



"This was the best workshop in the three years I've attended. Doesn't matter how long you've been advising, (this is) always dynamic, always current. (The speaker) was a wealth of rich wisdom and experience to share!"



SCHEDULE

FRIDAY, MARCH 1

- 8:30 -10 a.m. - Registration, coffee, tea, breakfast snacking
- 9:45 a.m. - Seminar begins, including Ed Camp signup
- 10 a.m. - Polish Your Pages
- 11 a.m. - Storytelling for Reader Understanding

Noon - Lunch and hotel check-in

- 1:15- All in the Family: Finding the Right Type
- 2:15 - 4:15 Ed Camp
- 4:15 - 4:30 - Wrapup, evaluations

5 p.m.- Lake Lawn Social Hour

6 p.m. Dinner, Frontier Restaurant

Evening options:

- Karaoke in the Lookout Bar
- Swimming, hot tub at the pool
- Bonfire by the lake (weather permitting)

SATURDAY, MARCH 2

- 8:30 -11:45 a.m. - Muffins, yogurt, bagels, coffee, tea
- 9:15 a.m. - Keep 'em Scrolling
- 10:15 a.m. - What's Next
- 11:15 a.m. - Wrapup and evaluations

11:45 a.m. - JEA Certification Exam for those registered in advance with JEA



Whether you are a first-time publications adviser or you're an experienced adviser, we'll make sure you have all the resources needed for an exciting and rewarding journalism adventure! Maybe you need some time away to recharge yourself for the last stretch of the school year, or maybe you would like some practical suggestions for improving your website or refreshing your design. Whatever your reasons, if you are looking for a workshop to improve your technology and advising skills, KEMPA's Winter Advisers Seminar is the workshop for you. We'll introduce you to ideas and skills necessary to be effective in your journalism program.

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.



Logan Aimone, MJE



Friday & Saturday,
March 1-2, 2019
LAKELAWN RESORT
Delavan, WI

WINTER ADVISERS SEMINAR

JOIN US
FOR AN ADVISERS-ONLY
EVENT

LOGAN AIMONE'S SESSIONS:

POLISH YOUR PAGES — After a quick overview of design principles, you can apply what you learned when the Design Doctor is “in”! Submit PDFs of your students’ (or your own) publications for a fast-paced critique that will help you go from blah to brilliant.

STORYTELLING FOR READER UNDERSTANDING — Modern journalism requires a shift in focus toward helping the reader understand a story. Discover a variety of tools to help increase understanding that don’t require more words on the page.

ALL IN THE FAMILY: FINDING THE RIGHT TYPE — You probably can tell the difference between serif and sans serif, roman or script. But how do you decide the right type for your needs? Learn some of the basics to consider when selecting type for print and online. Arm yourself with background to advise students and save them from a font failure.

KEEP ‘EM SCROLLING — Guidelines from national associations set expectations for website pages to be more than just endless text pasted from the print edition. Learn techniques to enhance story pages, serve the reader and increase time spent on the site. Your site can be improved in minutes.

WHAT’S NEXT? — In a lively discussion, we’ll share what we learned and what we want to implement. We’ll also help each other with a plan to make it happen.

LOGAN AIMONE, MJE, teaches journalism and advises newspaper, yearbook and online at University of Chicago Laboratory Schools. He is a published author and invited speaker in areas of journalistic standards, excellence, digital and social media and online publishing. He has been the recipient of NSPA Pioneer Award, CSPA Gold Key, Dow Jones News Fund Special Recognition Adviser. Follow Logan @loganaimone.

THANK YOU TO OUR SPONSORS



EDCAMP

Our Edcamp will take place during a two-hour time block. This will be an opportunity for you to share the great things you do in your classrooms. This is peer-led and participant-driven. Think of this as an “unconference.” Come prepared to volunteer.

When you arrive, there will be a big, blank sheet of paper with a grid on it. From that blank slate, everyone builds the schedule together. As people mingle and chat, they put up potential discussion topics on a board. The entire process is positive and organic. Because anyone who attends an Edcamp event can be a presenter, it’s an empowering experience for everyone.

Most sessions are informal conversations or demonstrations. It’s common for many different people to take the floor during an Edcamp to share an idea, show student work on their laptop, or ask questions. In short, the experience is closer to a vibrant summer camp than routine sessions.

The Edcamp ends with a “Smackdown,” during which any willing participant takes the floor for 30 seconds to share an idea, tool, or tip with the crowd.

EdCamp explanation taken from “Edcamp: Teachers Take Back Professional Development” by Kristen Swanson in Educational Development, May 2014.

HOTEL RESERVATIONS

Make your room reservations with Lake Lawn Resort.
Call **800-338-5253** or **262-728-7950** and ask for reservations.
Request the rate for Kettle Moraine Press Association.

\$92/night for king bed room

\$102/night for two queen beds room,
single or double occupancy

First night lodging deposit requested at
time of reservation.

Note additional resort fee of \$16.00 per
night plus sales tax.

Hotel reservation deadline for reduced
rates is **Jan. 29, 2019**.

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



DO NOT MISS THIS EVENT!

“Winter Seminar is always a great pick me up in the middle of deadlines and post- holiday craziness. Yes, there are awesome speakers every year but nothing beats the idea exchange between fellow advisers and the camaraderie that has developed over the years. New advisers always walk away with a basketful of ideas they are ready to implement immediately. My favorite seminar of the year!”

TOM JURAN, BROOKFIELD CENTRAL HS, WIS.



REGISTER ONLINE

Registration Fee

by Feb. 1, \$100/KEMPA member or \$120 /non-member
after Feb. 1, \$120/KEMPA member or \$140/non-member

Reduced fee: \$50 for JEA mentees

Additional dinner (\$35 for each dinner guest on Friday)

You may pay by check (mail in) or credit card (online)

You will be asked to **choose one for lunch**:

Roasted Turkey, Apple and Brie Salad GF (includes turkey breast morsels, dried cranberries, glazed walnuts, white balsamic cranberry vinaigrette)

Frontier Burger (includes seasoning on a toasted roll with lettuce, tomato, onion with optional cheese. Also includes slaw, potato chips)

Register at this URL: <https://bit.ly/2P6qayR>

For more information, contact either co-director:

Linda Barrington, lbarrington@wi.rr.com

April van Buren, alvanburen@madison.k12.wi.us

All candid photos by Jamie Silver, Herff Jones yearbook representative