

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 (GF) (includes turkey breast morsels, dried cranberries, glazed walnuts, white balsamic cranberry vinaigrette; rolls, coffee, tea, soda)

Frontier Burger (includes seasoning on a toasted 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 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 Lori Keekley 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 on Friday)

Total \$ _____

Send checks, made payable to KEMPA, with this registration form to —

April van Buren, Seminar Co-Director
3034 Atwood Ave.
Madison, WI 53704

Or use online registration form at KEMPAjournalism.org and go to the Winter Advisers Seminar page. Download PDF, fill it in, and email it to April van Buren, alvanburen@madison.k12.wi.us.

To pay by credit card, go to KEMPAjournalism.org and go to the Winter Advisers Seminar page. Scroll to bottom for payment instructions.

For more information, contact either co-director:

Linda Barrington, lbarrington@wi.rr.com
April van Buren, alvanburen@madison.k12.wi.us

ABOUT LORI

LORI KEEKLEY 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. Keekley is the 2016-17 DJNF Teacher of the Year, JEA's Scholastic Press Rights Committee Director and a recipient of CSPA's Gold Key and NSPA's Pioneer Award.

Follow her on Twitter @LKeekley

SILENT AUCTION

BRING. Donate items when you check in.
BID. Starting bids at 20% of value. Bid often. Be generous.

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

BONUS OPTIONS FOR YOU

JEA certification test will be offered Saturday, March 3, noon-3 p.m. Register in advance at jea.org.

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



Featuring
Lori Keekley
March 2-3, 2018

KEMPA WINTER ADVISERS SEMINAR

Lake Lawn Resort
Delavan, Wis.

KEMPAjournalism.org

We Thank our Sponsors

School Newspapers Online

Herff Jones Yearbooks

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

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SCHEDULE

FRIDAY

All Day — Exhibits
9-9:45 a.m.—Registration and Check-in
Coffee, tea, breakfast snacking
9:45-11:50 a.m. — Sessions
12-1 p.m. — Lunch
1:30-4:30 p.m. — Sessions
5-6 p.m. — Social Hour
6 p.m. — Dinner

SATURDAY

All Morning — Exhibits
8:30 — Continental Breakfast
9:15-11:30 a.m. — Morning sessions
11:45 a.m. — Conclusion
Silent Auction winners announced
12 p.m. — JEA Certification exam (optional)

SESSIONS:

EMPOWERMENT OF STUDENT VOICES

KNOWING PRESS LAW — During this session, we will discuss the big 5: copyright law, Freedom of Information Act, New Voices legislation, Tinker/Hazelwood and prior review, and prior restraint.

HANDLING CONTROVERSIAL ISSUES — From pornography to teen homelessness to student fatalities, this session will outline how one school approaches controversial topics in both web and print.

LEADERSHIP: HOW TO EMPOWER OTHERS — This interactive session will explain how student media editors should approach the difficult task of leading peers. Then, advisers will role play student editors in enacting possible problematic scenarios.

COACHING — See how one staff embraces the coaching method in order to not only better train, but also to better cover the issues they tackle. This session will show how to coach story inception to publishing and encompass content, design, photography, social media and writing.



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 Feb. 4, 2018.

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

Most Valuable

“Great time to recharge before the end of the year.”

“Time to learn from innovators in the field, share best practices, network.”

“This is professionally invigorating every year!”

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

Feedback

“Plenty of time for breaks and reflection. Good time for networking.”

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

“Jam packed with all things valuable!”

Speakers

“The keynotes are always top-notch and very dynamic.”

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

“The information was good. Lots of new ideas.”

