

Session Three (10:10-10:50 a.m.)

N=Newspapers
Y= Yearbooks

Cultivating Sources (N,Y) (R214)

Georgia Pabst, reporter, Milwaukee Journal Sentinel

Learn how to find — and keep — sources for your high school publications. Plus get tips on how to get an unwilling source to talk on the record.

Editorial Writing (N,Y) (R220)

James Fitzhenry, managing editor, Oshkosh Northwestern

Persuasive writing takes thorough research and concise ideas. Learn how to write more effective editorials from an experienced professional.

Get Yourself on YouTube (N) (R227 BC)

Brad Weber, teacher, Oshkosh North High School

Find out how the students at one school produce a 10-minute daily news broadcast about school events and learn how those same talents can be used to create popular YouTube videos.

How to Use InDesign—Advanced (N,Y) (Radford Teaching Lab, Radford basement)

Kevin Rau, owner of rauhaus design and adjunct faculty, UW-Oshkosh

This session for students and advisers who use InDesign focuses on advanced techniques of the popular layout program that can make your publication more visually appealing.

Interviewing (N,Y) (R201)

Kelly McBride, education reporter, Green Bay Press Gazette

Find out the best questions to ask and how to ask them when you conduct an interview. Learn useful tips on how to get people to open up and produce meaningful quotes.

Latest Trends in Newspaper Design (N) (R215)

Christina Chronsiter, Washington County Daily News

Are you looking for ideas on enhancing the design of your newspaper? Are you looking for ways to draw readers into your publication? Learn from this award-winning page designer about clever design elements and how newspaper layout principles are changing with the times.

Newspaper Editors' Roundtable (N) (R207)

Kim Spaulding, Chris Hernday, Casey Ludwig, Sarah Witman and Matt Yost, students, Oshkosh West High School

Are you new to your school's editorial staff or up for election? Get advice from your peers who are newspaper editors.

Photo Critique of Entrants (N) (R219)

Tim Gleason, associate journalism professor, UW-Oshkosh

A critique of the photographs that were entered in the NEWSPA newspaper photo contest. Come and learn how you can improve your photos.

Photojournalism: From Still Shots to Moving Images (N,Y) (R307)

Mike De Sisti, photographer and multimedia picture editor, Milwaukee Journal Sentinel

See how a professional photographer goes from basic photography to capturing stellar images, including photographs taken from around the world.

Sports Features (N,Y) (R213)

Tom Pelissero, assistant sports editor, Green Bay Press-Gazette

Write inspiring stories and columns to capture the real people behind the athletes in your school. Bring your features or columns for discussion.

Working on a College Newspaper—No. 2 (R19)

Max Davies, editor, Advance-Titan

Get a behind-the-scenes look at the production of an award-winning college paper by touring the office and production facilities of the UW-Oshkosh Advance-Titan.

What Does it Take to Become a Pulitzer Prize Investigative Reporter? (N,Y) (R227 A/B)

Ben Poston, Watchdog Team, Milwaukee Journal Sentinel

Learn how you can do investigative reporting on your high school publications from a reporter who is a member of the Pulitzer Prize winning team at the Milwaukee Journal Sentinel. From analyzing Milwaukee's drunken-driving sentencing patterns to convicted felons who obtain gun hunting licenses, Poston has helped uncover the truth.

Writing a Book: From Idea to Print (N,Y) (R305)

Jess Riley, author of "Driving Sideways"

If you've always wanted to write a book, this is the session for you. Learn how to go from coming up with an idea for a book to getting your work published.

Writing for Broadcast—Television and Radio (N,Y) (R221)

Danielle Bina, WTAQ reporter/anchor

Writers are needed for all forms of media, including television and radio. Find out about the fast-paced and exciting style of writing for the broadcast media.

Writing Reviews (N) (R306)

Rob Ebert, reporter, The Northwestern

Learn the ins and outs of writing reviews from a writer who regularly reviews video games.

Yearbook Advisers Meeting (Y) (R216)

Rick Koon, adviser, Neenah High School; Kellie Pribbernow, adviser, Oshkosh West High School

Lead your students to an award-winning book. Learn how other advisers work with their staffs to produce top books. Technical questions welcome.



Spring Conference

Wednesday, April 22, 2009

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FINAL PROGRAM

Schedule of Events

Registration

7:30 - 8:30 a.m.

Outside Reeve Union Ballroom, Reeve 227

Refreshments for Advisers and Session Leaders

7:30 - 10:45 a.m.

Reeve Union Room 202

Sessions

One — 8:30 - 9:10 a.m.

Two — 9:20 - 10 a.m.

Three — 10:10 - 10:50 a.m.

Keynote — 11-11:40 a.m.

Lunch for Advisers and Session Leaders

11:45 a.m. - 12:45 p.m.

Reeve Union 202

Awards Ceremonies

1 p.m.

Reeve Union Ballroom 227 A/B (Large Schools)

Reeve Union Ballroom 227 B/C (Small & Medium Schools)

Student newspapers, yearbooks display

(Area near Reeve 227)

Bring copies of your school's newspapers and yearbooks and put them on display. Share examples of your work, and see what other editors are producing. Tables will be set up with signs indicating where copies of publications can be left.

Students may eat at Reeve Union or off campus

Nearby restaurants include Hardee's (Algoma Boulevard); and Erbert's & Gerberts Subs, Jimmy John's, Subway, El Azteca, Big Apple Bagels, Papa John's Pizza, Toppers, Jade Dragon, Bangkok Thai Cuisine and Wingers (all on Wisconsin Avenue).

Keynote speaker

11-11:40 a.m.

(Reeve 227 A/B)



From NEWSPA to MTV News and Beyond Lindsey Thomas

Freelance Editor / Writer

Hear from a former NEWSPA student how she got her dream job as news editor at MTV News and how the economy is changing what journalism will look like in the years to come.

Thomas will talk about her career path, the differences between working in print and online, making a living as a freelance writer, the pros and cons of living in New York and more.

Session One (8:30-9:10 a.m.)

N=Newspapers
Y= Yearbooks

Adobe Illustrator: What is it? What can you do with it? (N,Y) (R 227B/C)

Kevin Rau, owner of rauhaus design and adjunct faculty, UW-Oshkosh

An introductory session on Adobe's vector-based design program, Illustrator, that will allow you to create great-looking logos and much more.

Advanced Photoshop (N,Y) (Radford Teaching Lab, Radford basement)

Dana Baumgart, freelancer and adjunct faculty, UW-Oshkosh

This session for students and advisers who are working to master Photoshop will focus on how to improve digital photographs.

Advertising Design (N,Y) (R307)

Elizabeth Crawford, assistant professor, UW-Oshkosh

Learn about typography and design principles that will make your publications' advertisements stand out and get noticed.

Column Writing (N,Y) (R201)

Doug Zellmer, columnist, Oshkosh Northwestern

Having trouble writing that perfect column? Learn approaches that will spark readers' curiosity. Also learn how to reflect the feelings of your community through the eyes of a columnist.

Freelance: How to Turn Your Story Ideas Into Hard Cash (N,Y) (R220)

Patrick Durkin, freelance writer, Waupaca

Looking for ways to make additional money by utilizing your writing skills? Learn from someone who does freelance for a living about how he turned one of his favorite hobbies — hunting — into a full-time job. Learn how you can reap the benefits of working on your own, too.

How to Create Editorial Cartoons (N,Y)(R214)

Joe Heller, editorial cartoonist, Green Bay Press-Gazette

Search for great cartoon ideas and learn techniques to draw winning editorial cartoons for your publication in this hands-on session.

Layout and Design Elements (Y) (R227 A/B)

Rebecca Sullivan, graphic designer, UW-Oshkosh Integrated Marketing and Communications

Learn how to make your yearbooks resemble the design of national magazines. Discussion will include typography, good design principles, color and much more.

Mobile Journalism 1: Getting Started (N,Y) (R306)

Megan Sheridan, photographer, Oshkosh Northwestern

Learn how to take your publications online and create news videos with the simplest of equipment.

News Writing (N, Y) (R219)

Amie Jo Schaezler, reporter, Oshkosh Northwestern

Learn how to write the basic news story — from lead to body to ending, making sure the newest information is never buried.

Podcasting (N) (R221)

Beth Plankey, journalism instructor, and Justine Braun, student, Neenah High School

Covering school news means more than just putting out a school newspaper these days. Learn how one school added podcasting to its offerings, and find out how you can, too.

Advisers Only: Publication Policies & Manuals (N,Y) (R207)

Kay Huxford and Stephane Bielen, advisers, Green Bay West High School

Learn why you need publication policies, staff manuals, codes and contracts, and learn how to create them, too.

The Art of Photo Composition (N,Y) (R215)

Joe Sienkiewicz, chief photographer, Oshkosh Northwestern

Manipulate your camera and equipment to produce high-quality photos without high-quality gear. Bring your camera for some hands-on help.

Writing Captions and Headlines (N,Y) (R305)

Mike Cowling, journalism professor, UW-Oshkosh and copy editor for the New York Times online

Learn how to make your cutlines and headlines state more than the obvious, but rather invite the readers in and capture their interest, while still being accurate and not editorializing.

Yearbook Theme Development (Y) (R213)

Dawn Hogue, yearbook adviser, Sheboygan Falls High School

Discuss ideas how to develop a theme for your next yearbook that will not only be memorable, but will also be powerful and effective in tying together the various sections of your book.

Session Two (9:20-10 a.m.)

N=Newspapers
Y= Yearbooks

Feature Writing (N,Y) (R220)

Terri Dougherty, editor, Women & FYI magazines

Get a grasp on writing creative leads, seamless transitions and colorful descriptions in feature writing.

Getting the Big Picture in Sports (N,Y) (R306)

Evan Siegle, photographer, Green Bay Press-Gazette

Learn what it takes to shoot action-packed photos at sporting events from a professional who has covered the Winter Olympics and shoots Packer games.

Grammar Smackdown (N,Y) (R227 B/C)

Miles Maguire, associate journalism professor, UW-Oshkosh

It's not Jeopardy, but it could be the next new game show to hit the airwaves. Participants will be split into teams and have to get to the "buzzer" first to answer grammar questions and a chance to win sweet prizes.

Helpful Hints for Successful Publications (N,Y) (R213)

Dana Linde and Brian Yearling, advisers, Fort Atkinson High School

Learn how you can improve your school newspaper or yearbook from two advisers who have successful and award-winning publications.

How to Avoid Getting Sued & Censored (N,Y) (R305)

Erica Salkin, UW-Madison Journalism Doctoral Student

Learn what you need to know to protect your high school publications from getting sued and censored. And take back to school some great reference handouts from the Student Law Press Association.

How to Use InDesign—Basic (N/Y) (Radford Teaching Lab, Radford basement)

Kevin Rau, owner of rauhaus design and adjunct faculty, UW-Oshkosh

Students and advisers will learn basic information on how to use this popular layout program.

Mobile Journalism II: Covering News on the Go (N,Y) (R227 A/B)

Mike De Sisti, multimedia picture editor, Milwaukee Journal Sentinel

Newspaper Web sites aren't just covered with text anymore as videos have become major factors in getting readers to their site. Learn what newspapers have already learned from YouTube and other sites and how you can cover news on the go.

Newspaper Advisers Meeting (N) (R219)

Trent Scott, adviser, Oshkosh West High School

Find out how to build a successful newspaper program at your school. Come with questions and ideas of what works or doesn't work at your school and take the opportunity to network with other advisers.

Online: Careers in Journalism (N,Y) (R 307)

Julie Warner, social media coordinator, Madison Capital Times

Learn about the changing jobs in journalism from a pro at the Capital Times, which dropped its daily print product to focus on online.

So You Want to Blog? (N,Y) (R215)

Sara Hansen, assistant professor, UW-Oshkosh

What is blogging and why should you do it? Then learn how to blog and get a chance to blog on events during today's conference.

Sports Writing (N,Y) (R201)

Mark Stewart, sports writer, Milwaukee Journal Sentinel

Discuss issues sports writers should know and get a better understanding how to cover sports teams during a season from the beat reporter for the Wisconsin Badgers basketball team.

The Making of War: Through Their Eyes (N,Y) (R221)

Grace Lim, freelancer and adjunct faculty, UW-Oshkosh

Take a behind-the-scenes look at how a journalism class turned an assignment into a series of podcasts, an 80-page book and an art gallery exhibit. *Through Their Eyes* is a multimedia project that showcases the stories of student-soldiers who have either fought in the Iraq war or are awaiting their call to serve.

Working on a College Newspaper (R19)

Max Davies, editor, Advance-Titan

Get a behind-the-scenes look at an award-winning university newspaper by touring the office and production facilities of the UW-Oshkosh Advance-Titan.

Yearbook Editors' Roundtable (Y) (R207)

Kara Middleton and Amanda Hays, students, Wausau West High School

Find out from your peers what it takes to be a successful yearbook editor. Come with questions and suggestions on what works at your publication.

Yearbook Writing and Trends (Y) (R214)

Megan Reimer, adviser, Wausau West High

Learn tips on writing interesting and entertaining feature stories for the yearbook, plus find out what will be in and out for yearbooks in 2009-10.