

THE 45TH ANNUAL SCHOLASTIC  
**JOURNALISM**  
CONFERENCE

FRIDAY • OCTOBER 17, 2008

[www.KEMPAonline.com](http://www.KEMPAonline.com)

- Over 80 "how to" sessions with leaders from Scholastic & Professional journalism
- For newspaper, yearbook, photography and broadcast students & advisers



**KEMPA**  
kettle moraine press association

# Session 1 • 9:15 - 10:00

A-Adviser B-Broadcast Journalism  
N-Newspaper P-Photography Y-Yearbook

## (Y) A to Z Trends

Also presented in Session 3

The most up-to-date information about advanced design can make your yearbook as contemporary as the latest issues of *Entertainment Weekly*, *Sports Illustrated* or *Seventeen*. A yearbook representative will offer slides and examples.

Mauveen Olofsson, Heff Jones Publishing

## (A) Advisers Matter

Also presented in Session 2

KEMPA believes that, given mentoring and support, advisers not only survive to advise another year, but also succeed to give back to students through journalism. This experienced adviser and KEMPA president will cover handling staff training, morale, recruitment and deadlines, as well as gaining support from parents and administrators on touchy topics. Your problem not addressed? Q & A will also target your concerns.

John Culbertson, Waterloo H.S.

## (N,Y) Attracting Readers Through Visual Design

Also presented in Session 3

Today's readers love color and cool graphics. Learn how to attract readers to your publication by visually drawing them into your stories.

Ken Miller, Wisconsin State Journal

## (N,Y) Building Staff Morale

So how do you help staff members and editors alleviate the stress of deadlines and the inner conflicts that often arise in putting out a publication? How do you improve the general atmosphere of your work place? Get suggestions from this presenter to improve staff morale.

Shelley Riewski, Walsworth Publishing

## (N,Y) College Journalism: Choosing a College

Also presented in Session 2

You're all set to go to college—but what can you expect from a collegiate journalism program? What's the best way to pick the best colleges? How do you find what is right for you? Get some basic pointers on selecting your next school. This session will give you basic guidelines.

Jim Killam, Northern Illinois University

## (A,N,Y) Cool Photoshop Tips and Type Techniques

Learn to unleash the potential within your photos with type tools and effects in Photoshop. Use Photoshop to maximize creative impact.

David Geisler, Kenosha News & Bryce Ulmer, Kenosha News

## (N,Y) Copy Editing

Also presented in Session 2

Once the story is written, writers are often tempted to say, "I'm finished," but there is another step which is critical to the quality of your publication—copy editing. That final important step is one this professional writer can help you to understand and appreciate.

TBA

## (N,Y) Desktop Publishing: Enhancing Graphics with Photoshop

This session will show you how to spice up pages with the use of graphics for InDesign and help designers understand how to accurately place graphics onto pages.

Mike James, Walsworth Publishing

## (N,Y) Editorial Cartooning

Also presented in Session 2

Getting the point across clearly in a visual way is of the essence. How do you convey the point you intend, avoid misinterpretation and add to the overall effect and information of an article or editorial? An experienced cartoonist will give you some ideas. Students are encouraged to bring in their cartoons.

Mike Kompacki, The Capital Times

## (A,Y) Editor's Toolbox... What's in Yours?

This fun do-and-don't session focuses on student editors making a smooth transition to being in charge and producing a yearbook on deadlines.

Pam Cox, Heff Jones Publishing

## (A-N) Faculty Roundtable

Many questions and dilemmas face someone who advises a school newspaper. This session will give advisers an opportunity to ask questions, express concerns and get some pointers from each other and an experienced adviser.

Mike Gordy, Antioch H.S.

## (N, Y) Freedom of Expression

Also presented in Session 2

Freedom of expression was guaranteed to every American in the First Amendment, but does that mean you can write or say anything you want? What rights of expression do high school students have, and what happens when rights are challenged?

Tim Wernentin, Davenport Central H.S., Iowa

## (Y) Great Yearbooks Mean Business

This yearbook representative will cover the importance of selling the book and will provide ideas to support the yearbook staff. He will also encourage the yearbook staff to build on the concept of having a business manager among staff leaders.

Patrick Rand, Justens Publishing

## (Y) Grid Design for Yearbooks

This hands-on class will explore the basics of beginning grid design so you can begin creating layouts like the pros. Come prepared with a pencil and eraser as you will walk away with a layout you can use in your yearbook. Both beginning and intermediate yearbook designers will benefit from this session.

Jim Straub, Walsworth Publishing

## (P) Group & Club Composition

Assigned to photograph all the clubs & activity group photos, but have no idea what to do? Then this session will help develop organizational and people skills to put together a decent looking group photo.

Karl Boettcher, Visual Image Photography

## (N) Handling Controversial Topics

Dealing with controversy is a delicate situation. This session will give you insights on how to address and cover a controversy.

David Wallner, Sloughton H.S.

## (A,N,P,Y) How to Be an Effective Leader

Good leaders are made, not born. If you have the desire and willpower, you can become an effective leader. This session is for editors and "wannabe" editors. We will cover tips for developing leadership skills, resolving conflicts, maintaining a positive attitude, and coaching writers—it's all about people skills and communication!

Linda Barrington, Brookfield, Wis.

## (Y) Hot Topics for Theme Development

Also presented in Session 3

Learn how your staff can carry your theme beyond the cover to all your theme pages. An experienced yearbook rep will show you ideas that have worked for other schools and will answer your questions about these important parts of your book.

Ken Whittemore, Justens Publishing

## (A,Y) It Sounded Good at the Time

Design fads come and go. Unearth the good, bad and ugly. This creative accounts manager reveals how awesome graphic designers get a reader hooked and keep them on the spread. Understand how to create and use modules designed for a generation of scan readers.

Shannon Williams, Justens Publishing

## (A,N,P,Y) Multimedia and the Newspaper

Also presented in Session 3

Audio and video are now the realm of still photographers. Come explore how multimedia is changing newsrooms across the country, and what it might mean for your career in journalism.

Kristyna Wentz-Graff, Milwaukee Journal/Sentinel

## (P) Photo Gear: Pixels to Print for Publications

Come learn and ask questions about photo gear for film & digital cameras. Learn how it all finds its way to the printing press for both yearbooks and newspapers.

Jamie Silver, Heff Jones Publishing

## (P) Photography for Dynamic Pages

Good photos turn the average into a dynamic page. Is it possible to take excellent photos when given an average assignment?

This session will reveal the photojournalist's techniques for tight, emotion-centered shoots that put quality photos on the page.

Shannon Hart, Taylor Publishing

## (P) Pointers from PJ Pros

Also presented in Session 2

Good photography is possible with automatic or average equipment. In this workshop, professional photojournalists will discuss ways to create a good composition and second-guess automated features that can cause lighting and focal problems. Bring photos for critique.

Hank Koshollek, The Capital Times

Joe Koshollek, Milwaukee Journal/Sentinel

Rick Wood, Milwaukee Journal/Sentinel

## (N,Y) Polls and Surveys

People always seem to be interested in what others think or do, as evidenced by numerous polls. This presenter will discuss how to work with survey topics, design, distribution and tabulation.

Susan Hathaway Tanillo, McHenry, IL

## WRITE-OFF/CARTOON-OFF COMPETITION TOPIC

(N,Y, B) Dealing with Cyberbullying

The Internet has provided today's citizens with a multitude of information sources and entertainment, but there is a dark side to the Internet, cyber-bullying. Historically, bullies have faced their victims, but cyber-bullies hide behind the anonymity of the Internet, inflicting their cruelty in a new, faceless manner that can be even more damaging than bullying in the past. How can people protect themselves? What recourse do victims have? Should there be laws or other controls on Internet communication? These issues and more will be discussed in this session.

**Students enrolled in News/Editorial Write-Offs and Cartoon-Off must attend this session to compete.**

**9:15-10:15**

## ON-THE-SPOT YEARBOOK COMPETITION

Design a yearbook spread, write the body copy and create the captions and headlines. Experienced yearbook representative(s) and adviser(s) will judge the work of all contestants, and winners will be announced at the afternoon ceremonies.

Sandy Kay Jacoby, Salem, Wis.

Jim Straub, Walsworth Publishing

**9:15-11:00**

## (B) Producing a Morning Show: News Never Rests

Also presented in Session 2

Ever wonder what goes into the production of your favorite morning news show? This session gives you a behind-the-scenes look at how Milwaukee's Channel 58 makes it all happen.

Robert Tabern, Channel 58

## (B) Radio Production

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? The first 10 participants to enroll will have a chance to tour WSUW, the campus radio station at UW-Whitewater.

(Limit 10—Be sure to preregister)

Brian Lucas, WSUW, UW-Whitewater

## (N,Y) Spicy Captions & Secondary Coverage

Look at different types of secondary coverage to spice up the yearbook as well as how to make photo captions as interesting as possible. Discuss how to elicit the most interesting responses during interviews.

Kyle Mellon, Heff Jones Publishing

## (A-N) Sports Coverage in HS Newspapers

Most high school newspapers only publish monthly, so how can writers cover their schools' sports teams well? Coverage means more than just reporting on the last big competition. Learn how to cover all aspects of teams and their sports while still making their stories timely.

Stan Zoller, Rolling Meadows H.S.

## (N,Y) Sports: Story Prism

Good sports storytelling begins with leads that hook readers and make them want to keep reading. By presenting a gripping scenario at the start of your story, you will find readers can't put your writing down. Learn how to craft leads from this professional journalist.

Mike Beacon, Freelancer and Lecturer, UW-Stevens Point

## (B) Television Production (Part One)

Double Session (Continues into Session 2)

What goes into the operation of a college television station? What type of training is available? What type of programming is done? What type of equipment is available to students? What kind of jobs can graduates from a college TV station expect to get? Part One of this workshop is informative; Part Two is hands on.

(Limit 20—Be sure to preregister.)

Peter Conover, Cable 19, UW-Whitewater

# Session 2 • 10:15 - 11:00

A-Adviser B-Broadcast Journalism  
N-Newspaper P-Photography Y-Yearbook

## (N,Y) Ad Designers

Also presented in Session 3

Want to know what it takes to be an ad designer? Prepare that ad from start to finish from the sales person to sell, the designer to prepare, the stage to proof, the business aspect, the printing, and then the distribution. Consider a career in ad design. This professional advertising manager takes you into the ad world from start to finish.

Delia Chiappetta, Kenosha News

## (A) Advisers Matter

Also presented in Session 1

John Culbertson, Waterloo H.S.

## (Y) Beginning Layout and Design

Beginners learn layout from column to grid design for flexibility and current trends.

Jayme Bogner, Jostens Publishing

## (A,N) Best of Newspaper Design

This session will look at award-winning newspapers to see what elements make them so good. It is a terrific opportunity to examine the details of their pages and get ideas for making your publication even better than it is now. We will look at design elements, one by one. Those who attend this session will also get a list of addresses for these publications for newspaper exchanges.

Linda Barrington, Brookfield, Wis.

## (N,Y) Career Edge: Art Director/Interactive Design

Join this senior art director/interactive designer for an inside view of real world advertising. His advice reveals the path from high school journalist to art director. Market your creative talent to make a mark in advertising.

Kregg Jacoby, Abelson Taylor, Inc.

## (N,Y) College Journalism: Choosing a College

Also presented in Session 1

Jim Killam, Northern Illinois University

## (N,Y) Copy Editing

Also presented in Session 1

TBA

## (Y) Cover All Options

People always judge a book by its cover; yearbook even more so. Reflect on options from metallic to emboss as this yearbook representative shows the latest and greatest also to reflect themes.

Shannon Hart, Taylor Publishing

## (N,Y) Editorial Cartooning

Also presented in Session 1

Mike Konopacki, The Capital Times

## (N,Y) Editorial Leadership

So you are now an editor—this session will help you develop leadership skills to augment your writing and editing talents.

Shelley Riewski, Walsworth Publishing

## (N,Y) Enhancing Digital Photos in Photoshop

Also presented in Session 3

In the age of digital and other 35mm cameras, acquiring images is no longer a problem. However, photo quality is still an issue. This session will take a look at how to manipulate images in Adobe Photoshop to yield the highest quality for your publication.

David Geisler, Kenosha News & Bryce Ulmer, Kenosha News

## (N,Y) Feature Writing

Feature writing, always a favorite writing type for yearbooks, has become just as important in newspapers, and your school and community hold a wealth of possible topics. Learn tips on feature writing from an experienced professional journalist.

Mike DuPré, Jamesville Gazette

## (N, Y) Freedom of Expression

Also presented in Session 1

Tim Wernentin, Davenport Central H.S., Iowa

## (Y) Headlines and Captions

Add sparkle to headline and caption basics. Draw readers into the story with reader entry points through colorful, feature style heads and captions. Lead readers beyond the photos with word play, rhyme and great content.

Jennifer Carts, Walsworth Publishing

## Hooking Readers with Powerful Leads

Even though sports writing is often a reader favorite, today's readers still need to be hooked by dynamic leads. This experienced writer will take you through the process of determining the best way to craft leads that engage your readers.

Stan Zoller, Rolling Meadows High School

## (N,Y) Interviewing Made Easy: Get What You Want

Also presented in Session 3

Great stories begin with great interviews that have been planned and researched carefully but also have room for follow-up questions. This session will present the basics as well as offer writers tips on planning and carrying out the best interviews.

Brenda Smith, Grayslake H.S. & Bob Kay, Grayslake H.S.

## (N,Y) InDesign In-Depth

The magic of trend-setting graphic techniques in compound paths, customizing elements, and instamatic images are things you can do in InDesign. This fast-paced class is ideal for experienced InDesign users who like to think outside the box. Not only will you walk away with some new ideas, but also take great handouts back to school.

Adriana Plocinski, Heffl Jones Publishing

## (Y) In Living Color

Using color in your publication can be a bit tricky.

For many designers understanding how colors work together and when to choose, use and lose color can be a challenge. Uncover the best practices for color usage and make the most out of the color spectrum.

Shannon Williams, Jostens Publishing

## (Y) Layout and Design for Yearbooks

An experienced yearbook rep shows examples of layout and graphic design to make your yearbook eye-catching, appealing and up-to-date in this world of flashy visuals. Find out what a staff can do to improve the eye appeal of yearbook layouts.

Pam Cox, Heffl Jones Publishing

## (N) News Writing

How do you find the basic news story? How can old news be presented in a fresh way? How do you write an effective lead? How do you order your information? How do you incorporate quotes into your news story, and from whom should you be getting quotes?

Rod Vick, Mukwonago H.S.

## (P) Passion for World Photojournalism Changes Lives

Also presented in Session 3

Effective visual storytelling starts with a curiosity and passion for people. This pro started his career as a high school yearbook photographer. With the Milwaukee Journal/Sentinel he has been nominated for a Pulitzer Prize four times and has traveled to over 20 countries documenting lives of people in the most difficult of circumstances. His storytelling tools will help your staff to creatively and passionately tell the story of your school.

Rick Wood, Milwaukee Journal/Sentinel

## (P) Photo Gear: Pixels to Print for Publications

Also presented in Session 1

Jamie Silver, Heffl Jones Publishing

## (P) Picture Stories

Creating picture stories is more than grouping photos on a theme. A solid picture story reveals elements about the characters that cannot be expressed in words. A story idea does not need to be world changing; learn how to organize and stay true to the project's intent. Learn what makes a good story, how to research it and how to follow through.

Kristyna Wentz-Graff, Milwaukee Journal/Sentinel

## (P) Pointers from PJ Pros

Also presented in Session 1

Hank Koshollek, The Capital Times

Joe Koshollek, Milwaukee Journal/Sentinel

## (B) Producing a Morning Show: News Never Rests

Also presented in Session 1

Robert Tabern, Channel 58

## (B) Pursuing a Career in Broadcast Journalism

Meet one of Madison's top broadcast personalities and learn how the dream of a broadcast career becomes reality. If you are a member of your school's broadcast team or are considering a TV career, you won't want to miss this session.

Carleen Wild, WMTV Channel 15, Madison

## (B) Radio Production

Also presented in Sessions 1 and 3

(Limit 10-Be sure to preregister.)

Brian Lucas, WSUW, UW-Whitewater

## (A,N) Review-Writing Basics

Readers love reviews, which serve your students by helping them decide where to spend their free time and their money. Whether it's movies, music, restaurants, or the arts, reviews help people make decisions. Learn the basics you need to include in every review you write.

Gayle Worland, Wisconsin State Journal

## (N,Y) Rev Up Readers with Opinions/Reviews

How to get more opinions into your newspaper or yearbook—legitimately. Every staff wants its publication to be read eagerly by its audience. One way to increase readership is to get more student opinions into the publication through polls involving larger numbers of students. Another way is to write reviews about events and consumer products readers are talking about.

Susan Hathaway Tantilla, McHenry, Ill.

## (Y) Sports Action Photos

This session will 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

## (N,Y) Show Me the News

Also presented in Session 3

The best writers know that telling readers about something isn't enough. Writers are artists who must "paint" the picture for their readers to make them feel as if they had been there and witnessed the event. Get some great tips on how to "paint" the story for your readers.

Sam Martino, UW-Whitewater

## (N,Y) Sports Writing 101

One of the most-read sections of your newspaper or yearbook is the sports section. More students than ever are participating, so good coverage is important. While professional dailies tend to run coverage stories primarily, high school sports writers must learn other ways to present their sports through preview stories, season wrap-ups, and feature stories. This session will cover those basic formats.

Mike Beacon, Freelancer and Lecturer, UW-Stevens Point

## (B) Television Production (Part Two)

Double Session (Continued from Session 1)

Peter Conover, Cable 19, UW-Whitewater

## (N,Y,A) Trends: Convergence Journalism

Journalism is constantly adjusting to both the demands of readers and tight budgets. One new trend that addresses both issues requires that newly hired journalists be trained and well versed in more than one area. They must be able to write, take pictures, shoot video, and more. Find out what that means for today's journalism students and how to prepare for the demands of the job.

Scott Angus, Editor, The Jamesville Gazette

## (N) Using Color & Graphics in Newspaper Design

Even if your publisher cannot offer you the possibility of full color photography, there are other ways to draw attention to a story and make the page look more inviting. Spot color, graphic design and other aspects of visual interest will be presented in this session.

Mike Gordy, Antioch H.S.

## (A,Y) What's Hot? InDesign—Truly for Trends

Also presented in Session 3

InDesign will allow designers to create all kinds of layouts, from the traditional template look to magazine style layouts. Using InDesign, this yearbook rep shows many examples of trendy looks.

Mike James, Walsworth Publishing

## WWW.KEMPAONLINE.COM

KEMPA has a site for the World Wide Web! It features upcoming events, news of KEMPA, names and addresses of members of the KEMPA Board of Directors and member schools, and advisers' names and addresses.

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# Session 3 • 12:30 - 1:15

A-Adviser B-Broadcast Journalism  
N-Newspaper P-Photography Y-Yearbook

## (Y) A to Z Trends

Also presented in Session 1  
Maureen Olofsson, *Herff Jones Publishing*

## (N, Y) Ad Designers

Also presented in Session 2  
Delia Chiappetta, *Kenosha News*

## (Y) Advisers and Editors Only

This fun how to session focuses on leadership skills required of editors and advisers and the relationship necessary between them to lead a productive, efficient staff in producing a successful yearbook on time.

Adriana Plocinski, *Herff Jones Publishing*

## (N, Y) Attracting Readers Through Visual Design

Also presented in Session 1  
Ken Miller, *Wisconsin State Journal*

## (P) Candid and Student Life Photography

This session will look at how to capture images that tell the story of the school's activities and daily life. How can you take pictures that reflect what went on during the school year?

Karl Boettcher, *Visual Image Photography*

## (N) Cartooning Techniques

A guaranteed way to draw readers to your editorial page or feature page is through cartoons. Whether it's a single-panel editorial cartoon or a multi-panel presentation of humor, the drawing techniques the artist uses can increase eye-appeal.

Rod Vick, *Mukawanago H.S.*

## (P) Color Photography

What special opportunities are available in color photos? What subjects are particularly suitable? What problems can arise? This nationally recognized professional photographer will address these and other color issues.

Hank Koshollek, *Milwaukee Journal/Sentinel*

## (N, Y) Conducting Interviews

Find how to conduct an interview that will provide you with all the facts and the most interesting material to get you started on a story everyone will want to read. Learn how to handle the "difficult interview" and come away with great quotes and information.

Mike DuPré, *The Janesville Gazette*

## (A, N, Y) Dynamic Design: Surf the Web and Magazines

This professional web designer will adapt the look of web and magazine pages to yearbook and newspaper layouts. Check out the top 30 for cool design and designers where web design can adapt to yearbooks.

Kregg Jacobs, *Abelson Taylor, Inc.*

## (N, Y) Editorial Leadership

Editors need to lead both in terms of leadership through writing and leadership of their staffs. Learn from a professional journalist what skills you need to be an effective leader of your staff and within your school.

Scott Angus, *Editor, The Janesville Gazette*

## (N, Y) Enhancing Digital Photos in Photoshop

Also presented in Session 2  
David Geisler, *Kenosha News* & Bryce Ulmer, *Kenosha News*

## (N, Y) Extreme InDesign

The magic of compound paths, customizing elements, typing on a path, glyphs, and cutting out backgrounds of photos are things you can do in InDesign. This fast-paced class is ideal for the experienced InDesign user. Not only will you walk away with a ton of new ideas, but you'll also have great handouts to take back to school.

Shelley Rzewski, *Walsworth Publishing*

## (A, N, Y) Graphic Design for Yearbooks

Learn about how to create the right look for your message the way professional designers do. Design, logos and type impact the message, reflect the content. Advanced design is at the center.

Shannon Hart, *Taylor Publishing*

## (Y) Hot Topics for Theme

Also presented in Session 1  
Ken Whittemore, *Justens Publishing*

## (N) In-Depth Reporting

Some complex topics demand not just one big story but a collection of stories to deal with all the facets of the topic. How you handle a complex topic determines how successful you will be. Find out how to approach your topic in an in-depth way from a veteran newspaper adviser.

David Wallner, *Stoughton H.S.*

## (N, Y) Interviewing Made Easy: Get What You Want

Also presented in Session 2  
Brenda Smith, *Grayslake H.S.* & Bob Kay, *Grayslake H.S.*

## (Y) In Tune Typography

Take a high-octane tour of rockin' typefaces. Uncover tips and tricks from the pros when it comes to creating the visual connection with your fonts. We'll understand which typefaces work best for all aspects of a publication.

Shannon Williams, *Justens Publishing*

## (N, Y) Issues Facing Private Schools

Writing for publication in the private school poses challenges not faced often by public school students. How does one deal with prior review, content expectations or administrative perspectives? This adviser of very successful student journalists will address these and other issues facing private school students.

Kathleen Burke, *Regina Dominican H.S.*

## (N) Music Reviews That Sing

Student journalists will hear from an experienced professional review-writer the tricks of the trade for writing music reviews that tell readers what they need and want to know about the newest hits from favorite performers.

Gayle Worland, *Wisconsin State Journal*

## (A, Y) Multimedia and the Newspaper

Also presented in Session 1  
Kristyna Wentz-Graff, *Milwaukee Journal/Sentinel*

## (P) Passion for World Photojournalism Changes Lives

Also presented in Session 2  
Rick Wood, *Milwaukee Journal/Sentinel*

## (N, P, Y) Photoshop Shortcuts

Unleash the true power and speed of Photoshop with its shortcuts. Learn about droplets, styles, actions, bridge and other shortcuts that make Photoshop a design powerhouse and easier to use.

Jim Straub, *Walsworth Publishing*

## (B) Radio Production

Also presented in Sessions 1 and 2  
(Limit 10—Be sure to preregister)  
Brian Lucas, *WSUW, UW-Whitewater*

## (N, Y) Show Me the News

Also presented in Session 2  
Sam Martino, *UW-Whitewater*

## (N, Y) Spicy Captions & Secondary Coverage

Also presented in Session 1  
Kyle Mellon, *Herff Jones Publishing*

## (P) Sports Photography

How do you capture the momentous play when it may not even be one second long? Where do you aim? What types of action and reaction do you look for on the playing field, in the stands and on the bench?

Joe Koshollek, *Milwaukee Journal/Sentinel*

## (Y) Theme Development

See a trendy pictorial theme developed from cover, endsheets, title pages, divider pages, opening and closing pages and pages in between with tons of pictures to include every student in your school 3 times.

Jayne Bognes, *Justens Publishing*

## (A, Y) What's Hot? InDesign—Truly for Trends

Also presented in Session 2  
Mike James, *Walsworth Publishing*

## (A, N, P, Y) When Tragedy Strikes

Whether death, illness, fire, or killings, the emotion we feel makes it difficult to decide fairly and objectively how to treat these things in our publications. Let's talk about establishing a policy in advance and what that policy should be. We'll also look at what other schools have done. If you have experiences you'd like to share, there will be time for that as well.

Linda Barrington, *Brookfield, Wis.*

## (N) Where to Get Money and How to Make Advertising Pay for Your Publication

School's cut your funds? Don't despair! Learn how to become financially independent from an adviser whose paper receives no funding.

Mike Gordy, *Antioch H.S.*

## (N) Writing and Designing for Readers

Sure, you like what's in your paper and how it looks, but is it what the readers want? This session will give you some ideas on how to listen to your readers.

Jim Killam, *Northern Illinois University*

## (Y) Yearbook Sports Coverage

What's the best coverage and angle for the feature style required of yearbook sports copy? What types of sports features are possible? How can alternative copy or quick reads expand the coverage? Learn how you tell the story straight and reveal the season unique to this year.

Jennifer Curtis, *Walsworth Publishing*

## SCHOLASTIC JOURNALISM

Registration (Hamilton Center)

8:00 - 8:45

Welcome (Hamilton Center)

8:45 - 9:00

Session 1

9:15 - 10:00

Session 2

10:15 - 11:00

Lunch (students on their own)

11:00 - 12:15

Session 3

12:30 - 1:15

Awards (Hamilton Center)

1:30 - 2:00

**OCTOBER 17, 2008**

Yearbook and newspaper judges are not affiliated with KEMPA but are affiliated other national journalism organizations.

## Conference Registration Form • Registration Deadline: October 6, 2008

If your publication is not currently a member of KEMPA and you wish to become a member, please complete the membership application (found inside this flyer).

Name of publication \_\_\_\_\_

School \_\_\_\_\_ School phone \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Adviser's name(s) \_\_\_\_\_

We will be arriving by standard school bus

We will need parking permits

### Members

\_\_\_\_\_ Students @ \$12.00 \$ \_\_\_\_\_

\_\_\_\_\_ Adviser(s) @ \$15.00 \$ \_\_\_\_\_

### Non-members

\_\_\_\_\_ Students @ \$15.00 \$ \_\_\_\_\_

\_\_\_\_\_ Adviser(s) @ \$18.00 \$ \_\_\_\_\_

*Adviser fee includes refreshments and lunch. No lunch provided for students. Late registrants not guaranteed confirmation letters or conference materials. Confirmation letters will include map and last minute instructions. Absolutely no refunds will be given.*

### Late Registration: Members and Nonmembers (postmarked after October 6, 2008)

\_\_\_\_\_ Students @ \$17.00 \$ \_\_\_\_\_

Total enclosed \$ \_\_\_\_\_

\_\_\_\_\_ Adviser(s) @ \$20.00 \$ \_\_\_\_\_

Make checks payable to: UW-Whitewater

## Competition Registration

*Name of student representing school and school name (Only one student per school may register)*

On-the-Spot Yearbook Competition (Max. 15) \_\_\_\_\_

Write-Off Competition (Max. 20) \_\_\_\_\_

Cartoon-Off Competition (Max. 25) \_\_\_\_\_

Editorial Writing Competition (Max. 20) \_\_\_\_\_

## Required Advance Registration

TV Production (*Double Session—Sessions 1 & 2*) \_\_\_\_\_

*(Limit of **two** students per school—limited to first 20 registrants) (Please print name(s) on the above line)*

Radio Production (*Session 1*) \_\_\_\_\_

*(Limit of **one** student per school—limited to first 10 registrants) (Please print name on the above line)*

Radio Production (*Session 2*) \_\_\_\_\_

*(Limit of **one** student per school—limited to first 10 registrants) (Please print name on the above line)*

Radio Production (*Session 3*) \_\_\_\_\_

*(Limit of **one** student per school—limited to first 10 registrants) (Please print name on the above line)*

**Tickets for these sessions will be given to the adviser at the registration desk.**

### Mail to:

### Did you remember...

**Scholastic Journalism Conference  
University of Wisconsin-Whitewater  
Continuing Education Services  
Roseman Building Room 2005  
800 West Main Street  
Whitewater, WI 53190**

- To register before October 6, 2008?
- To include a payment by check or purchase order?
- To register for a student competition?
- To advance register for TV/Radio Production?
- To NOT send membership fees along with the conference registration form (different address)?

# Nomination & Membership Application Forms

## Professional Membership Application

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Memberships @ \$65.00 each \$ \_\_\_\_\_

Make check payable to: KEMPA. Please mail to: Linda Barrington, Membership Director, 4590 Turtle Creek Dr., Brookfield, WI 53005.

## KEMPA Award Nominations

In an attempt to recognize the assistance that high school journalists receive from the professional press and administrators, the Kettle Moraine Press Association Board of Directors has instituted several award programs.

1. Nominations for these awards must be received by KEMPA, c/o UW-Whitewater, Continuing Education Services, Roseman Bldg. Rm. 2005, 800 West Main Street, Whitewater, WI 53190 by October 3, 2008.
2. A committee chosen by the Board President will screen nominations, and awards will be made at the Fall KEMPA Conference at UW-Whitewater on October 17, 2008.

## Outstanding Administrator Award Nomination

Administrator being nominated \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

Adviser nominating \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

*Submit on a separate sheet of paper the reasons that make your nominee eligible for consideration.*

## Media Award Nomination

Person/publication being nominated \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

Adviser nominating \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

*Submit on a separate sheet of paper the reasons/specific activities/services that make your nominee eligible for consideration.*

- Adviser members of KEMPA may nominate any printed publication, electronic media or specific individuals involved with these facets of the professional press.
- Nominations must include specific activities or services performed by this individual or institution which have given encouragement or assistance to high school publications.

## School Membership Applications for Newspaper and/or Yearbook

### Newspaper

Publication name \_\_\_\_\_

Adviser's name \_\_\_\_\_

School \_\_\_\_\_

School address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

School phone \_\_\_\_\_

Email \_\_\_\_\_

I would like to serve on the KEMPA Board

I do not wish to have my name posted on the KEMPA web site

### Yearbook

Publication name \_\_\_\_\_

Adviser's name \_\_\_\_\_

School \_\_\_\_\_

School address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

School phone \_\_\_\_\_

Email \_\_\_\_\_

I would like to serve on the KEMPA Board

No, I do not wish to have my name posted on the KEMPA web site

#Publications (Newspaper and/or Yearbook) \_\_\_\_\_ x \$65/each \_\_\_\_\_ = Total \$ \_\_\_\_\_ **Make checks payable to: KEMPA**

Please mail to: Linda Barrington, Membership Director, 4590 Turtle Creek Dr., Brookfield, WI 53005.

Check membership status at [www.KEMPAonline.com](http://www.KEMPAonline.com). Check website for the opportunity to combine KEMPA and JEA memberships at \$115.

# Rules for Competition

## Editorial Write-Off Competition

*Topic for 2008: Dealing with Cyberbullying (See topic description under Session 1).  
Following the presentation, there will be a Q&A Session.*

### Rules and Regulations

1. Each newspaper staff may submit the name of one student on the registration form prior to the conference. Only the first 20 students who are registered may participate.
2. Sixty-five (65) minutes will be allowed for writing an editorial based on the presentation and the Q&A Session. Stories may be printed or written neatly and double-spaced. Blue books are provided; typewriters and computers are not provided.
3. Talking or leaving the room prior to completion will result in disqualification.
4. Stories must be turned in at the end of the session. The moderator will announce when 15 minutes remain.
5. A school/student code number is to be written in the upper right-hand corner. Any indication of the student's name or school will result in disqualification.
6. A dictionary, thesaurus and/or AP or UPI style book may be used, which the student must provide. Copy reading symbols may be used to correct the copy.
7. Contestants should use a slug line, write "more" at the bottom of the page if the story continues, and use "30" at the end of the story.
8. The stories will be evaluated by a KEMPA-selected judge. Winners will be announced at the Awards Program at 1:30 p.m. on October 17, 2008. The first place winner will receive a plaque; second and third place will receive certificates.
9. KEMPA reserves the right to publish the winning editorials in future KEMPA publications.

**The competition will begin immediately following the 9:15-10:15 session on the Write-Off Competition topic: Dealing with Cyberbullying.**

## Newspaper Write-Off Competition

*Topic for 2008: Dealing with Cyberbullying (See topic description under Session 1).  
Following the presentation, there will be a Q&A Session.*

### Rules and Regulations

1. Each newspaper staff may submit the name of one student on the registration form prior to the conference. Only the first 20 students who are registered may participate.
2. Sixty-five (65) minutes will be allowed for writing a news feature based on the presentation and the Q&A Session. Stories may be printed or written neatly and double-spaced. The stories will be evaluated by KEMPA-selected judges.
3. Talking or leaving the room prior to completion will result in disqualification.
4. Stories must be turned in at the end of the session. The moderator will announce when 15 minutes remain.
5. A school/student code number is to be written in the upper right-hand corner. Any indication of the student's name or school will result in disqualification.
6. A dictionary, thesaurus and/or AP or UPI style book may be used, which the student must provide. Copy reading symbols may be used to correct the copy.
7. Contestants should use a slug line, indent for paragraphs (at least two spaces), write "more" at the bottom of the page if the story continues, and use "30" at the end of the story.
8. Winners will be announced at the Awards Program at 1:30 p.m. on October 17, 2008. The first place winner will receive a plaque; second and third place will receive certificates.
9. KEMPA reserves the right to publish the winning articles in future KEMPA publications.

**The competition will begin immediately following the 9:15-10:15 session on the Write-Off Competition topic: Dealing with Cyberbullying.**

## Cartoon-Off Competition

*Topic for 2008: Dealing with Cyberbullying (See topic description under Session 1).  
Following the presentation, there will be a Q&A Session.*

### Rules and Regulations

1. Each newspaper staff may submit the name of only one student to represent the newspaper. Only the first 25 students registered may participate.
2. One hour will be allowed for the creation of the cartoon.
3. Black ink medium line markers, rulers, and 8 1/2" by 11" white paper will be provided. A dictionary will also be available.
4. Talking or leaving the room prior to completion will result in disqualification.
5. Cartoons must be turned in at the end of the workshop; time will be announced periodically.
6. A school/student code number is to be written on the back, upper right-hand corner. Any indication of the student's name or school will result in disqualification.
7. Cartoons will be judged by KEMPA-selected judges.
8. Winners will be announced at the Awards Program at 1:30 p.m. on October 17, 2008. The first place winner will receive a plaque; second and third place will receive certificates.
9. KEMPA reserves the right to publish the winning cartoon in future KEMPA publications.

**The competition will begin immediately following the 9:15-10:15 session on the Write-Off Competition topic: Dealing with Cyberbullying.**

## On-The-Spot Yearbook Competition

### Rules and Regulations

1. One student from each staff may compete. The name of that student should be on the entry blank sent to the Fall Conference. The first 15 students to preregister for the conference will be the 15 competitors.
2. At the time of check-in, the competitors will be assigned to a work area and given an envelope and a school/student code number. Any indication of the student's name or school will result in disqualification.
3. Contestants must bring their own blank layout (dummy) sheets, pencils, pens, rulers and lined paper to write captions and copy. (If students wish, and have time to, they may want to do a final draft of the body copy.)
4. The envelope will contain instructions for the type of spread to be designed (prom, school musical, baseball, etc.). The student will draw the layout, indicate what the content of each picture is, write the proposed headline and at least 3 good paragraphs of body copy. Placement of all elements (captions, headlines, body copy, type information, graphics and photos) must be specific.
5. After 1 1/2 hours, all work must be placed back in the envelope, specifically detailed layout and final copy and captions on lined paper.
6. The coordinator will give the materials to the judge.
7. Winners will be announced at the Awards Program at 1:30 p.m. on October 17, 2008. The first place winner will receive a plaque; second and third place will receive certificates.

**The competition will begin immediately following the Welcome Convocation. This session runs from 9:15-11:00.**