

Session 1 • 9:15 - 10

ADVISERS: Please photocopy all three session descriptors for your students and yourself to bring to Fall Conference. Please make sure you and your students pre-plan session attendance and REQUIRE NOTES from students to turn in to use in post-field trip discussion.

(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 PowerPoint examples.
Maureen Olofson, Jeff Jones Publishing

(A) Advisers Roundtable

Also presented in Session 2
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 will answer your questions about these important parts of your book.
TBA, Justus Publishing

(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) Basic Column Design

Yearbook staffers brand new to yearbook will learn the basic principles of column design, elements, and layout basics. This session will walk you through the very first steps to completing a visually appealing spread from creating an outline to incorporating candid around a dominant photo. Walk away with the skills necessary to visually organize your content for your first spread of the season.
Adriana Pkocinski, Jeff Jones Publishing

(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.
Sue Barron, (Retired) Wausau, Wis.

(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) Creating Protocol for Free and Responsible Student News Media

Get an update on and contribute to a project supported by the Illinois Press Foundation and the McCormick Freedom Museum to create protocol for nurturing free and responsible student news media.
Randy Seidel, (Retired) Illinois JEA

(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, Madison Newspapers

(Y) Great Yearbooks Mean Business

Also presented in Session 2
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, Justus Publishing

(P) Group & Club Composition

Assigned to photograph all the clubs and 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 Boethke, Visual Image Photography

(N) Handling Controversial Topics

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.
Daniel Wallace, (Retired) Slayton H.S.

(N,Y) Hooked on 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 Bacon, Freelance and Lecturer, UW-Stevens Point

(A,B,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, and maintaining a positive attitude—it's all about people skills and communication!
Linda Barrington, Mount Mary College, Milwaukee

(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.
TBA, Justus Publishing

(N,Y) InDesign Tips & Tricks

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.
Ryan Rimoldi, Walsworth Publishing

(Y) It Sounded Good at the Time

Design fads come and go. Uncarth 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, Justus Publishing

(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 Ethics

Also presented in Session 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. In many cases, the ability to follow the code can be a difficult one. However, following a code of ethics is what separates the amateur from the professional.
Jason Rice, NBC Channel 15

(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

(N,P,Y) Photoshop Tips and Tricks

Learn to maximize the potential of Photoshop. Unleash its true power and speed. Learn about droplets, styles, actions, bridge and other tricks that make this design powerhouse easier to use.
Jim Strank, Walsworth Publishing

(P) Pointers from PJ Pros

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 Kishollek, (Retired) The Capital Times
Joe Kishollek, 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 Tamilla, (Retired) McHenry, Ill.

NEWSPAPER WRITE-OFF/EDITORIAL/CARTOON-OFF COMPETITION TOPIC

(N,Y) Press Law and the Supreme Court

Across the country, more student journalists are finding themselves in battles for press rights as administrators require prior review as a condition for publication. In some cases, prior review and censorship have led to court cases to determine if students' rights have been violated. Some, like the recent *Bong Hits* for Jesus case, make their way to the U.S. Supreme Court. This session will look at student press rights in light of recent cases, the retirement of Justice David Souter and the addition of Justice Sonia Sotomayor.

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

9:15-10:15

YEARBOOK WRITE-OFF COMPETITION

For a yearbook spread designed in content materials, write the body copy and create the headlines, photo captions and alternative coverage concepts. All content information and interviews are provided for contestants.

Sandy K. Jacoby, (Retired) Tremper H.S.

Jim Strank, Walsworth Publishing

9:15-11

(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)
WSUW, UW-Whitewater

(Y) Selling the Yearbook

Also presented in Session 3
Look at different ways to market the yearbook for maximum appeal to students. Discuss how to organize creative campaigns and target marketing to your students.
Chuck Boldo, Taylor Publishing

(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.
TBA

(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)
Table 19, UW-Whitewater

(N,Y) Tip-Top Type Techniques

Often overlooked as an essential element of design, typography can set the tone of your publication. Students will gain a basic knowledge of historic typographic styles, typographic terms and basic rules regarding typesetting. Focus on quick typographic tips and tricks that can elevate your publication from bland to beautiful in mere minutes.
Boye Ulmer, Kenosha News

(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? Is the paper great to look at but not so good to read? This session will give some ideas on how to listen to readers, and it will show the link between good design and good writing.
Jim Killam, Northern Illinois University

Session 2 • 10:15 - 11

(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 advertising pro takes you into the ad world from start to finish.
Delia Chiappetta, Kenosha News

(A) Advisers Roundtable

Also presented in Session 1
John Collier, (Retired) Waterloo H.S.

(N) Avoiding Column Chaos

What should I write for this issue? If you are a column writer and have been stumped for ideas, this session will help you meet your deadline.
Mike Doyle, Belvidere North H.S.

(Y) Beginning Layout and Design

Learn layout from column to grid design for current trends.
Jayne Bogner, Justus Publishing

(N,Y) Building Images in Photoshop

Rid newspaper or yearbook of boring, same-as-last-year photos once and for all! Using Photoshop, learn to build story-telling images pixel by pixel. Explore advanced topics, Photoshop's layers, blending modes and masks for both color and grayscale.
Boye Ulmer, Kenosha News

(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 job in advertising.
Kriegg Jacoby, Critical Mass

(N,Y) Journalism: Choosing a College

Also presented in Session 3
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 a lot of good guidelines.
Jim Killam, Northern Illinois University

(P) Color Photography

Also presented in Session 3
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 Kishollek, (Retired) The Capital Times

(N,Y) Copy Editing

Also presented in Session 1
Sue Barron, (Retired) Wausau, Wis.

(N) Covering Controversial Topics in Your School Newspaper

This session will present tips for covering controversies and proactive strategies for winning support from school administrators. It will show how bad news does not have to have a bad effect and how student journalists can inspire positive change without alienating decision-makers.
Randy Seidel, (Retired) Illinois JEA

(N,Y) Creative Ad Marketing

Also presented in Session 3
Learn how to target ads to specific customers. From the spec ad for the prospective customer to the signed contract, ads must meet specific needs in the market. Originally starting with high school advertising like you, this ad representative has innovative marketing ideas to improve your advertising success for newspapers and yearbook.
Nicole McQuestion, Kenosha News

(N,Y) Editorial Cartooning

Also presented in Session 1
Mike Kompacki, Madison Newspapers

(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 Mosley, Walsworth Publishing

(N) The Essential School Beat

Focus on whom high school reporters need to get to know in order to cover academic and administration topics.
Gayle Worland, Wisconsin State Journal

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(N,Y) Feature Writing

Also presented in Session 3
Feature writing, always a favorite 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 a professional journalist.
TBA

(Y) Great Yearbooks Mean Business

Also presented in Session 1
Patrick Rand, Justus Publishing

(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 Curtis, Walsworth Publishing

(N,Y) Hooking Readers with Powerful Leads

After heard work on that important story, how can you be sure readers will want to read it? A key part is the lead. This experienced writer and adviser will take you through the process of crafting leads that will engage readers.
TBA

(N) Graphics and Color to Jazz Up Your Newspaper

Even if a publisher cannot offer you full-color photography, other visuals draw attention to a story and make the page more inviting. Focus on spot color, graphic design and other visual aspects.
Mike Gandy, Antioch H.S.

(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. Writers can master the basics and gain tips on planning and carrying out the best interviews.
Brenda Smith, Graylake H.S.

(Y) In Living Color

Great stories begin with your publication design can be a bit tricky. 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.
Ryan Rimoldi, Walsworth Publishing

(N,Y,B) Journalism Ethics

Despite print journalism changes, some things don't change—especially the ethical decisions that writers and editors deal with every day. Deciding whether or not to use a photo or quote or to print a name requires reflection and discussion, and this seasoned editor discusses strategies for making decisions that will affect readers and community.
Scott Angus, Editor, The Jansenville Gazette

(N,Y) Motivation and Team Building

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 to improve staff morale.
Shannon Williams, Justus 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 organize information? How do you incorporate quotes into a news story, and from whom should you be getting quotes? Get answers from a veteran adviser.
Rod Vick, Graylake 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 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 20 countries documenting lives of people in the most difficult of circumstances. Using his tools will tell your school story creatively and passionately.
Rick Wood, Milwaukee Journal Sentinel

(B) Perils & Pitfalls: The Internet and Copyright

Internet has access to so much material that students might be tempted to include in publications. But what, legally, can students borrow? What about that great photo of a public official or rock star? Looks at what's legal to use—and what's not.
TBA

(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 change the world; learn how to organize and stay true to the project's intent. Learn what makes a good story, how to research and follow through.
Kristyna Wentz-Graff, Milwaukee Journal Sentinel

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

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

(P) Photojournalism: Create Outstanding Photos with Average Equipment

Is it possible to capture an effective photo when given an average assignment? This photojournalist will discuss ways to get quality photos through an awareness of composition and lighting.
Jason Rice, NBC Channel 15

(P) Photoshop 911

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 to impact readers.
Joe Kishollek, Milwaukee Journal Sentinel

(B) Radio Production

Also presented in Sessions 1 and 3
(Limit 10-Be sure to preregister.)
Brian Lucas, WSUW, UW-Whitewater

(N,Y) Reporting and Writing Features

This feature writer will take you through the steps to find interesting topics, ask the right questions and craft feature stories into today's publications.
TBA

(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 Tamilla, (Retired) 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 Boethke, Visual Image Photography

(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 Bacon, Freelance and Lecturer, UW-Stevens Point

(B) Television Production (Part Two)

Double Session (Continued from Session 1)
Table 19, UW-Whitewater

(Y) Theme Development

People always judge a yearbook by its theme which begins on the cover. Reflect on the best ways to carry the theme throughout the yearbook. This yearbook representative shows the latest and greatest to reflect themes.
Shannon Hart, Taylor Publishing

(N) Tips for Improving Your Paper's Design

In this visual age, your readers expect designs that will draw them into the stories your writers have worked so hard on. Packaging can make the difference between a good story and a great story. This professional designer will provide you with great ideas for improving the look of your school paper and draw in more readers.
Ken Miller, Wisconsin State Journal

(Y) Typography and Design

Sometimes the little details make the biggest difference! Learn the basic vocabulary of typography and how to choose fonts that increase readability and legibility. Designing with type requires more than just copying cool ideas. It is one of the most important aspects in creating dynamic yearbooks.
Adriana Pkocinski, Jeff Jones Publishing

(P) Visual Journalism for Storytelling

This multimedia editor shows news stories, events in community and edits the stories on daily deadline. While this pro uses the Sony FX1 camera and professional audio, handy cams open the world to student reporters to enhance print stories and put the reader on the scene as news is being told by the web.
Danielle Guern, Northwest Herald

(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

Conference Registration Form • Registration Deadline: Oct. 5, 2009

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) _____ Adviser's email _____

We will be arriving by standard school bus KEMPA may NOT include my email on membership list/web page
 We will need parking permits

Members	Non-members
_____ Students @ \$12.00 \$ _____	_____ Students @ \$15.00 \$ _____
_____ Adviser(s) @ \$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.
***Please Note: Students are on their own for lunch. A restaurant list will be in their check-in packet.**

Late Registration: Members and Nonmembers (postmarked after Oct. 5, 2009)
_____ 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:
Scholastic Journalism Conference
University of Wisconsin-Whitewater
Continuing Education Services
Roseman Building Room 2005
800 West Main Street
Whitewater, WI 53190

Did you remember...

- To register before Monday, Oct. 5, 2009?
- 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 (use different address)?

Session 3 • 12:30 - 1:15

(Y) A to Z Trends

Also presented in Session 1
Maureen Olofson, Jeff Jones Publishing

(N,Y) Ad Designers

Also presented in Session 2
Delia Chiappetta, Kenosha News

(N,Y) Attracting Readers Through Visual Design

Also presented in Session 1
Ken Miller, Wisconsin State Journal

(N) Best of Newspaper Design