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800 West Main Street  
Whitewater, WI 53190



# KEMPA

kettle mordine press association

*in association with  
the University of Wisconsin-Whitewater  
Continuing Education Services  
presents the*

# 2010 Winter Advisers' Seminar

March 5-6, 2010

— featuring —

## John Cutsinger

A 35-year veteran of scholastic journalism, John has advised nationally acclaimed yearbooks, newspapers, and magazines. He now shares his enthusiasm and talents with advisers and students all over the country.

*The Abbey Resort*

*Fontana, Wisconsin*



UNIVERSITY OF WISCONSIN  
WHITEWATER

## Presenter John Cutsinger 2009 Friend of Scholastic Journalism

After an early career as a reporter, writer, and designer of a community newspaper, John Cutsinger taught journalism and advised yearbook, newspaper, and magazines for 16 years. Recognized as a Dow Jones National Teacher of the Year, and winner of NSPA's Pioneer Award and a CSPA Gold Key, John now is Senior Creative Accounts Manager for Jostens and continues to author yearbook curriculum and journal articles, as well as speaking and teaching around the country at conferences and conventions.



### This is what advisers have said about previous seminars—

*"It's great when the speaker is so funny, as well as so knowledgeable. I also appreciated getting a CD of material."*

*"Very good information. Great ideas for class activities."*

*"I can't wait until next year!"*

## Friday's Schedule

### Morning

**9-10 a.m.—Registration and Snacks**

**10-11 a.m. —Advising Strategies**

*John Cutsinger* will lead advisers to discover the difference between weathering a climate and building a culture. Learn how to lay the foundation for a successfully productive publication.

**11 a.m.-12 p.m. —The Work Place**

*John Cutsinger* helps advisers discover ways to make their programs personable. Improving their publication and staff lies at the heart of collaboration among all the different groups and unique individuals within the school and community. You'll explore how to make friends and influence people to make your publication better.

### Afternoon

**12:15 p.m.-1:30—Lunch**

*You'll enjoy a tasty Abbey lunch sponsored by Jostens.*

**1:45-2:30—Principal's Point of View**

*Richard Kirchner, JEA Illinois Principal of the Year* • Publication advisers know all too well how important it is to be able to work well with the administration, without confrontations. This experienced principal will offer some great ideas and advice for a mutually cooperative relationship between student publications and the administration.

**2:45-3:30—The Creative Process**

*John Cutsinger* • From concept to distribution, just working hard on a publication is not enough. Advisers and staffs have to work smart, too! Learn how to instill ownership in your audiences so they love you now as you gather information and later as you distribute your publications.

**4-4:45—Adviser Roundtable**

Got problems? Got solutions? This will be a time to share your concerns, as well as your bright ideas, and learn from the collective experiences of all the advisers in attendance.

### Evening

**5-6 p.m. —Social Hour**

*Beverages and snacks sponsored by Walsworth*

**6 p.m.—Dinner & Memento Exchange**

Bring a school-spirit item for the after-dinner exchange with advisers from other schools.

## Saturday's Schedule

**8:30-9 a.m. —Continental Breakfast**

*Fruit, pastries, and beverages sponsored by Herff Jones*

**9-9:45 a.m. —The Write Stuff**

*John Cutsinger* • Today's technology trends pave the way for the new-style journalistic writing. Blogs, Tweets, Facebook, MySpace, text messages, inside stories—Telling the story has always been and continues to be the heart of scholastic journalism.

**10 -11 a.m.—Pointers from a PJ Pro**

*Rick Wood, Milwaukee Journal-Sentinel* • Good photography is possible with automatic and average equipment. Rick will discuss ways to create good composition and second-guess automated features that can cause lighting and focal problems.

**11 a.m. —Wrap-up & Evaluation**

## Seminar Registration

**Early Registration, by Feb. 1, 2010**

*\$80 per participant (includes lunch & dinner)*

*\$35 for each additional dinner guest*

**Late Registration, after Feb. 1, 2010**

*\$90 per participant (includes lunch & dinner)*

*\$35 for each additional dinner guest*

## Hotel Reservation

**Participants are responsible  
for making their own room reservations  
with The Abbey.**

**1-800-772-1000**

**Group Code: 10C37I KEMPA**

*Special conference rate: \$95/night  
single or double occupancy*

**Hotel reservation deadline  
for reduced rate is Feb. 1, 2010**



UNIVERSITY OF WISCONSIN  
WHITEWATER

## KEMPA

### 2010 Winter Advisers' Seminar

*Registration Form*

Name \_\_\_\_\_

School \_\_\_\_\_

School Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

Daytime Phone \_\_\_\_\_

Evening Phone \_\_\_\_\_

I advise \_\_\_ Yearbook \_\_\_ Newspaper \_\_\_ Both

I \_\_\_ will \_\_\_ will not attend Friday's dinner.

### Enclosed:

\_\_\_\_\_ Registration Fee \$ \_\_\_\_\_

*(\$80 early/\$90 late)*

\_\_\_\_\_ Additional dinner \$ \_\_\_\_\_

*(if you are bringing  
a guest \$35)*

**Total** \$ \_\_\_\_\_

**Send checks, made payable to KEMPA, with  
this registration form to —**

**Nancy Becker, Seminar Co-Director  
4246 Capella Dr.  
Janesville, WI 53546**

*For more information about KEMPA  
or the Winter Seminar, visit*

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

or email seminar questions to

[beckerng@charter.net](mailto:beckerng@charter.net)