

# KEMPA Update

SPRING EDITION 2009  
UW-WHITEWATER  
ROSEMAN 2005  
WHITEWATER, WI

## Winter Advisers' Seminar

# Overheard at "The Lodge"

The Lodge at Geneva Ridge in far-southern Wisconsin provided the scene for the KEMPA-sponsored Winter Advisers' Seminar.

Speakers, presenters, advisers all came together to share ideas, ask questions and vent frustrations.

Below are some of the comments "overheard at the Lodge." Last names will be provided where the note-taker was quick enough to catch them:



**Keynoter Steve "Cal-guy" O'Donoghue**

your taxes; therefore, I'm technically your boss."

**From advisers:** "When I was a student in high school, I didn't talk like this."

"They are more intense than when I was in high school."

"I'm just five years out of high school so when did this change happen, this drastic change?"

**The Roundtable**, chaired by Linda Barrington and John Culbertson led quite naturally out of the "Gen Y" session.

Many of the questions dealt with student, parent, administrator and athletic director attitudes and conflict.

Sometimes problems had suggested solutions. One adviser came up with the idea of teaming up with the DECA organization in any sales campaigns that publications had from selling the publication to fundraising schemes.

**Guernsey:** Most zoom lenses let less light in as you zoom in. When choosing a lens, 1.8 is good light efficiency for photography in tough areas like gyms, especially if you want to go without a flash.

**RANDY SWIKLE**, leader in both the Illinois Press Association and JEA, speaks about the First Amendment and its relationship to high school principals.

**O'Donoghue:** Each one of you will develop your own system. The kids will become a positive force. . . They'll test you and when they find out you won't move, they'll quit."

**Swikle:** A principal's first job is to be a mentor. . . Use books on leadership because leadership is very important."

**Becker:** If it's just a senior book, it's not what a yearbook should be.

Following are **comments from the audience** on the topic of "Gen Y: Demographic Changes in Scholastic Journalism"

Overheard from a parent: "I paid



**Note-taking 2009-style**

## WHAT'S NEW IN THIS ISSUE AND WHERE IS IT?

### WINTER SEMINAR

**O'Donoghue, Swikle, Guernsey, Roundtable** 1

### WORKSHOPS

**Day Camps UW-W NIU** 2

### Q & A

**KEMPA Board of Dir. reveals plans, goals for 2009-2010** 3



# WorkshopsWorkshopsWorkshopsWorkshops



**Ashley Honaker** (right) and Antioch editor Jordan Palmer spend some evening “refreshment time” in the dorm evaluating some recent yearbooks.



**Director of both** summer workshops and year-round day camps, Linda Barrington also serves as KEMPA membership vice president.

## Day Camps

February found some KEMPA staff “on the road” to do Day Camps at Wauwatosa West and Bloom High School in Chicago Heights.

Day camps can range from a half day to two days, and are scheduled in high

## Summer Workshops—Wisconsin, Illinois

KEMPA is tackling the responsibility for two summer workshops to try to serve as many high school journalists as possible.

The first will take place at the UW-Whitewater June 24-27, with core sessions in Newspaper, Yearbook and Photography and, possibly, web design.

Wisconsin Newspaper Association will supply six scholarships which may be used at either UW-Whitewater or Northern Illinois. The Illinois Press Association will supply eight scholarships, but they may only be used at the Illinois camp July 12-15.

A cover artist will be provided for campers at NIU

Jim Killam directs the NIU event while Linda Barrington oversees UW-W.

**SCHOLARSHIPS:** Help is on the way!! Both the Wisconsin Newspaper Association (WNA) and the Illinois Press Association (IPA) are providing scholarships for students to attend the KEMPA Summer Workshops.

The **WNA scholarships are available for either** the Wisconsin (June 24-27) or the Illinois (July 12-15) events.

Scholarships for advisers at the Summer Workshops, Wisconsin or Illinois, funded by KEMPA—will cover all expenses—preference to 0-3 years experience..To apply online:<http://tinyurl.com/advisorscholar09>



**Above: Students** from 12 schools gather in Rockford for a KEMPA day camp. **Right:** July is “journalism time” at Belvidere North schools by advisers.

Instructors included Linda Barrington, Sue Barron, Ted Heiser and Rick Wood.

Three repeat day camps are already scheduled for summer ‘09, Rockford and Belvidere North where Mike Doyle plays host to two-day camps.



**It's a date**

March 5-6,  
2010

John Cutsinger  
Winter Seminar

A huge KEMPA thanks to the following for supplying great food for hungry advisers at the Winter Seminar:

Walsworth Publishing

*Luncheon Friday*

Herff-Jones Publishing

*Social Hour Friday evening*

Jostens

*Breakfast Saturday*

**Winter Advisers'**

SILENT AUCTION

produced nearly

\$400 for

**KEMPA's**

Scholarship

Fund

**Q & A with Kempa Board**

**Question for this issue posed to the KEMPA Board—"What is at least one thing you would like to see KEMPA accomplish this year?"**

**A—** "I would like KEMPA to reach out to more young Journalism teachers and help them thrive in a very chaotic, but exciting student newsroom." —

**Kristen Degenhart**

**A—** Have more members volunteer to be on the board—**John Culbertson**

**A—** Continue to offer fresh and interesting ways to approach the news...convince young people that the printed word is not dead...invite knowledgeable speakers to address campers.—**Jill Cook**

**A—** Continue to increase membership and expand fine program offerings—**Kathleen Burke**

**A—** Continue to offer valuable educational experiences to aspiring high school journalists through its continually evolving fall conference and various summer camps—**Kellie Doyle**

**A—** I think it is critical that our financials are clear. Reports are hard to make out. I want a spreadsheet—

something, anything, that makes it clear where our money is; on a broader level, I would like to see our adviser retreat draw more advisors beyond our board members...draw more people in—**Elaina Meier**



**As vice president** Stan Zoller takes notes at the March Board meeting, Cathy Crucius and Elaina Meier study the Winter Seminar budget report. The group is deciding between The Abbey and The Lodge at Geneva Ridge for the 2010 event.

**A—** Get rid of our debt and start a savings account; improve our support of member publications with more workshops in the schools; start an online social networking site for KEMPA members to share ideas, ask questions and find answers; improve our webpage to include more interactive information—**Linda Barrington**

**A—** Enhance our already strong programming; increase our outreach efforts to new advisers and minority advisers; be more proactive in working with schools/advisers on fighting prior review—**Stan Zoller**

# Summertime

—time for workshops in  
Illinois & Wisconsin



**Nancy Becker** instructs the June yearbook core at UW-Whitewater.

Check us out!  
[www.KEMPAonline.com](http://www.KEMPAonline.com)

## ILLINOIS

### KEMPA in Illinois

**When:** July 12-15

**Where:** Northern Illinois University (NIU) DeKalb

**Core groups:** Newspaper, Yearbook, Photography, Web Design (Newspaper and Yearbook cores include copywriting)

**Adviser core:** Separate from students, geared for advisers with 0-3 years experience advising

**Cost:** Early bird \$325 by May 29, Regular fee, after May 29, \$350

**How to register:**

**Online though link:**  
[www.kempaonline.com](http://www.kempaonline.com)

or  
**download/print out** registration form at  
[www.KEMPAonline.com](http://www.KEMPAonline.com)

**Director:** Jim Killam

## WISCONSIN

### KEMPA in Wisconsin

**When:** June 24-27

**Where:** University of Wisconsin-Whitewater

**Core groups:** Newspaper, Yearbook, Photography, Web Design (Newspaper and Yearbook cores include copywriting)

### Adviser core:

Separate from students, geared for advisers with 0-3 years experience advising

**Cost:** Early bird by April 30, \$325, Regular fee, after April 30, \$350.

### How to register:

#### Online through link:

[www.kempaonline.com](http://www.kempaonline.com) or

#### Download/print out

Registration form at  
[www.KEMPAonline.com](http://www.KEMPAonline.com)

**Director:** Linda Barrington

## SCHOLARSHIPS

### Illinois:

Illinois Press Association (IPA) is granting eight (8) full scholarships to Illinois students who attend the NIU workshops

—Apply by **June 10** online through link at

**[www.kempaonline.com](http://www.kempaonline.com)**

### - Wisconsin:

Wisconsin Press Association (WNA) is granting six (6) full scholarships to students attending **either** the Illinois or the Wisconsin workshop.

—Apply by **May 10** online through link at

**[www.kempaonline.com](http://www.kempaonline.com)**

**Advisers:**  
**KEMPA offers** partial scholarships for new advisers