

COME  TO     



Summer Journalism Workshop UW-Whitewater Kettle Moraine Press Association

July 24-27, 2011

“ Each student got equal attention from our teachers. I didn't feel like a 'number.'
~2010 student in Photography class

“ It's a head start on theme development and deadlines. It's very informative but not overwhelming. It's a very great experience and I learned things that are good and things to improve on the yearbook.
~2010 student in Yearbook class

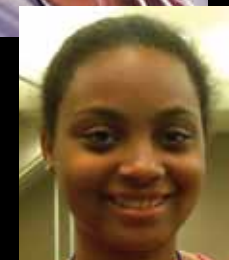
“ I learned a ton about photojournalism and had a blast doing it!
~2010 student in Photography class

“ The camp is smaller and split into groups so you get personal attention with your writing.
~2010 student in Newspaper class

“ I came into camp not knowing how to lay out a page and I finished three pages at the end. Teachers are very on top of things and they allow us to learn from each other.
~2010 student in Editors class

“ The workshop's strengths are definitely the teachers. I've learned so much and have been really inspired in every way.
~2010 student in Editors class

“ I would definitely recommend that staffers attend because it was a great way to learn more about journalism. It is also fun to meet other people with the same kind of interest.
~2010 student in Newspaper class





COUNT ON US WE'RE THE BEST

Our staff is the best and we're here for you! We know our journalism...and we know you need to know everything you can about writing, design and photography to create media that get the attention of your audience. The vehicle may change, but the destination is still the same: a quality informational product that meets the needs of your audience.

We are prepared to give you that and more at the KEMPA Summer Journalism Workshop.

This workshop will give you a challenging experience as you develop more advanced skills and learn advanced techniques. Whether it's writing, design, photography, newspaper or yearbook, you'll go home with some new options for achieving success.

Mark your calendars. Tell your friends. And meet us here at UW-Whitewater, July 24-27.

Enjoy the small class sizes

We keep our classes small so you'll get all the individual help you need. You'll learn the latest trends and innovations, plus get motivated and return home ready to make your publication the best it has ever been!

Staying in the dorm is a blast

You'll live in a student residence hall while attending the workshop, and you'll be supervised by workshop personnel. For those wishing to room with a friend, include his or her name on the registration form. Please send your registrations in the same envelope. Special dietary or housing needs? Let us know ASAP.

Registration deadline is July 1*

Cost for the workshop is still only \$350, which includes tuition, room, all meals, etc. Please note: All fees must be paid before the workshop begins. Registration after July 1 is on a space-available basis. Students whose publication is a KEMPA member will receive a \$10 discount.

After you register

A few weeks before the workshop, we'll mail you a participant packet, which includes sign-in instructions, supplies, maps and other important information. Please make sure to talk with your adviser about supplies before school is out. Before you leave school, grab copies of your newspaper and yearbook to bring along.

UW-Whitewater is easy to find

Maps to UW-Whitewater are online at www.uww.edu and at the KEMPA Website, www.KEMPAonline.com. Parents drive students to the workshop on Sunday at 11:00 a.m. and pick them up on Wednesday at 4:30 p.m. If you're arriving via train, bus or plane, please make your own arrangements for transportation to and from campus. Students who drive themselves to the workshop must turn in their keys at registration.

Cost includes everything

We don't think you'll find a better workshop value in the Midwest. The \$350 fee includes evening treats, Sunday dinner, three square meals on Monday and Tuesday, breakfast and lunch on Wednesday, housing, tuition and an evening of glow-in-the-dark bowling.

Our workshop fee is competitive; check around.



***Early bird discount: Take \$25 off the fee if your registration is postmarked by May 31!**

REGISTRATION FORM

Workshop dates: July 24-27 ■ Registration deadline: July 1
Arrival: Sunday 11 a.m.–1 p.m. ■ Departure: Wednesday at 4:30 p.m.

SIGN UP! Please print very carefully! We don't want to spell your name wrong on your name badge or other workshop materials!

Name _____

E-mail you use regularly _____

Address _____

City _____ State _____ ZIP _____

Home phone () _____

Parent name _____

Student's Cell phone () _____

Birth date _____ Grade in fall _____ Circle: Male Female

T-shirt size: XS S M L XL XXL XXXL

Circle staff: Newspaper Yearbook Not on a staff

School _____

School phone () _____

City _____ State _____ ZIP _____

Adviser's name _____

Adviser's summer e-mail _____

Adviser's home phone () _____

Your roommate preference* _____

*Choose one roommate. YOU MUST both indicate on your registrations that you want to room together. We will do the best we can to put you with the person you want to be with.

If you have special needs or any physical limitations regulated by the Americans with Disabilities Act, please attach an explanation.

Photos taken at workshop may be used in KEMPA advertising.

CHOOSE YOUR CLASS!

Choose one workshop class below by checking the box by the title. You'll be an expert by the time you head back home. That's cool.

NP REPORTERS

- Analyze & interpret events; develop story ideas
- News, sports, feature writing; explore informative profiles, polish basic journalistic writing skills, seek unique angles
- Improve interview skills
- Express opinions in editorials, columns, reviews

NP EDITORS

- Write/update your staff manual & editorial policy
- Editorial writing: find topics & write effectively
- Staff management, leadership instruction
- Explore how to build readership, improve coverage

YEARBOOK STAFF

- Design a layout based on a workshop theme
- Learn how to write copy, headlines, captions
- Create ASF (alternative story forms)
- Work on your yearbook during evening labs
- Recommendation: Staff members should take this class together so they can work together.

PHOTOGRAPHERS

- Learn more about digital operation, photo content & composition
- Prepare images properly for publication
- Practice shooting in challenging situations like auditoriums, gyms, football fields, dances, etc.
- Work on information gathering and how to write strong cutlines/captions
- Camera requirements: Point & Shoot or DSLR digital camera with manual controls & card reader

LAYOUT/DESIGNERS

- Focus on the basics of both NP & YB layout
- Learn about current trends in design
- Improve your skills using InDesign
- Create a final publication showcasing campers' experiences

MAKE PAYMENT

_____ \$325 Early bird fee
(postmarked by May 31)

_____ \$350 Workshop fee

_____ \$10 discount for KEMPA member schools

\$100 non-refundable deposit is due with completed application.

\$_____ Amount enclosed (payable to UW-Whitewater)

No refunds after July 23.

Circle credit card: VISA MC

Account number: _____

Exp. date _____

Name on card: _____

Address if different from student's _____

Here's where to mail forms and fees.

Send this registration form with check, credit card, money order or P.O. payable to UW-Whitewater:

UW-Whitewater CES Dept.
800 W. Main St.
Roseman Bldg. Room 2005
Whitewater, WI 53190

Register online:
www.kempaonline.com

Register by phone:
1.800.622.0350

Register by FAX:
262.472.5241

PLEASE READ

Registration letter/Packet

Upon receipt of your registration form and deposit, you will receive a confirmation receipt and a welcome letter. In July you will receive a map, a daily schedule and an information booklet.

This is important!

All fees due prior to the workshop. Please call UW-Whitewater at 1.800.622.0350 if you are not able to make the payments prior to the workshop.

Plan carefully

Because of the pre-planning of events, there are no refunds for deposits. If a pre-registered student cannot attend, a substitution may be made. Notify UW-Whitewater in advance so class lists and housing rosters may be corrected and accurate.

Advisers, this is for you to read.

- Please tell your students if your school is a KEMPA member. Check www.KEMPAonline.com if you are not sure.
- If your students register after the July 1 deadline, please phone UW-Whitewater at 1.800.622.0350 to check availability.
- If you want an informal critique of your publication, be sure your students bring along copies.

Parents, please read this.

- Each participant will be covered by a limited accident insurance policy. The cost of insurance is included in the registration fee.
- Please put student's full name on check memo line.

Need more forms?

Please make copies of this form or go to the Website at www.KEMPAonline.com and download another brochure.

Parents/Teachers: Please remember payment MUST be complete before or on the day the workshop starts. Also, teachers, please make split payments clear — how much is going to each student's account.



ADVISERS: Visit the workshop on Tuesday, July 26, on Adviser Day. For details and how to register (free), go to the KEMPA Web site.

GOT A QUESTION? For questions about the workshop, e-mail the director at lbarring@wi.rr.com. For questions about registration and payment, call UW-Whitewater at 1.800.622.0350, Monday-Friday 7:45 a.m.-4:15 p.m.

KEMPA Website:
www.KEMPAonline.com

Tentative Schedule

Sunday

11 a.m. Registration begins in residence hall
1 p.m. Opening session
1:30-4:15 p.m. Instruction and work time
4:30-5:15 p.m. Afternoon sessions conclude with games: team outdoor events, weather permitting
6:30-7:30 p.m. Large group session: Photographer Rick Wood will share his work
7:30-9 p.m. Instruction and work time
9-10 p.m. Ice cream treats in the dorm with time to share publications with each other

Monday

8:30 a.m. Assembly and announcements
8:45-10:30 a.m. Instruction and work time
10:45-11:45 a.m. Large group session with guest speaker
1:15-3:15 p.m. Instruction and work time
3:30-4:30 p.m. Special interest sessions to choose from (sample topics: editorial leadership, sports photography, dealing with death and tragedy)
6:30-7:30 p.m. Instruction and work time
7:45-8:45 p.m. Glow-in-the-dark bowling
9-10 p.m. Evening treats with time for publication critiques

Tuesday: Adviser Day

Advisers are invited to attend today's workshop for free. They will have time to meet with their students over lunch and they will attend the Press Law session in the morning. There will also be sessions in the morning and afternoon just for advisers. JEA certification testing will also be offered on this day.

8:30 a.m. Assembly and announcements
8:45-10:30 a.m. Instruction and work time
10:45-11:45 a.m. Large group session: Press law attorney will use interactive presentation to explain what journalists need to know
1:15-4:30 p.m. Instruction and work time
6:30-9 p.m. Instruction and work time
9-10 p.m. Evening treats with time for publication critiques

Wednesday

8:30 a.m. Assembly and announcements
8:45-10:30 a.m. Instruction and work time
10:45-11:45 a.m. Special interest sessions to choose from (sample topics: editorial leadership, sports photography, dealing with death and tragedy)
1:15-3 p.m. Instruction and work time
3:15-4:15 p.m. Slide show and awards

Join the KEMPA Summer Journalism Workshop group on Facebook! Get updates, meet new friends, ask questions.