

"It can
hardly
be argued
that either
students
or teachers
shed their
constitutional
RIGHTS
☆☆☆☆☆
to freedom
of speech or
expression
at the schoolhouse
gate." -Justice Abe Fortas
50th anniversary
of Tinker v. Des Moines



featuring **Mary Beth Tinker** in person
and **John Tinker** via Skype

Other speakers include attorneys, a judge, law experts, professional journalists,
a video producer, photographers, professors, yearbook representatives & teachers

KETTLE MORAINÉ PRESS ASSOCIATION

56th ANNUAL

FALL SCHOLASTIC JOURNALISM CONFERENCE

More than 70 breakout sessions for students & teachers

UNIVERSITY OF WISCONSIN - WHITEWATER

FRIDAY, OCTOBER 11, 2019

Student Press Rights/Press Law



READ the directions for registration on the KEMPA website: <http://tinyurl.com/KEMPAfall2019> and then follow the link for registration.

EARLY registration deadline is Sept. 30. Late fee starts Oct. 1.

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

SCHEDULE FOR 2019	
7:30-8:45	Registration (<i>new location: Young Auditorium</i>)
8:30-8:45	Welcome, awards
8:45-9:30	Mary Beth Tinker: First Amendment and You
9:45-10:30	Session 1
10:45-11:30	Session 2
11:30-12:45	LUNCH
1:00-1:45	Session 3

First Amendment and You

The First Amendment is one of the most basic principles of our democracy, but does it apply to students? In the past, legal experts didn't think so. That changed in 1969 when the Supreme Court ruled in 'Tinker v. Des Moines' that "students are persons under our Constitution, with the rights and responsibilities of persons." Hear Mary Beth Tinker discuss the case and its relevance today, and be sure to bring your questions and comments!

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!

The logo for SNO sites consists of the letters "SNO" in a bold, white, sans-serif font, each letter contained within a dark red square. To the right of "SNO" is the word "sites" in a smaller, orange, sans-serif font.

Proud sponsor of

KEMPA Fall Journalism Conference

Does your journalism program have a website from SNO Sites? If so, be sure to attend one of three online training sessions with SNO's Training Specialist, Alex McNamee. These sessions are designed to help you learn and immediately put into practice methods to improve your website.

PREVIEW

MARCH 6-7, 2020: SAVE THE DATE! Winter Advisers Seminar

Adam Dawkins, our featured speaker, will show us how to **add video** to our stories. Dawkins will cover the structure and technique of news and feature broadcast video stories from idea generation to reporting, shooting, writing and post production.

He will give you hands-on experience with video production tools, so you'll go home ready to do multimedia storytelling for whatever publication you advise. If you have an iPad, tablet or iPhone, you're halfway there already. In fact, bring them along so you'll be able to take your work home with you. Want to bring a DSLR camera or dedicated video camera? Bring those as well, but they aren't necessary.

You'll be able to teach your students how to create a multimedia package that will report news, promote your publication or provide context for your print story. Warning: This will be a high-speed introduction, a real jump-in-and-do approach. You'll learn a ton.



Adam Dawkins, CJE

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

STUDENT PRESS RIGHTS | PRESS LAW SESSIONS

GIRLS AND CENSORSHIP (A,B,M,N,P,Y)

When school administrators discourage student journalists from pursuing stories on serious topics or censor them outright, research shows girls are more likely to pay the price. We will discuss the implications of censorship for girls in scholastic media and offer strategies to help educators combat this issue.

Mary Beth Tinker, plaintiff in Tinker case

Mark Goodman, former SPLC director

COPYRIGHT AND PRIVACY (A,B,M,N,P,Y)

Can we take that off the Internet and use it in our book? Is truth an absolute defense to an invasion of privacy claim? We'll check out the basic principles of copyright and privacy as they apply to student journalists. Got questions about any of this? Bring them on!

Jim Peterson, Chief U.S. District Judge of the U.S.

District Court for the Western District of Wisconsin

DEFAMATION HURTS: EVERYTHING YOU NEED TO KNOW (AND FEAR) ABOUT LIBEL LAW (A,B,M,N,Y)

School media don't often get sued for libel, but it happens. And when it happens, it can be devastating. In this session, a UW-Whitewater professor who teaches media law will explain how libel law works and how you can avoid legal trouble while still doing journalism that makes a difference.

James Kates, PhD, UW-Whitewater

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

STUDENTS TAKE A STAND (A,B,N,Y)

Join a discussion about how students have handled school restrictions on their publications, featuring journalism staff who overcame such obstacles at Oshkosh North High School in Wisconsin last year. The session will touch on other recent incidents around the country and focus on making you more confident protecting your rights and getting community and legal help when necessary.

Matt Smith, MJE, Fond du Lac High School, (joined by Jason Cummings and Tess Fitzhenry, Oshkosh North High School)

UNDERSTANDING FREEDOM OF INFORMATION LAWS AND THEIR IMPACT ON YOUR REPORTING (N,Y) (DOUBLE SESSION)

Continues in Session 2

Essential for accountability: Looking for information from a school board, city council or plan commission? Using the Freedom of Information Act (FOIA) helps you not only get accurate information, it shows your news consumers that you are holding public officials accountable for their actions. This session will explain FOI laws and procedures for accessing public information.

Matt Topic, Government Transparency and Media attorney, and Stan Zoller, MJE, Lake Forest College

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

COVERAGE: FRESH IDEAS ON GETTING ALL STUDENTS COVERED IN YOUR YEARBOOK (Y)

Also presented in Session 2

Are you wondering yet how you are going to fill your spread with fun and engaging content? Do you have "unclaimed" spreads that you aren't sure how to fill? Come see how schools from around the country are creatively covering students in their schools from a fresh and updated perspective. In addition, tools for content brainstorming and data collection will be provided.

Keri Lange, CJE, Jostens

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

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

EXPANDING COVERAGE (A,Y)

Learn how to incorporate trendy layout ideas that will allow more pictures on your spreads and how to get everyone in the book at least 3X's. View sample layout ideas from books where schools are selling to 70% of their student body which in turn will help increase your school's yearbook sales.

Jayne 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

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

HANDLING CONTROVERSIAL ISSUES (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

HOW TO GET 'PERSONALITY' INTO YOUR PROFILES (N,Y)

Profiles often fall flat because they lack depth and richness. Learn how to develop your observational skills along with stronger interviews to get past the weak "so and so is not your typical sophomore" approach to profile writing.

Vince Filak, PhD, UW-Oshkosh

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

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

SNO TRAINING SESSION

Also presented in Sessions 2 and 3

Talk via Skype to learn more about your SNO website.

Alex McNamee, SNO Sites

TELEVISION PRODUCTION (B) (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

TELL THE HUMAN STORY THROUGH SPORTS REPORTING (B)

Also presented in Session 2

Don't be scared away from covering sports stories because of statistics and rulebooks. The best sports stories are those that even a stranger to the game would enjoy. Learn how to emphasize the human story in any sport, which will engage your sports fans and widen your audience. Also tour the Royal Purple campus newspaper at UW-Whitewater.

Keith Zucas, Royal Purple adviser, UW-Whitewater

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

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

Joelle Sexton, Herff Jones

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, Deputy Sec'y, Wis. Dept. of Children & Families

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: 10:45-11:30

STUDENT PRESS RIGHTS | PRESS LAW SESSIONS

TINKER @ 50: IS FREE SPEECH STILL FREE IN 2019? (A,B,M,N,P,Y)

We'll take a look at the Tinker case 50 years later and discuss whether free speech still free in 2019. John and Mary Beth Tinker will also discuss related First Amendment issues, the leadership role that high school students can play, and ways the "Tinker Standard" applies to student activism in 2019. "Q and A" with students will follow.

John Tinker (via Skype) and Mary Beth Tinker, plaintiffs in Tinker v. Des Moines School District Moderator Steve Brown, PhD, retired professor of Educational Leadership and School Law, and Executive Director of The John F. Tinker Foundation

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*

PROTECTING YOUR RIGHTS AS AN ADVISER (A)

Journalism teachers and media advisers often feel vulnerable and pulled in different directions. Learn both principles and tactics that will give you the maximum legal protection when it comes to defending your support for the press freedom of your students.

Mark Goodman, J.D., Professor/Knight Chair in Scholastic Journalism, Kent State University

UNDERSTANDING FREEDOM OF INFORMATION LAWS AND THEIR IMPACT ON YOUR REPORTING (N,Y) (DOUBLE SESSION)

Continues from Session 2

Essential for accountability: Looking for information from a school board, city council or plan commission? Using the Freedom of Information Act (FOIA) helps you not only get accurate information, it shows your news consumers that you are holding public officials accountable for their actions. This session will explain FOI laws and procedures for accessing public information.

Matt Topic, Government Transparency and Media attorney, and Stan Zoller, MJE, Lake Forest College

YOUR RIGHTS AS A STUDENT JOURNALIST (A,B,M,N,P,Y)

Who does the First Amendment protect and how far does it go? What are its limits and why? We'll review the basics of these fundamental freedoms. Come prepared to ask questions!

Jim Peterson, Chief U.S. District Judge of the U.S. District Court for the Western District of Wisconsin

BEGINNING TO ADVANCED LAYOUT AND DESIGN (Y)

This hands on session will let beginners learn the basic rules of layout and design to follow and to get some practice in making their own page layout. We will then step it up to learn the rules of advanced layout and design with implementing trendy modular designs too. *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*

REGISTER at <http://tinyurl.com/KEMPAfall2019>

COVERAGE: FRESH IDEAS ON GETTING ALL STUDENTS COVERED IN YOUR YEARBOOK (Y)

Also presented in Session 1

Are you wondering yet how you are going to fill your spread with fun and engaging content? Do you have "unclaimed" spreads that you aren't sure how to fill? Come see how schools from around the country are creatively covering students in their schools from a fresh and updated perspective. In addition, tools for content brainstorming and data collection will be provided.

Keri Lange, CJE, Jostens

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

GETTING THE SPORTS STORY (N,Y)

Also presented in Session 1

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 (M, N,Y)

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 (A)

JEA-trained mentors are prepared to help new journalism advisers who want to do more than just live through the experience. Find out how to get your own JEA mentor.

Linda Barrington, MJE, Matthew Smith, CJE, and Dave Wallner, JEA mentors

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

Also presented in Session 1

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

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*

MANAGEMENT AND EDITING: HOW TO GET PAST, "THIS SUCKS. CHANGE IT." (N,Y)

The idea of running a newsroom, a desk or a beat can be harrowing, especially since little training exists and you are overseeing your peers. Learn how to manage effectively and coach your peers in this session.

Vince Filak, PhD, UW-Oshkosh

NEED TO SELL MORE YEARBOOKS & 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, Wisconsin State Legislature staff photographer

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 HS

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

RACE & REPRESENTATION IN STORYTELLING (B,N,Y)

'Diversity' can sometimes sound like a buzz word - one that's superficially thrown around, ignoring its importance and weight in storytelling. But what does it mean to include a broad range of voices and faces in our stories to dig deeper and tell them in a more accurate and nuanced way? How do we connect with people and share the humanity of others who have historically been presented in a very specific way to the broader public? What is our responsibility as storytellers to reach beyond our own discomforts to share perspectives that have often been ignored?

Noreen Nasir, Video Producer at The Associated Press, covering race and ethnicity (Grayslake Central HS Class of '07)

Bob Kay, moderator

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

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, Herff Jones

SNO TRAINING SESSION

Also presented in Sessions 1 and 3

Talk via Skype to learn more about your SNO website.

Alex McNamee, SNO Sites

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

TELEVISION PRODUCTION (B) DOUBLE SESSION

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

TELL THE HUMAN STORY THROUGH SPORTS REPORTING (B,M,N,Y)

Also presented in Session 2

Don't be scared away from covering sports stories because of statistics and rulebooks. The best sports stories are those that even a stranger to the game would enjoy. Learn how to emphasize the human story in any sport, which will engage your sports fans and widen your audience. Also tour the Royal Purple campus newspaper at UW-W. *Keith Zucas, Royal Purple adviser, 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

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 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, Deputy Sec'y, Wis.Dept. of Children & Families

SESSION 3: 1:00-1:45

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

STUDENT PRESS RIGHTS | PRESS LAW SESSIONS

SHARE YOUR STORIES

(A,B,M,N,P,Y).

We want to hear from students and advisers in a discussion of the First Amendment and student expression today. What issues involving student media as well as internet-based student expression are important to high school students? Do you feel free to talk about and discuss these issues? Share your stories and get feedback from the moderators.

Moderator Mary Beth Tinker, plaintiff in Tinker v. Des Moines School District

Moderator Steve Brown, PhD, retired professor of Educational Leadership and School Law, and Executive Director of The John F. Tinker Foundation

DESIGNATING YOUR PUBLICATION AS A PUBLIC FORUM (A,B,M, N,Y)

The courts say the forum status of each individual student publication makes all the difference in your free press rights. Learn how to determine whether your publication qualifies – you may be surprised at the answer – and how to work towards a public forum policy that matters.

Mark Goodman, J.D., Professor/Knight Chair in Scholastic Journalism, Kent State University

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

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

APPROACHING CONTROVERSIAL TOPICS (A,B,M,N)

Learn how to find and handle difficult stories and topics and deal with controversy when it happens. Be prepared to discuss topics that may warrant investigation and touch on relevant press law topics.

Matt Smith, MJE., Fond du Lac High School

BE A PART OF THE SOLUTION (M,N)

Come explore the philosophy and practices of solutions based journalism and see how you can frame your story pitches to find organizations and sources for your stories who are not only affected by a problem, but who are actively seeking a solution to that problem.

Laura Streyle, Stoughton High School

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

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

FEEDBACK ON YOUR PHOTOS (M,N,P,Y)

Bring your photos in on a USB thumb drive and have it critiqued in front of the group by a working photographer. This will be an interactive session, so come with any photo questions you might have.

Joe Koshollek, Wis.State Legislature staff photographer

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

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 stories from a veteran newspaper adviser.

Dave Wallner, JEA mentor

MARKETING AND SALES (A,Y)

The book only matters if people buy it. Don't let those business-minded students pass on yearbook. Selling the book is everyone's job, but it helps to have someone in charge. Follow our steps to stay on budget, promote the book and keep your class running like a business.

Joelle Sexton, Herff Jones

NEWS LITERACY: GOING BEYOND THE HEADLINES (B,N,M,Y)

Want to avoid “fake news”? Make sure you cover all of the basis so your news consumers know you've done your homework. This session will address skills and techniques used to ensure that your reporting not only informs, but also engages news consumers.

Stan Zoller, MJE, Lake Forest College

PODCASTING TO ENGAGE YOUR READERS (B,N)

Also presented in Session 2

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 HS

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

ROYAL PURPLE STUDENT NEWSPAPER TOUR (A, N)

Come learn how working at a college newspaper can improve your resume for various career paths. We will explore common news beats at a university. You will discover what it takes to work at a news organization that is navigating both print and online mediums. Attendees can also talk with current editors and multimedia staff about their jobs and college life at UWW.

Keith Zucas, Royal Purple adviser, UW-Whitewater

SNO TRAINING SESSION

Also presented in Sessions 1 and 2

Talk via Skype to learn more about your SNO website.

Alex McNamee, SNO Sites

STANDARDS-BASED GRADING IN THE JOURNALISM CLASSROOM

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, Adlai E. Stevenson High School

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, Harborside Academy

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, Wisconsin Newspaper Association

WRITING FOR THE WEB (N,Y)

Improving traffic and strengthening engagement on the web requires a plan — one that must adapt to rapid changes and new trends. In this session, learn about helpful tools, tricks and strategies that will build your digital audience and make your website the epicenter of information at your school.

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

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 Publishing

WE VALUE YOUR FEEDBACK

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