



Be extraordinary

Be extraordinary.

You can do this one step at a time, and the first step is to attend KEMPA's Fall Conference. At every session you will learn new ideas for improving yourself, your staff and your publication. Register now.

Be extraordinary.

KETTLE MORaine PRESS ASSOCIATION

55th ANNUAL

FALL SCHOLASTIC JOURNALISM CONFERENCE

AN EXTRAORDINARY EVENT

UNIVERSITY OF WISCONSIN - WHITEWATER

FRIDAY, OCTOBER 12, 2018



Be Extraordinary.



NEW SCHEDULE FOR 2018

8:00-8:45	Registration
8:45-9:20	Welcome and awards
9:30-10:45	Session 1
10:30-11:15	Session 2
11:15-12:45	LUNCH
1:00-1:45	Session 3

ADVISERS:

Please photocopy all three sessions (on the next three pages) 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!

READ the directions for registration on the KEMPA website: <http://tinyurl.com/KEMPAfall2018> and then follow the link for registration.

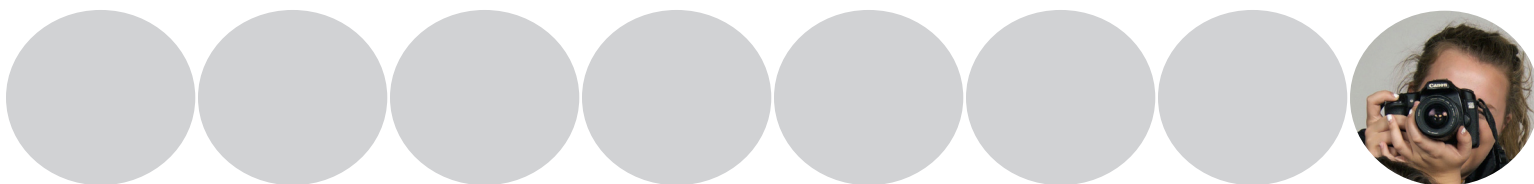


Logan Aimone, MJE

MARCH 1-2, 2019: SAVE THE DATE! Winter Advisers Seminar

- Improving on Your Design
- Typography
- Alternative Story-telling
- Website improvement advice
- *Special Session: Ed Camp*

Friday and Saturday
Lakelawn Resort
overlooking beautiful Lake Delavan
in Delavan, Wisconsin



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

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

COLLABORATIVE JOURNALISM (A,N,P,Y)

Learn how to work collaboratively with all media at your school instead of competing, particularly if they are not taught by the same adviser. We will provide tips from both newspaper and yearbook advisers.

Kristen DiGiorgio-Kadish, CJE, Metea Valley High School

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 Publishing

EXPANDING COVERAGE (A,Y)

View sample layout ideas from photo strips to collage clusters on how to get inclusive coverage in your school to help increase your book sales.

Jayme Bogner, Jostens

FACT CHECKING: INSIDE POLITIFACT WISCONSIN (N)

Take a look at how PolitiFact Wisconsin works and provides voters with clarity at a time of deep political divisions. The PolitiFact approach differs in significant ways from conventional news stories.

James Nelson, Milwaukee Journal Sentinel

FACTS, 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

GETTING THE SPORTS STORY (N,Y)

Also presented in Session 2

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

KEY

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

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)

Also presented in Session 2

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

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

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

READY, SET, LEDE (B,N,M)

Grabbing news consumers and bringing them into your story requires a strong "lede." This session will provide tips and pitfalls into lede writing. Participants will evaluate strong — and weak — ledes that have appeared in news, feature and opinion stories.

Stan Zoller, MJE, Lake Forest College

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

REGISTRATION LINK at <http://tinyurl.com/KEMPAfall2018>

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

UNCOMMON JOURNALISM (A)

Many schools have begun working towards standards-based grading. Using some flexible thinking and some initiative, journalism classrooms can thrive in this new world.

Dean Bradshaw, CJE, Adlai E. Stevenson High School

UNDERCOVER ETHICS (A,N)

This 17-year-old journalist went undercover to expose illegal recruiting practices. Was he being ethical by doing so? What do professionals say about the practice of going undercover?

Jeffrey Browne, Quill and Scroll

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

Also presented in Session 2

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 Department of Public Instruction
Karina Henderson, Director of Communications for the Milwaukee County Executive*

WE ALL HAVE STORIES TO TELL (A,Y)

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

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.

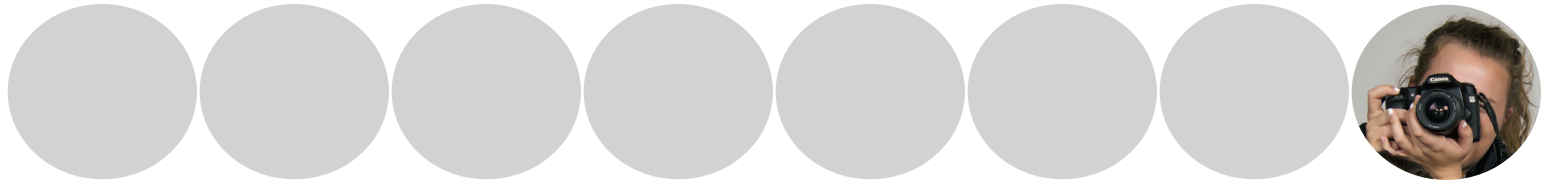
James Kates, PhD, UW-Whitewater

YEARBOOK TRENDS (Y)

Also presented in Session 2

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 Publishing



SESSION 2: 10:30-11:15

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

ALTERNATIVE STORY FORMAT (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, CJE, Richmond-Burton Com. High School

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

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

COACHING STUDENT JOURNALISTS (A)

What is the secret to good teaching? It's more than simply telling people to listen, take notes, memorize, then parrot back the words. The secret is coaching. By its very nature, coaching is personal. And that is what makes it powerful. Let's talk about this.

Linda Barrington, MJE, Mount Mary University

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, PhD, UW-Oshkosh

DRONE JOURNALISM (A,B,N,P,Y)

Learn how to use a drone to improve storytelling and engage online audiences. We'll discuss how to get certified, our procedures and the equipment we use.

James Nelson, Milwaukee Journal Sentinel

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

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 1

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.

Shannon Kuehmichel, MJE, Matthew Smith, CJE, and Dave Wallner, JEA mentors

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

Also presented in Session 3

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

IF YOUR MOTHER SAYS SHE LOVES YOU -- MAKE SURE IT'S NOT FAKE NEWS (Y)

Fake news may be a recent buzz word, but fact checking is nothing new. This session will discuss the fundamentals of news literacy and the relevancy to fact checking.

Stan Zoller, MJE, Lake Forest College

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

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

PHOTOSHOP 9-1-1 (M,N,P,Y)

Photo quality is still the issue after the shoot. Look at how to rescue images in Adobe Photoshop to yield the highest quality for publication and reader impact.

Joe Koshollek, photojournalist

REGISTRATION LINK at <http://tinyurl.com/KEMPAfall2018>

PODCASTING TO ENGAGE YOUR READERS (B,N)

Also presented in Session 3

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 & Brenda Smith, CJE, Grayslake North High School

PUBLIC RELATIONS MATTERS FOR YEARBOOK JOURNALISTS (Y)

When you sell a product, you need to understand and navigate your audience so they are happy with it. While we publish and document the truth, we are student journalists, and we are not perfect. We will discuss how to navigate crisis management and strategies to help offset any unhappy customers. (We know we will never satisfy everyone.)

Kristen DiGiorgio-Kadish, CJE, Metea Valley High School

RADIO PRODUCTION (B)

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

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

THEME DEVELOPMENT (Y)

Power Point presentation on yearbook theme development including where to find inspiration, where theme should be applied in the book, keeping consistent and everyone on the same page as far as staff. Also includes exercises to get the creative juices flowing.)

Ann Noelder, Walsworth Publishing

TRUTH, LIGHT AND THE AMERICAN WAY (A,B,M,N,P,Y)

The truth is under attack in America today. As journalists, we are supposed to uphold truth as our highest ideal. Learn how the Quill and Scroll Honor Society supports high school journalists in their quest to uncover the truth.

Jeffrey Browne, Quill and Scroll

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

Also presented in Session 1

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 Department of Public Instruction
Karina Henderson, Director of Communications for the Milwaukee County Executive*

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Cindy Wandschneider, Walsworth Publishing



SESSION 3: 1:00-1:45

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BEYOND LIKES: MEANINGFUL AUDIENCE ENGAGEMENT (A,B,N)

Learn how to involve your audiences in your reporting to create more powerful, relevant stories. This session will cover best practices for public-powered reporting, online outreach and real-life events. We will then break into groups to brainstorm engagement opportunities for example news stories.

Bridget Thoreson, Hearken

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

BUSINESS JOURNALISM (A,B,N)

The business reporter has skills that are crucial for beats ranging from sports to fashion to shopping. We'll hit on some basic tools – starting with “If it involves money, it's a business story.”

James Nelson, Milwaukee Journal Sentinel

DROPPING THE JOURNALISTIC F-BOMB (A,N,Y)

You're protecting the public's right to know, which is why transparency is essential to good government and journalism. This session will provide details how student journalists can access and obtain public information by using freedom of information and sunshine laws.

Stan Zoller, MJE, Lake Forest College

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

FROM COVERS TO HEADLINES (A,Y)

Achieve a book to remember with a dynamic cover and theme, then keep the readers engaged with headlines that draw them in. Learn how to tie it all together.

Maureen Olofsson and Melissa Olofsson, Herff Jones

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

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

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

Also presented in Session 2

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

IN WITH THE NEW, OUT WITH THE OLD (A,B,M,Y)

It's tough being the new leadership position. Learn how to navigate being a new adviser in an established program or a new editor on an established staff. Let's talk about ways to develop relationships with staff to gain trust and establish positive energy from the top down.

Kristen DiGiorgio-Kadish, CJE, Metea Valley High School

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

Writing for publication in the private school poses challenges not aced 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 (M)

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

MAKE YOUR LAYOUT EXTRAORDINARY (A,N,Y)

If you don't know what's wrong, how do you make your pages look better? We will look at four basic concepts to guide your decisions in improving layout. If you can apply these principles, your work will look more professional, organized, unified and interesting. Really.

Linda Barrington, MJE, Mount Mary University

MEDIA ETHICS (P,N,Y)

Also presented in Session 1 and 2

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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

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Brian Lucas, WSUW, UW-Whitewater

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

TALKING PHOTOS AND GEAR (M,N,P,Y)

Do you have a question about your camera? Do you have a photo that you would like critiqued? Bring your questions or gear to this session and we will talk how to improve your photo skills. Photos can be printed or on a USB drive for critique.

Joe Koshollek, photojournalist

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: Julia Hunter

YOUR COMMENTS, PLEASE (A,N)

This session will focus on the open forum part of student news publications. Do you have trouble getting students to submit their comments to your newspaper? Learn how to get more of your student body's thoughts and feedback, whether in print or online, while following the code of ethics. Proving your publication as an open forum can actually protect your student First Amendment rights and increase engagement with your publication.

Breja Fink, Beloit Memorial High School

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.