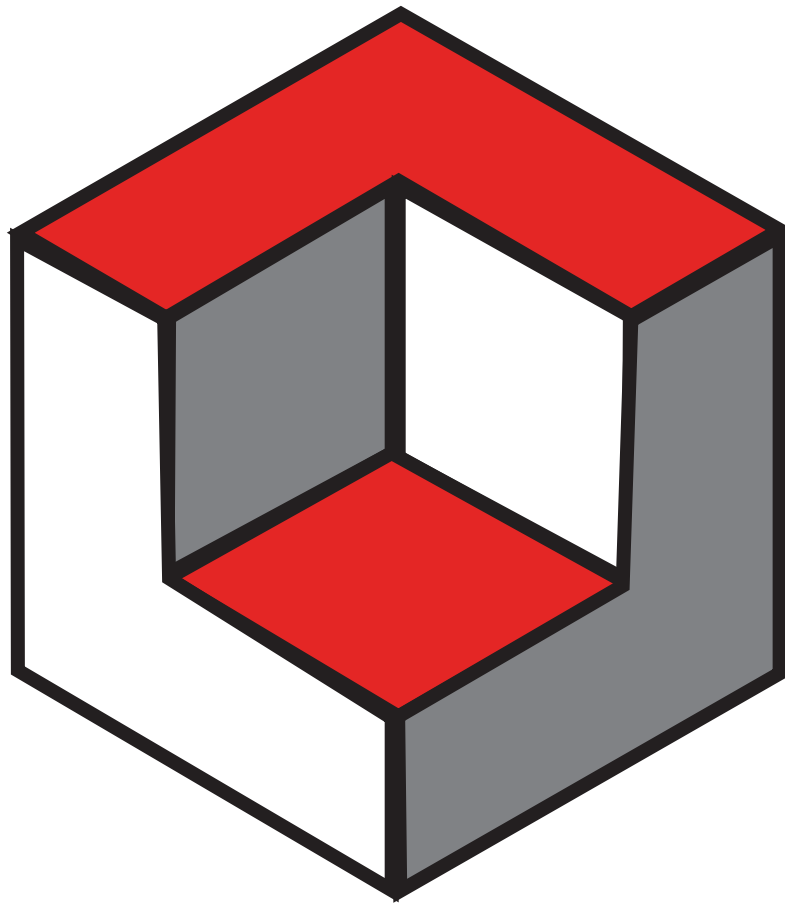


**KETTLE MORaine PRESS ASSOCIATION
FALL SCHOLASTIC
JOURNALISM CONFERENCE**



**LEADERSHIP
TEAM BUILDING**

**KEMPAJOURNALISM.ORG
UNIVERSITY OF WISCONSIN - WHITEWATER
FRIDAY, OCTOBER 13, 2017**



LEADERSHIP TEAMBUILDING

THE 54TH ANNUAL SCHOLASTIC JOURNALISM CONFERENCE

LEADERSHIP | TEAM- BUILDING SESSIONS

Crafting Leaders Starts with You

Defeat the "Blob"

Editorial Leadership: Learning to Coach Your Staff

Editorial Leadership: Building Staff Morale

Effective Leadership

Oh JOY: Wisconsin

Recruiting and Team-Building

Student Leadership and School Boards

Student Leadership in Tinker v. Des Moines

The Games We Play

Turning Students into Leaders and Pros

SPECIAL GUEST SKYPE SESSIONS

Clint Watts, Foreign Policy Research Institute (via Skype), hosted by Robert Kay, KEMPA Board

Social Media Influences and Fake News – The Consequences

In the lead up to the campaign, a team I worked with researched the emergence of social media influence on applications like Twitter, Facebook and YouTube. The influence operation altered the discussion of the 2016 presidential election and eroded confidence in democratic institutions.

John Tinker, plaintiff in Tinker v. Des Moines, (via Skype), hosted by Dr. Steve Brown, Assistant Professor of Educational Leadership and School Law at UW- Oshkosh

Student Leadership in Tinker v. Des Moines

The internet. Social media. How far do the arms of school boards reach? When does student speech invade the rights of others? What does this mean for schools in 2017 and beyond?

ADVISERS:

Please photocopy all three sessions for your students and yourself to bring to Fall Scholastic Journalism Conference because schedules and titles only will be provided at the conference. Please make sure your students pre-plan session attendance and REQUIRE NOTES to turn in to use for staff discussion after the field trip. KEMPA recommends staff members split up to attend multiple presentations each session in order to share more information once back at school.

Maximize your success!

REGISTER at <http://tinyurl.com/RegFall2017>

Winter Advisers' Seminar 2018

SAVE THE DATE

Friday & Saturday

March 2-3, 2018

Lake Lawn Resort
overlooking beautiful
Lake Delavan
in Delavan, Wisconsin



Featuring LORI KEEKLEY, MJE

Plan to join Lori Keekley as our keynote speaker, with the theme of EMPOWERMENT OF STUDENT VOICES. Instruction and practice will focus on knowing press law, handling controversial issues, leadership (how to empower others) and coaching. Lori advises at St. Louis Park (Minnesota) High School. The Echo has been a Gold Crown and Pacemaker recipient, and her students have won individual state and national awards. Lori is the 2016 Dow Jones News Fund Teacher of the Year, JEA's Scholastic Press Rights Committee director and a recipient of CSPA's Gold Key and NSPA's Pioneer Award.

SAVE
THE DATE

July 15-18,
2018

KEMPA Summer Journalism Workshop 2018
"Never Before" | KEMPASJW.COM

SESSION 1: 9:30-10:15

ADVISERS' ROUNDTABLE (A)

Many questions and dilemmas face someone who advises a school newspaper or yearbook. This session will give advisers an opportunity to ask questions, express concerns and get some pointers from each other and two experienced advisers.

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

ART OF THE INTERVIEW: GETTING THE MOST FROM SOURCES (A,B,M,N,P,Y)

Sources can make or break your story. Learn some tips for how you can make the most of your limited time and get the answers you're looking for.

Kevin Hoffman, editorial director for Great American Publishing's sports division

ASF-ADD MORE COVERAGE (Y)

Use alternative story formats to cover more people in your yearbook. Polls, surveys and infographics can provide another way to visually tell a story of the year.

Beth Marshall, Richmond-Burton Community H.S.

BUILDING A LITERARY MAGAZINE FROM THE GROUND UP (M)

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

Jim Barnabee, Adlai E. Stevenson High School

COVERING CONTROVERSIAL ISSUES (N)

Nobody wants to "get in trouble" but journalists often have to report on things that matter but are also unpleasant. Learn how to assess controversial topics and report on them clearly, fairly and with a benefit to your readers.

Vince Filak, UW-Oshkosh

CRAFTING LEADERS STARTS WITH YOU (A)

Oftentimes we forget that being adviser is not the same as being a teacher. It's being a mentor, a coach, a parent, a sibling, a friend, a disciplinarian, a publisher, and more. This session is about finding what works, developing a family, and putting a system in place to develop and sustain leadership that lasts year after year. This is about creating an environment where leaders flourish and staffs grow without fear of being left out.

Patrick Johnson, MJE, Antioch Community High School

DO IT (ONLINE) LIKE THE PROS DO (N)

One of every four websites is powered by WordPress, the backbone of SNO's publishing platform. It's a level playing field, so long as you know how to play the game. Take a deep dive into the SNO features that will get your site looking as good as the pros.

Alex McNamee, SNO Sites

EDITORIAL LEADERSHIP: BUILDING STAFF MORALE (Y)

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

Erin Grunnet, Walsworth

EXPANDING YEARBOOK COVERAGE (A,Y)

Also presented in Session 2

Mod design, the concept is not new. What is new is how we incorporate webbing exercises, team-building research projects with design basics. This system of design allows beginner designers to visualize a layout and then put it on the computer easily. The premise is to improve book sales by increasing yearbook coverage in an attractive fun way.

Maureen Olofsson and Melissa Olofsson, Herff Jones

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

SOCIAL MEDIA INFLUENCES AND FAKE NEWS – THE CONSEQUENCES (B)

In the lead up to the campaign, a team Watts worked with researched the emergence of social media influence on applications like Twitter, Facebook and YouTube. The influence operation altered the discussion of the 2016 presidential election and eroded confidence in democratic institutions.

Clint Watts, Foreign Policy Research Institute. Hosted by Bob Kay

HANDS-ON PAGE DESIGN (Y)

Also presented in Session 2

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

Danielle Olejniczak, Laconia High School

HOT TOPICS THEME DEVELOPMENT (Y)

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

Keri Lange, CJE, Jostens

IN-DEPTH REPORTING (N)

Some complex topics demand not just one big story but a collection of stories to deal with the topic. How you handle a complex topic determines how successful you will be. Find out how to approach in-depth from a veteran newspaper adviser.

Dave Wallner, JEA mentor

LIVE VIDEO STREAMING (B,N,Y)

It is easier than you think. Find out what it will take to get your publication started. Bring your Smartphone and see how you can add video streaming to your publication's website.

Kurt Hornby, CJE, Wausau East High School

MEDIA ETHICS (P,N,Y)

Also presented in Session 2 and 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

NAVIGATING SUNSHINE LAWS (A,B,N)

High school journalists — like all journalists — have the right to access public records. We'll discuss what you're entitled to (and some suggestions about where to start), how to request records and what to do if you're told "no."

Julia Hunter, Wisconsin Newspaper Association

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

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

Dean Bradshaw, Adlai E. Stevenson High School

RADIO PRODUCTION (B)

Also presented in Sessions 2 and 3

What goes into the production of a radio broadcast?

What does the announcer do besides talk? What

technology is available? Tour WSUW, the campus radio station at UW-Whitewater

Brian Lucas, WSUW, UW-Whitewater

KEY LEADERSHIP|TEAMBUILDING SESSION

SPORTS ACTION PHOTOGRAPHY (N,P,Y)

Cover the basics of how to photograph sports action images. What do you need to consider before you stand on the sideline? How do you capture images that tell the story of your school's sports teams?

Karl Boettcher, Visual Image Photography

STUDENT LEADERSHIP AND SCHOOL BOARDS (A,B,M,N,P,Y)

A "conversation" demonstrating how student leaders in our public schools can work together with school boards to bring about positive changes and an open dialogue. Members of this forum will include high school student leaders from Wisconsin and Illinois and several members of area school boards.

Steven Brown, PhD, UW-Oshkosh, Salem Consolidated School District Board member

TELEVISION PRODUCTION (DOUBLE SESSION)

Continues in Session 2

What goes into the production of a television station? What training is available? What programming is done? What jobs can graduates from a college TV station expect? Part One is informative. Part Two is hands on.

James Mead, Cable 19, UW-Whitewater

THEME DEVELOPS THE YEAR (Y)

See a trendy pictorial theme developed from cover to closing pages with tons of pictures to include every student in your school three times.

Jayne Bogner, Jostens

THERE'S AN APP FOR THAT: STORY CORPS TAKES YOUR INTERVIEWS TO THE NEXT LEVEL (A,N,Y)

Learn about the Story Corps app and how to use your phone to set up amazing questions and record your interviews!

Joelle Sexton and Jamie Silver, Herff Jones

TRUE STORIES FROM YOUNG JOURNALISTS PANEL (N)

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

Chair: James Debilzen

Panel: Lauren Anderson, Scott Girard, Brittany Seemuth

UNDERSTANDING THE BIG PICTURE: TACKLING CONTROVERSY (N,Y)

The world is changing fast: foreign policy, economic inequality, racial issues, and the marriage equality ruling. The economy, culture wars and demographic shifts dominate newspaper headlines, while everyday people create and engage news through social media. In this session we will talk about some of the big picture issues facing students and how to engage them as student journalists. We will focus on finding local connections between the big events and the student news stories, editorials and feature packages they create.

Jeff Pertl, Wisconsin Dept. of Public Education

YEARBOOK TRENDS (Y)

The most up-to-date info about what's trending in advanced design for yearbooks. A yearbook rep will offer award-winning design examples and reveal how to personalize trends.

Cindy Wandschneider, Walsworth

SESSION 2: 10:30-11:15

BEGINNING TO ADVANCED LAYOUT AND DESIGN (Y)

Beginners learn layout and design from column design for flexibility. Use advanced layout and design, learning how to implement trendy modular layouts (columns and grid design).

Jayme Bogner, Jostens

BUILD AN ONLINE COMMUNITY THROUGH BLOGGING (N,A)

Blogs are a great way to drive traffic to your news sites and engage with your readers. Blogging can also help new reporters build their personal online brands and identities. Learn tips and tricks for establishing a blog, writing engaging posts, and capturing new readers.

Laura Otto, Mount Mary University

CAMERA BASICS AND SETTINGS FOR EVERYONE (P)

Learn how to get your camera out of program mode and begin taking better pictures. Get the best digital images using the equipment you have for your yearbook or newspaper.

Karl Boettcher, Visual Image Photography

CAPTION WRITING (N,Y)

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

Jeff Willauer, Waunakee High School

DEFEAT THE "BLOB" (N,Y)

Does your team run out of steam in the middle of the year? A discussion of how to beat the "Mid-Year Blob" Come Share with us! Bring your ideas on how to beat the dreaded "Mid-Year Blobs" Keep your team motivated all year round.

Kurt Hornby, CJE, Wausau East High School

EXPANDING YEARBOOK COVERAGE (A,Y)

Also presented in Session 1

Mod design, the concept is not new. What is new is how we incorporate webbing exercises, team-building research projects with design basics. This system of design allows beginner designers to visualize a layout and then put it on the computer easily. The premise is to improve book sales by increasing yearbook coverage in an attractive fun way.

Maureen Olofsson and Melissa Olofsson, Herff Jones

GETTING THE SPORTS STORY (N,Y)

Sometimes, nothing goes as expected when you are assigned a sports story. This session will give you examples of how to recover and get the story you were assigned.

Mike Doyle, CJE, KEMPA Hall of Fame

HANDS-ON PAGE DESIGN

Also presented in Session 2

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

Danielle Olejniczak, Laconia High School

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, MJE, and Dave Wallner, JEA mentors

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

Movie reviews are the most widely read and shared pieces of criticism around. Critics can use the aspects

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

that make the film review so digestible to critique so many different parts of their readership's world. From food to music, blogs to video games, we can review almost anything.

Dean Bradshaw, Adlai E. Stevenson High School

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

A background in journalism isn't just for those who aspire to work in the field. This uniquely real-world training will put you ahead of the crowd when entering the professional world — regardless of the career path you choose. In this session, we'll discuss how to utilize those skills when applying to college, searching for a job or in everyday life.

Julia Hunter, Wisconsin Newspaper Association

KEMPA ADVISER SUMMIT (A)

Join us for a discussion on what is currently in the works for KEMPA programming, discuss trends and problems in schools, and learn about opportunities to increase your involvement and program's success.

Patrick Johnson, MJE, Antioch Community High School

MEDIA ETHICS (P,N,Y)

Also presented in Session 1 and 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

NEED TO SELL MORE YEARBOOKS AND ADS? (Y)

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

Erin Grunnet, Walsworth

OH JOY: PREPARING A DIGITAL PORTFOLIO

Are you thinking of applying for the Journalist of the Year contest? This session will go over the basics of applying for this contest, the keys to creating a winning portfolio, and tips and tricks to help you leave a last impression on the judges and secure a scholarship. Recommended for high school juniors and seniors.

Rachel Rauch, MJE, JEA State Director, Wisconsin; Homestead High School

PODCASTING TO ENGAGE YOUR READERS

Learn how to write, record and publish your own podcasts quickly and easily to help make your online publications more engaging to your readers.

Tom New and Brenda Smith, CJE, Grayslake North High School

RADIO PRODUCTION

Also presented in Sessions 1 and 3

What goes into the production of a radio broadcast?

What does the announcer do besides talk? What technology is available? Tour WSUW, the campus radio station at UW-Whitewater

Brian Lucas, WSUW, UW-Whitewater

RECRUITING AND TEAM-BUILDING (A,N,Y)

Learn techniques to search for great staff members, recruit them, and retain them! We can help you build your staff along with fun ways to get them working as a team!

Joelle Sexton and Jamie Silver, Herff Jones

STUDENT LEADERSHIP IN TINKER V. DES MOINES (A,B,M,N,P,Y)

The internet. Social media. How far do the arms of school boards reach? When does student speech invade the rights of others? The Supreme Court student-speech decision is the black-armband decision of Tinker v.

KEY LEADERSHIP|TEAMBUILDING SESSION

Des Moines Independent Community School District (1969). In Tinker, the Court established a standard for protecting speech known as the "substantial disruption" standard - school officials could punish student speech only if they could reasonably forecast that the speech would cause a substantial disruption or material interference with school activities. What does this mean for schools in 2017 and beyond?

John Tinker, plaintiff in Tinker v. Des Moines
Hosted by Steven Brown, PhD, UW-Oshkosh

SUPPLEMENT YOUR YEARBOOK ONLINE (Y)

Considering a life for your yearbook beyond the print edition, but not sure how to get started? Come for a little guidance. Just a few simple ideas could help you turn that idea into a reality online.

Alex McNamee, SNO Sites

TELEVISION PRODUCTION- 2 SESSION BLOCK (B)

Continued from Session 1

What goes into the production of a television station? What training is available? What programming is done? What jobs can graduates from a college TV station expect? Part One is informative; Part Two is hands on.

James Mead, Cable 19, UW-Whitewater

TURNING STUDENTS INTO LEADERS AND PROS (A)

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

Matthew Smith, CJE, Fond du Lac High School

UNDERSTANDING THE BIG PICTURE: TACKLING CONTROVERSY (B,N,Y)

The world is changing fast: foreign policy, economic inequality, racial issues, and the marriage equality ruling. The economy, culture wars and demographic shifts dominate newspaper headlines, while everyday people create and engage news through social media. In this session we will talk about some of the big picture issues facing students and how to engage them as student journalists. We will focus on finding local connections between the big events and the student news stories, editorials and feature packages they create.

Jeff Pertl, Wisconsin Dept. of Public Education

WHAT'S NEW IN FIRST AMENDMENT LAW (A,B,M,N,P,Y)

In a contentious media climate, this session looks at legislative protection for school publications, along with developments in libel law, access to public records, disciplinary action for social-media content, and other hot-button issues every young journalist should be aware of.

James Kates, PhD, UW-Whitewater

YEARBOOK AS A CLUB (A)

Advising yearbook as an extracurricular has its own set of benefits and challenges. In this interactive session, I will share what has and hasn't worked in our program and participants will be encouraged to share their own experiences, discuss, and ask questions.

Cassie Medved, Whitefish Bay High School

YEARBOOK TRENDS (Y)

The most up-to-date info about what's trending in advanced design for yearbooks. A yearbook rep will offer award-winning design examples and reveal how to personalize trends.

Cindy Wandschneider, Walsworth

SESSION 3: 1:00-1:45

BUILD YOUR NEWS WEBSITE USING WORDPRESS (A,N)

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

Laura Otto, Mount Mary University

EDITORIAL LEADERSHIP: LEARNING TO COACH YOUR STAFF (A,N,Y)

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

Joelle Sexton and Jamie Silver, Herff Jones

EFFECTIVE LEADERSHIP (B,M,N,Y)

You don't need a certain job title to be a leader. Start acting like one, and the rest will follow. Get tips for developing leadership skills, resolving conflicts and maintaining a positive attitude — it's all about people skills and communication!

Linda Barrington, MJE, KEMPA executive director

EVENT PHOTOGRAPHY BASICS (P)

This session will cover the do's and don'ts of photographing a range of events. Learn about shot selection to cover the entire story and capturing the emotion and feeling of the event. Leave with a shot list to ensure you get the photos needed for any yearbook or newspaper assignment.

Tom Medved, Medved Photography

FACTS AND OPINIONS AND YOUR ROLE IN SCHOOL (N)

Writing editorials and columns is about more than what you want to say. This session helps you create strong, smart opinion pieces that don't use "I... I... I..." to the point of distraction. It will also help you pick topics that will engage your readers and do some good in your school.

Vince Filak, PhD, UW-Oshkosh

FIGHT FOR YOUR RIGHT TO PUBLISH (A,B,N)

Learn what you can do to protect your school publications from prior review and censorship as well as how to join the national movement for establishing free student media in every state.

Matt Smith, Fond du Lac High School

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

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

Tom Juran, Brookfield Central High School

GETTING ACQUAINTED WITH THE DSLR CAMERA (P)

The digital single-lens reflex (DSLR) camera is a marvel of technology and great step up for the photographer who wants better pictures and video than can be had with a cell phone or point-and-shoot camera. This session offers an introduction to DSLR photography and offers tips for going beyond "automatic" modes and accessing your camera's many features.

James Kates, PhD, UW-Whitewater

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

HANDLING CONTROVERSIAL TOPICS (N)

Dealing with controversy is a delicate situation, and these stories need careful reporting and writing. This session will give you insights on how to address and cover a controversy.

Dave Wallner, JEA mentor

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

Great stories begin with great interviews that have been planned and researched carefully but also have room for follow-up questions. Writers can master the basics and gain tips on carrying out the best interviews.

Brenda Smith, CJE, Grayslake North High School

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

Writing for publication in the private school poses challenges not faced often by public school students. How to deal with prior review, content expectations or administrative perspectives? Address these and other issues facing private school students.

Kathleen Burke, KEMPA Hall of Fame

JUDGING YOUR LITERARY MAGAZINE

Bring your school's literary magazine and see how NCTE, ASPA and NSPA judge it. If you don't have your own magazine, learn how student writing, art and layout is judged by professional organizations. Knowing how work is judged helps us become better writers, readers, editors and layout professionals.

Jim Barnabee, Adlai E. Stevenson High School

KEMPA KAMP SHOULD BE THE HIGHLIGHT OF YOUR SUMMER (B,M,N,P,Y)

A panel of former KEMPA kampers are here to tell you why their experiences at KEMPA Summer Journalism Workshop made their summer fun, their ideas flourish, and their outlook on journalism change. They'll make sure you leave ready to sign up for camp in 2018.

Lindsay Skatrud, Brookfield East High School

MAKE SUMMER FUNNER: HOW A SHORT SUMMER SEMINAR CAN HELP (A,N)

The beginning of the school year can be crazy busy, so why not tap into summer's good vibes to start your publication off strong? Learn how running a short summer seminar for staff can help motivate and bond your team, promote leadership, and set the groundwork for a strong start to the school year. Topics include team building activities, how to create official press passes for staff, an exercise on ratifying a code of ethics, and tips on preparing your first publication. Handouts provided.

Aaron Ramponi, CJE, Appleton North High School

MEDIA ETHICS (P,N,Y)

Also presented in Session 1 and 2

As photojournalists, the job, at times, requires us to approach that line of ethics. There are many ethical codes, some written and many unwritten. Following a code of ethics is what separates the amateur from the professional. This session will show you, in graphic details, that ethical line and those who have crossed it.

Jason Rice, NBC Channel 15 News

OVERCOMING MISTAKES: HOW TO LEARN AND REBOUND FROM ERRORS (A,B,M,N,P,Y)

Mistakes happen, but what comes next? Learn some valuable strategies for how you and your staff can recover from embarrassing errors and avoid them in the future.

Kevin Hoffman, editorial director for Great American Publishing's sports division

KEY LEADERSHIP|TEAMBUILDING SESSION

RADIO PRODUCTION

Also presented in Sessions 2 and 3

What goes into the production of a radio broadcast? What does the announcer do besides talk? What technology is available? Tour WSUW, the campus radio station at UW-Whitewater

Brian Lucas, WSUW, UW-Whitewater

SNO THERAPY (A,N,Y)

So you've got big dreams but bigger problems with your online publication? A SNO rep is here to help. Whether about aesthetics or ideology, bring all your questions to this SNO AMA for a little hands-on counseling, or learn more about how to sign up with SNO.

*****Attendees need a laptop and administrative permissions on their SNO site.**

Alex McNamee, SNO Sites

STUDENT LIFE, CANDID AND EVENT PHOTOGRAPHY (P)

Learn how to capture images that tell the story of your school's activities and daily life. Take pictures that reflect what went on during the school year. Do more than just photograph people looking and smiling at the camera. Learn how to become a Photo Ninja.

Karl Boettcher, Visual Image Photography

THE GAMES WE PLAY (A,N,Y)

Games are a great way to bring your staff together to build problem solving skills, team work, and leadership. This interactive session will feature several games — from corny and fun to serious — that you can use with your staff.

Jessica Neiweem and Cindy Renaud, Harborside Academy



We value your feedback

At the end of each session, the presenter(s)

will ask you to fill out an evaluation form. Please take the time to thoughtfully share your comments. Presenters like to hear what went well as well as any concerns you may have. We want to know whether you found the sessions to be worthwhile. Remember to hand in the form before you leave the room.

Thank you.

**KEMPA**

Kettle Moraine Press Association

Membership Form

2017-2018**Membership runs from
June 15-June 15****Join/Renew/Pay Online • kempajournalism.org****Type of Membership** (Membership includes one critique)
☐ Newspaper
☐ News Mag
☐ Online
☐ Yearbook
☐ Professional
☐ Retired/Non-advisers

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

School and Critique InformationNumber of students: ☐ <500 ☐ 500-1000 ☐ >1000Publishing frequency: ☐ Yearly ☐ 3-4 times ☐ Monthly ☐ 10+ times a yearPublication is: ☐ Extracurricular ☐ Part of a class**Critiques: Production Information**

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

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

Critique Submission Deadlines**June 15** for print newspapers/magazines**July 1** for spring-delivery books

Results and awards will be given at Fall Conference.

October 15 for fall delivery yearbooks

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

Print Newspapers: submit 3 consecutive issues**Online News:** Publications will be reviewed during this judging window:

Sept. 20-Oct. 20

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

PaymentKEMPA Membership
(includes critique) • \$50
(Retired/Non-adviser • \$25)

\$

Late Fee:
postmarked after
June 15 • \$15

\$

Companion Online Critique
for publications already getting
a print critique • \$30

\$

JEA Membership
(see below)

\$

Supercritique
(with additional notes) • \$15

\$

KEMPA Scholarship Donation

\$

TOTAL ENCLOSED

\$

Annual renewal notices will be sent to adviser.

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

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

Payment may also be submitted via PayPal
at KEMPAjournalism.org

•JEA Membership (Advisers)Write one check for both memberships to **KEMPA**

Name: _____

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