

KEMPA Update

**KEMPA
Workshop
Issue**
Continuing
Education
Roseman 2005
UW-Whitewater

Kempa '09 summer workshops invade dual campuses in WI, IL



Jim Killam, NIU



Answering a barrage of questions, Danielle Guerra entertained and provided many life examples relating to her profession as a videographer for Northwest News Group. She appeared at the UW-W Workshop.

Vernon Hills' Tyler Lange has an "A ha" moment as he discovers that he, too, can overcome the complexities of the computer. Lorge attended the KEMPA Workshop at Northern Illinois University, in DeKalb.



Abbie Reetz and Paras Bansal tackle newspaper instructor Mike Doyle's assignment on interviewing techniques.

SPECIAL POINTS OF INTEREST:

- *Summer Workshops at UW-Whitewater and Northern Illinois University*
- *Day camp, past and tentative future*
- *Fall Preview*
- *Glimpse of Winter Seminar*



Spring, summer, winter or fall--**it's Linda Barrington** and KEMPA camps—day camps, summer camps. You order it; she sees that it is **served up to your staffs'** needs. It could be layout and design, copy writing, press law, staff management, leadership, caption writing, photojournalism. . .

State professional journalists support scholastic press

In KEMPA's continuing attempt to enrich scholastic journalism, a second summer workshop, this one in Illinois at Northern Illinois University (NIU) joined the multi-decade UW-Whitewater camp.

Illinois director Jim Killam joined Linda Barrington as the

two scheduled workshops that would be alike, yet provide variety.

UW-W's workshop offered core groups in newspaper and photojournalism while NIU's cores included newspaper and yearbook. Both had adviser sessions.

The Wisconsin Newspaper Association and Illinois Press Association offered scholarships. WNA scholarships cov-

ered either WI or IL camps; IPA grants applied only in IL. KEMPA supplied two adviser scholarships.

Executive Director Jan Kohls said, "KEMPA is so grateful to professional organizations of the two states who encourage our young journalists. They are the future; we owe them the best possible base to carry out successful journalism careers.

Kempa brings journalism to schools via Day Camps

KEMPA Day Camps may cover a variety of topics and their time-frames also vary from a half day to two or three days. This is decided by the adviser in charge. Director Linda Barrington then contacts appropriate staff to cover the desired subjects..

Topics to be covered also vary greatly from layout and design to copy writing, leadership and photojournalism, just to name a few.

Two Day Camps took place in February, followed by the chaos individual schools face with the end-of-the-year activities.

Then in July Kenosha Tremper sponsored a Day

Camp with Nancy Becker and Tom Juran on the staff. Becker taught copywriting while Durant tackled Indesign with the group. Belvidere and Belvidere North also hosted a group in July.

Barrington indicated possible Day Camps being organized for August and September.

*For information on how you, too, can host a Day Camps for your school and those in your area, contact Linda Barrington:
lbarring@wi.rr.com*



Stoughton journalist Sam Schultz spends time at an evening “snack time” pondering life with a new adviser in the coming year.

Summer campers sound off!

Evaluation and feedback—always part of any workshop or convention.

Combined ratings (from those returned) from the UW-W and NIU camps indicated that campers overall rated the “quality of the 2009 workshop” as Fair-Good—6, Very good-Excellent—24.

Photography:

“Very good. I had a blast”

Newspaper: “I came away with 3x the knowledge as before.” “Tons of fun, learned lots.”

Yearbook: “We have done a lot. We have cover done and are beginning to make templates and filling in our ladder. The camp allowed us to get a head start on our book “

Below are student comments about Guest Speakers at the two camps.

Rick Wood, UW-W Photography: “He had a ton of cool stories.” “I was once interested in photography, but I gave it up for writing. My interest, however, has been rekindled.”

Jim Peterson, UW-W, Press Law and Ethics: “I learned a lot about my rights as a student reporter.” “Information was very useful. I’ve never thought about some of his topics.”

“I plan on taking my whole staff in the fall.”

Danielle Guerra, UW-W,

Multi-media: “Persistence is key. I hadn’t known that before.” “I can’t believe how much she’s accomplished in such a short time. It was an inspiring example of good journalism.”

Jim Killam and Rnady Swikle, NUI, Journalism Law and Ethics: “I found the information both helpful and mind-boggling. It really made me think about my morals and values.” “Wonderful use of examples.”

Beck Diefenbach, NIU, Photojournalism: “I loved the photojournalist keynote because he gave very good tips and made me see taking photos in a very new way. I loved that he had examples of all his tips.”

Avi Bass, NIU, Grammar for Journalists: “I did learn a lot.” “He was a cool guy. Had fun with this one.”

Billy Kulpa, NIU, New Media and Your Future: “Extremely interesting to learn about how journalism will change in the next five years.” “Presentation enlightening.”

Linda Barrington, NIU, Leadership: “I believe that leadership is one of the most important things to know about when working with a big group of people.” “Good info on how to help our staff.”

More on strengths, weaknesses and comments continued on next page . . .



KEMPA Summer Workshop Director Linda Barrington, lawyer Jim Peterson from the firm of Godfrey and Kahn and Jim Killam, director from NIU, talk over the students’ questions on libel. They had just finished Peterson’s large group session on press law at UW-W. Peterson frequently appears at KEMPA events.

Student comments about Peterson’s presentation included “He was very down to earth and really got us involved.” and

“I liked the part of the slide show where we tried to predict the outcome. Also it was nice to have the packets to follow along with.”

Summer Wrap-up (cont. from p. 3)

Student Opinions of workshop strengths:

Knowledgeable and experienced staff; college campus; I really liked the fact that we were writing a lot; the way the schedule is, always busy and doing different things.

I think the workshops work very well when they're all put together; opens your mind to new ideas!; gives you some experience ahead of time; knowledgeable speakers

Student Suggestions to make the workshop better:

Students in newspaper should spend at least one session with the photography teacher and same for photography students. Everyone is saying a journalist today can't just have one specialty; t-shirts; last longer during the week; more time to go out and explore the campus and do photography.

I would like to work with the newspaper group a little more—maybe pair up (?) so we could make a full publication by the end; better "get to know" games; it would be nice to cover some ad sales stuff

Student Comments:

I definitely would recommend editors and staffers to attend next summer. I learned so much and I feel that anyone can come to this camp and learn something new every day.

Meeting writers from other papers was fun.

This is a workshop I wouldn't want to miss.



Emphasizing the importance of a good lead, Mike Doyle, Belvidere North High School, instructs the newspaper core at the UW-W workshop. He taught yearbook at NIU.

Mark calendars for October 16, UW-W

With the turning of the first leaf in a "fall direction," co-chairs Nancy Becker and Sandy Jacoby are deep into plans for the annual KEMPA fall conference. Changes include larger dining facilities

The brochure listing the schedule for the day and the dozens of sessions by advisers, professional press, yearbook reps and others will be arriving at over 1300 schools in the KEMPA mailing area around Labor Day.

Highlights at the luncheon, which serves are the KEMPA annual meeting, will include 2008 newspaper Adviser of the year Mike Doyle presenting the 2009 award.

President John Culbertson, in charge of the ceremony, will supervise the Media, Administrator of the Year, Hall of Fame and Friend of KEMPA awards. Time remains for members to nominate using forms in the brochure.



Where? The Abbey Resort and Spa

When? March 5-6, 2010

What?

John Cutsinger will help advisers make their programs attractive, show how to work "smart" on their publications, give tips on new journalistic writing, in addition to two other sessions, a silent auction, networking, exchanges....



Who?
Co-chairs
Nancy Becker

Keynoter
John Cutsinger



John Culbertson

