



# KEMPA

## 57th ANNUAL FALL JOURNALISM CONFERENCE

*Innovation in a Time of Crisis*

Friday, October 16, 2020

*On your screen and at your fingertips  
More than 40 sessions, live and available later*

# Innovation in a Time of Crisis



Far from being a slimmed-down version of our regular event, this conference not only lets you attend three live sessions online, but will give you access to every presentation recorded that day.

Directions for registration.  
Rates: \$15 for KEMPA members and \$20 for non-members. **NO LATE FEES.** Plus, one-time **COVID-Special \$40 membership** for publications.

## SCHEDULE

<b>8:00-8:35</b>	Welcome, slide show, publication awards
<b>8:45-9:30</b>	Session 1
<b>9:45-10:30</b>	Session 2
<b>10:45-11:30</b>	Session 3
<b>11:45-12:15</b>	KEMPA meeting, awards

## NO LATE FEES

Register up to Oct. 15 at one low rate.

**BONUS** for advisers registered by Oct. 1: **Google Meet chat on Oct. 3 with Vince Filak**, PhD, professor at UW-Oshkosh, award-winning teacher, scholar, workshop presenter. Bring your questions, topics and be ready to chat.



## SESSION 1: 8:45-9:30

KEY

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

### ADVISERS' ROUNDTABLE (A)

Adviser survival! This may be what you need right now. Bring your questions, share your solutions, express your concerns and get some pointers from each other and two experienced advisers. We can all share in each others' wisdom and benefit from each others' experience. Two experienced advisers will facilitate the discussion.

*Linda Barrington, MJE, Mount Mary University, Milwaukee*

*April van Buren, MJE, Madison East HS*

### 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*

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

As good as your publication is, after a while it's bound to look stale. There comes a time when you just have to revise and revamp to renew your style and content. Come ready to share ideas and learn new tricks.

*Kristin DiGiorgio-Kadich, CJE, Metea Valley HS*

### JUMPING INTO JOURNALISM (B,M,N,P,Y)

Are you hoping to pursue a career in journalism? This session will go over what you should know before you embark on a career, from picking the right college experience to searching for jobs after graduation.

*Ashley McCallum, Reporter, Janesville Gazette*

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

Most editors are promoted from the ranks of writers and photographers and given little in the way of training when it comes to how to manage or edit their peers. This can lead to

newsroom dysfunction and problems with the quality of work. Learn from a former student media adviser with a background in motivational research and team building how to get past the most difficult aspects of this important job.

*Vince Filak, PhD, UW-Oshkosh*

### MEDIA ETHICS (P, N, Y)

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*

### NO GAMES? NO PROBLEM. SPORTS REPORTING DURING PANDEMICS AND OTHER SLOW TIMES (A,M,N,Y)

Just because there may not be many games doesn't mean there aren't a lot of great sports stories to report on, produce and write. Your yearbook, newspaper, magazine, news site or show can be chock full of awesome stories even if there aren't any school-sponsored games.

*Jeff Browne, MJE, Quill and Scroll International Honor Society for HS Journalists*

### PODCASTING AT HOME (A,B,N)

So what if you don't have the studio space and high-tech equipment of the podcast elites. Don't let that keep you from testing the waters in this rapidly growing medium. This session will take you step-by-step through what you need to do to get your podcast off the ground from right at home, as told by someone who did it.

*Alex McNamee, SNO Sites*

### POLITIFACT & FACT CHECKING (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, Editor, Milwaukee Journal Sentinel*

### REVIEW A MOVIE, REVIEW THE WORLD (N)

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 HS*

### USING SOCIAL MEDIA (A,B,M,N,Y)

Whether you're just getting started or have been active on social media platforms for years, there's always room for improvement. Each platform has different uses to help social media marketing strategy. Then we'll break down the top social media platforms you should be using and give suggestions for making the most out of each one.

*Tina Berna, Brookfield Central HS*

### WRITING ABOUT OUR CHANGING WORLD: TACKLING CONTROVERSIAL TOPICS

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, Wis. Dept. of Children & Families*

### YEARBOOK TRENDS: A YEAR LIKE NO OTHER (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*

## SESSION 2: 9:45-10:30

KEY

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

### 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, CJE, Richmond-Burton Community HS*

### COLLABORATIVE JOURNALISM

Journalism is rapidly evolving and times have changed. Collaborative projects and partnerships have increasingly been shown to improve journalism and its reach. Let's talk about how to reach out and those we need to connect with.

*Kristen DiGiorgio-Kadich, CJE, Metea Valley HS*

### COVERAGE IN UNCERTAIN TIMES (Y)

As we power ahead into fall, the uncertainty of what this school year will look like forces us to think of yearbook in a different way. Staffs need to be ready to cover whatever might be interesting as it happens. Things may be in a state of change and flux throughout the year. So we need to change our mind set and look at yearbook in a new way. Together we will look at a different order for the book, new mini sections, evergreen topics, photography strategies, and more.

*Ann Noeldner, Walsworth Publishing*

### 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, Editor, Milwaukee Journal Sentinel*

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

Personality profiles give you the chance to showcase important individuals and fun people around your school. In this session, you learn how to do quality reporting and engaging writing to make sure your profiles shine. At the very least, you'll learn how to avoid writing leads like, "So-and-So is not your typical high school sophomore."

*Vince Filak, PhD, UW-Oshkosh*

### LITERARY MAGAZINES: EVERYTHING AND THE KITCHEN SINK (B,M,N,P,Y)

From evaluating a literary magazine you bring with you, to discussing the fundamentals of the page and spread design, to surviving the pandemic on Zoom with dedicated kids! Both a Q & A session (as technology allows), bring any questions you have, and a presentation on the rudiments of making a magazine including getting submissions, blind judging work, using models as reference, page layout, InDesign fundamentals, and more. Again, if you have a magazine, bring it with and we can use it as a focal point.

*Jim Barnabee, Adlai E. Stevenson HS*

### NEED TO SELL MORE YEARBOOKS AND ADS? (Y)

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

*Erin Groumet, Walsworth Publishing*

### NEWSPAPER AND THE PRINCIPAL: MAKING EACH OTHER NERVOUS (A,B,N)

So what if you don't have the studio space and high-tech equipment of the podcast elites. Don't let that keep you from testing the waters in this rapidly growing medium. This session will take you step-by-step through what you need to do to get your podcast off the ground from right at home, as told by someone who did it.

*Dean Bradshaw, Adlai Stevenson HS*

### PRODUCING MULTIPLE PUBLICATIONS WITH ONE STAFF (A,B,M,N,Y)

Advising one publication is challenging enough, but what about advising two or three at once? Learn and share ideas about how to be more efficient and organized when juggling multiple publications, from editor roles to workflow and everything in between.

*Rachel Rauch, MJE, Homestead HS*

### SCIENCE JOURNALISM IN THE SPOTLIGHT (B,M,N,Y)

From COVID-19 to the climate crisis, science stories are dominating the headlines constantly. But what makes a good science story, and what tools do you need to accurately report on new discoveries? This behind-the-scene look at science journalism will give you the basics you need to decode science for general audiences, read beyond the headlines and look for stories in your own community.

*Jennifer Walter, Discover Magazine*

### 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 Beitcher, Visual Image Photography*

### WE NEED MORE LOCAL NEWS. YES, THAT MEANS STUDENT JOURNALISTS, TOO. (B,M,N,P,Y)

As newsrooms shrink and newspapers disappear altogether, it is now more important than ever to produce journalism in the public interest. A recent report from the UNC Center for Innovation and Sustainability in Local Media found a net loss since 2004 of almost 1,800 local newspapers. Further, the report concludes that the people with the least access to local news are the most vulnerable – "the poorest, least educated and most isolated." We will discuss the importance and power of local journalism, which absolutely includes you as student reporters. What matters to you and your school? Come prepared to discuss your story ideas!

*Abigail Becker, The Capital Times*

### #WINNING (N)

Struggling to make your website award-worthy? This session will discuss the best practices for design, multimedia coverage, and social media that you should focus on to finally earn that recognition and help your publication excel online.

*Ivy Kaplan, SNO Sites*

### WORDPRESS FOR ALL (A,M,N,Y)

Whether you're a blogger or the webmaster for your publication, you know you're always staying up-to-date on how to use WordPress as the platform evolves. Whether you're just getting started or re-amping your website, this adviser will answer a lot of your questions.

*Tina Berna, Brookfield Central HS*

### 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 complete your evaluation before leaving each WebEx session.**



**SESSION 3:  
10:45-11:30**

KEY

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

**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 HS*

**BROADCASTING TECHNIQUES DURING A VIRTUAL REALITY: THE SHOW MUST GO ON! (A,B,N,P,Y)**

UWW-TV will share presentation examples and dialogue via a scheduled WebEx meeting. Materials will include examples of how current broadcast facilities function in news information capacities while practicing safe distancing; in addition, we will offer alternative forms of production and tips for professional and student experiences during a pandemic and safer at home procedures.

*James Mead, UW-Whitewater*

**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, Editor, Milwaukee Journal Sentinel*

**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 staff motivated and passionate about the yearbook during the entire process.

*Erin Grunnet, Walsworth Publishing*

**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, Staff Photographer, Wis. State Legislature*

**FLIPPING YOUR CLASSROOM: GENERAL IDEAS ENGAGEMENT PLUS (A,B,N)**

April van Buren, MJE, will share a Google Doc with some lessons for teaching graphic design, video and more, plus a basic overview of some free online tools for teaching journalism related work.

*April van Buren, MJE, Madison East HS*

**PAY ATTENTION TO THE PULSE: PROFILES AND YOUR PUBLICATION (M,N,Y)**

Profiles, stories about the people at your school, should be the heart of all publications. This session will provide tips on how to ask the right questions to listen for the best answers to write great stories about the people who walk your halls.

*Evelyn Lauer, MJE, Niles West HS*

**PODCASTING TO ENGAGE YOUR READERS (B,N)**

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

*Brenda Smith, CJE, Grayslake North HS*

**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*

**TAKING YOUR STORY FROM PRINT TO ONLINE: SIMPLE STRATEGIES FOR INCORPORATING MULTIMEDIA (A,N)**

One of the biggest mistakes that student journalists can make is “shoveling” their print content onto their website. In this session, you will learn how to transform your print story into a multimedia package using free online tools. Be prepared to talk about a specific print story that your staff has published – we will work in teams to brainstorm multimedia elements that you could incorporate to engage, entertain, and inform your readers.

*Laura Otto, College of Lake County, Illinois*

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

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, UW-Whitewater*

**THE VIRTUAL NEWSROOM: USING DIGITAL TOOLS TO KEEP YOUR STAFF ORGANIZED AND CONNECTED (A,N)**

Now more than ever, it's important to have the tools you need to successfully create newspapers from a distance. This workshop will provide practical strategies for using digital tools to facilitate newspaper production in both in-person and online learning contexts. Tools like Google apps, Screencastify, and Trello will be discussed.

*Jessica Neiveen, Harborside Academy*

**WIN THE WAR ON TRUTH: FACT-CHECKING FOR HIGH SCHOOL JOURNALISTS (A,M,S)**

This is a perilous time for the truth, and you can help your audiences discern truth from reality prior to the coming election and all throughout the year by starting a fact-checking feature in your publication. One warning: it takes A LOT of work and even more journalistic integrity.

*Jeff Browne, MJE, Quill and Scroll International Honor Society for HS Journalists*

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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 complete your evaluation before leaving each WebEx session.**



**Advisers**, join us for our annual KEMPA meeting **after the third session, at 11:45 a.m.** Awards will be presented to Advisers of the Year and to Friend of KEMPA... and possibly more people. **Election of the new board** for 2020-2021 is an important part of the meeting. If you are interested in becoming a board member, contact [President Beth Marshall](#) for more information. This is a one-year commitment with five meetings.

**PREVIEW**

# MARCH 6, 2021: SAVE THE DATE! Winter Advisers Seminar

*“To Tell the Truth: Building a Culture of Credibility”*

**Saturday, March 6, 2021**

**Brookfield Central High School, Brookfield, Wisconsin**

*(with virtual participation as an option)*

Jeff Browne, our keynote speaker, will show us how to create a culture of credibility in the newsroom. Browne will cover how to use best practices in teaching journalistic research and requiring students to value truth above all else in the journalistic endeavor. He will lead you to think about what makes a good reporter, from research skills to ethical considerations. Finally, we will review best practices in a fact-checking endeavor and he will lead you through a simple fact-checking exercise that your students could replicate in the coming year. Oh, and he really likes whole wheat bread for his sandwiches.

## SCHEDULE

### **10:15-11:05 a.m. - Building a Culture of Credibility, Jeff Browne**

If the rest of the world treats truth as a commodity or as a weapon, how do we get student journalists to understand that it is the foundation of what they do? We will look at the lessons of the past few years to learn how we as journalism teachers can use Quill and Scroll's eight principles to develop a newsroom that values ethical journalistic practice.

### **11:20-12:10 p.m. - What Makes a Good Reporter?, Jeff Browne**

How do you teach basic reporting skills in a newsroom that values credibility? What sort of checks do you have on individual reporters and editors? Do your students know how to evaluate sources for credibility? We will look at best practices from professional and college newsrooms to see what you can incorporate to make sure that every single journalist in your classroom — from editors to photographers, from designers to reporters — values truth above all else.

### **12:10-12:40 p.m. Lunch**

### **12:45 -2:20 p.m. - Establish a Sexy Fact-Checking Enterprise OR Your Kids Can Do It: Fact-Checking, That Is.**

Politifact, Factcheck.org, Snopes and other sites have established themselves as reliable and credible sources for checking statements made by public figures and politicians, both online and in person. But there's still a whole lot of ground to be checked when it comes to the information high school students consume. We'll look at how your students can establish a fact-checking enterprise at your school that is unique to your culture, checking on everything from social media memes to textbook entries to statement's in your principal's e-newsletter. Then we'll take some time to do a sample fact-check on our own, one that mimics what your students could pursue.

### **2:30-3:20 p.m. - EdCamp, Kristen DiGiorgio**

### **2:30-2:50 p.m. Block A**

### **3-3:20 p.m. Block B**

### **4:20-4:30 p.m. - Wrap-up, Announcements**

• Silent Auction winners announced.



*Jeff Browne, MJE*

Jeff Browne is the Quill & Scroll executive director, and has been a journalism educator and nonprofit director since 1990. He has been the executive director of both the Colorado High School Press Association and the Kansas Scholastic Press Association, and he served as a news and yearbook adviser at Colorado State University, where he was also the director of student media.

He has been on the faculty at CSU, the University of Kansas and the University of Colorado, where he was the director of CU News Corps, an investigative news project. At CU, he led student crews to produce two feature-length documentary films, including “Taking the Lede: Colorado Edition,” which highlights courageous reporting done by student journalists in the Centennial State.

He now teaches sports reporting as an adjunct professor at the University of Iowa. Way back in the 1990s, Jeff taught high school journalism for nine years at Smoky Hill High School in Aurora, Colorado. Before that, he covered college basketball for the Sun-Sentinel in Fort Lauderdale, Florida. He has a bachelor's degree in journalism from the University of Nebraska-Lincoln and a master's in English education from the University of Florida.