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# Change is good for 2010 conference

**By Barbara A. Benish**
**Executive Secretary, NEWSPA**

Some change is always good.

That was the consensus of the NEWSPA Board of Directors on Oct. 27 as they met to plan the 2010 NEWSPA conference.

With the input of new board members, as well as the seasoned members, the board made many changes to the conference. But NEWSPA's goal will remain constant: to provide high school journalism advisers and students a wide variety of sessions that cover everything from the basic to the new, evolving trends.

Many of the changes made to sessions and formats were based on comments from those who filled out an evaluation survey last year. Other changes were based on numbers: In 2009, fewer than 10 students attended five sessions. In fact, one session had one student; another had two.

The reality is, in these tough economic times, fewer students are coming to NEWSPA. While just a few years ago it was not uncommon for 500 or more students to attend, the number attending has now been holding steady at about 400. That's not necessarily bad news since Reeve Memorial Union had trouble accommodating 500 students comfortably in its rooms.

But while the number of students has declined, NEWSPA actually added sessions when it was able to move its Adobe Creative Suite sessions into a computer lab. That fact, along with fewer students overall in attendance, helped to create the situation we ran into in 2009: Session leaders coming from Milwaukee, Madison and elsewhere, only to have a handful of students show up for their presentations.

So this year the board agreed to cut back on the number of sessions held, but also agreed to keep a good mix of presentations so that anyone coming to the conference would still be able to find sessions that interested them. Some topics will not be eliminated, but rather rolled into continuing sessions. For instance, while advertising design will be eliminated in 2010, presenters for "The Art of Newspaper Design" and "Layout and Design Elements for Yearbooks" will be asked to include advertising design into their sessions. That move will save money in presenter fees, as well as room rental fees, and allow NEWSPA to keep its school rates unchanged.

Those attending the 2010 conference, for instance, will still find sessions on feature writing, interviewing, composing photos, column writing, and how to avoid being sued and censored. All the sessions and speakers that consistently receive high ratings on our survey will also be asked back, including Mike DeSisti, multimedia picture editor of the Milwaukee Journal Sentinel; Evan Siegle, Green Bay Press-Gazette photographer; Joe Heller, Green Bay Press-Gazette editorial cartoonist; and others.

In fact, the presence of one popular session — Grammar Smackdown — has necessitated it being held twice with limits on the number of students who can attend each session. It is also being moved to the third floor of Reeve Union so the session isn't as disruptive to the other sessions.

We will continue to hold Adobe Create Suite programs in a computer lab. Only advanced

Photo by Tom Hanaway

NEWSPA board members meet to discuss ways to improve the spring 2010 conference.

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# FROM THE PRESIDENT

**By Trent Scott**
**NEWSPA President**

It is a scenario every adviser lives through around this point on the calendar. A new year launches and the first production rolls forward. The computer lab fills with the sound of conversation and the office with the less than savory scent of leftover pizza and moldering cheesecake that someone forgot to put in the fridge. There is another scent in the air as well, the sweet aroma of challenge and possibility.

I entered the first production of this year prepared by a staff with only two returning section editors. While there was a certain level of trepidation (for both editors and their adviser), the students pulled together and hit deadline. Even after 16 years of doing this, it never ceases to amaze me just how much our students are capable of accomplishing! I have learned so much more from them than they from me over the years. Skilled, resilient, multifaceted, driven and wise beyond their years, they face crisis as challenge and overcome it with aplomb.

Some aspects of the job have changed, however, and that is what has altered the focus of NEWSPA over the past few years. The ambience of our workplace is a new and changing beast altogether. Where the computer lab used to be filled with steno pads, clip art books, CD-ROMs, and (maybe, if we had the budget) mini tape recorders, times have changed exponentially. Now, the computer lab buzzes with 21st century melodies. IPods, YouTube's, Facebooks and hulas channel in media at a frenetic pace for student journalists trained in the fine art of multitasking. As I look up from my desk, I see heads bobbing and ear buds trailing. They listen, not only to music, but to digital transcripts of interviews. Follow-up questions and data are a mere log-in to e-mail or Facebook away. Desktop designers use Photoshop and Illustrator with the deftness of a skilled artist while photography editors clean up digital pictures and ready them for page layout. The web master puts together a gallery to share student photographs that formally wouldn't have seen the light of day.

As advisers, we know our world is changing. A cursory look at the world of media shows us a dying monolith of print rapidly giving way to the faster, more efficient breed of online news. Journalism has always been a cutthroat world, but this changing paradigm is purely Darwinian in its ruthlessness. Adapt or die! The world of print, though it grieves the traditionalists among us, is rapidly fading before our very eyes. I have a feeling this is what it must have felt like for the horse dealers in the last century when the first automobiles were rolling off the assembly line!

NEWSPA is attempting to keep pace with these modern advances. Our sessions have been evolving as well (to stay with the Darwinian analogy). Session leaders have spoken on subjects such as the effects and benefits of YouTube, Adobe Photoshop and Illustrator, Podcasting, mobile journalism, blogging and web site design. Our efforts to stay relevant, however, depend on our membership. In short, we need you!

What do we need to do to remain effective and beneficial to our NEWSPA membership? How can we improve our sessions? What new resources can we make available on our web site that would help you help your students? As you work through this new year, with all of its new challenges, please take a moment to consider how we can hone our resources to assist one another in this labor of love. Whether it be a session idea, a success story or volunteering to join the board, your input is valued and welcomed!

Although we have witnessed all of these changes, some things stay the same. The pressures of deadline, the adrenaline of chaos, and the camaraderie of crisis—such experiences never fade. In the end, it is not the latest technological toys that bring us back for another year at the helm. At the risk of sounding cliché, it's the kids. Their desire, energy and resourcefulness are what drive our newspapers. Of course, those same traits sometimes drive us to the brink of insanity, but that's part of the adrenaline rush!

**Trent Scott**

As the board sits down to plan sessions for the spring, we do so with an eye toward the ever diversifying world of student journalism. We hope to offer sessions that will both engage listeners and also help to hone skills. As much as this is an opportunity for our kids to be recognized through the awards program and enjoy some much deserved time away from school, please help keep our budding journalists accountable for the day! Ask them for feedback on the sessions. Inquire as to the relevancy of the lessons. Ask them how we can improve the day in the future.

We look forward to seeing you in the spring for NEWSPA 2010. These are exciting and challenging times and we look forward to meeting them together.

## NEWSPA goes high-tech

Want to keep in touch with NEWSPA year-round? Now that NEWSPA has its own YouTube channel and Twitter account, it has never been easier!

Visit www.youtube.com/uwonewspa to see interviews with students and speakers at the 2009 NEWSPA conference, as well as an interview with 2009 Zacher Award recipient Mike Cowling.

You can also follow @NEWSPA on Twitter or go to www.twitter.com/NEWSPA for updates on the contest, conference, Web site deadlines and more.

# Writing accurately through beer goggles

**By Tom Hanaway**
**Student Assistant**

Newspaper reporters do not usually win Pulitzer Prizes for their stories, but they must be able to touch lives if they are truly worthy of a reader's time, said Ben Poston, a reporter from the Milwaukee Journal Sentinel.

Poston was one of nearly 50 speakers at the 2009 NEWSPA conference, held April 21 on the UW-Oshkosh campus. His presentation stressed the care and work that must be put into a newspaper article. He cited how he and about eight other writers wrote a five-piece series about Wisconsin's drunken driving problem. The series went on to affect the lives of people from all over the state.

One of the issues that the Milwaukee Journal Sentinel wanted to address was why Wisconsin carries the stereotype that the state is full of binge drinkers.

"When you talk to people who aren't from Wisconsin they say all people from Wisconsin do is drink and eat cheese," said Poston. "There is that stigma."

To figure out this stigma, Poston explained how his team spent months, sometimes over a year, writing articles for the five-part series. The general planning for the series began in the summer of 2007 and was eventually published in October 2008.

Poston mainly collected data for some of the stories that would be in the series. He went to Summerfest and Miller Park and interviewed inebriated attendees about their drinking habits. Poston would ask them how much they had to drink and then have them guess how high their blood-alcohol content was. Next, he would perform a Breathalyzer test and tell his interviewees how high their BAC actually was. He reported that about half underestimated their BAC. One interviewee, who had a BAC of 0.25, said that he drives in that state all the time.

Along with asking Summerfest visitors and baseball fans, Poston and the Milwaukee Journal Sentinel staff also polled college students from around Wisconsin about their drinking habits. They discovered that the average age of a Wisconsinite first becoming drunk is 17. The research also revealed that most parents allowed the drinking and had no objections.

Go to www.jsonline.com/wasted to view the Milwaukee Journal Sentinel's drunken driving coverage.

Photo by Heather Kempf

Ben Poston presents his session, "What Does it Take to become an Investigative Reporter."

Poston also did research into the numbers behind drunken driving. He looked up all people in Milwaukee County who had five or more drunken driving offenses and found that less than half of the people with more than five offenses received jail time. He also reported that Wisconsin is the only state in the country where first-time drunken driving is not a crime, but a municipal ticket. Wisconsin is also No. 1 in binge drinking nationwide.

"We're kind of lenient in some ways," Poston said.

Poston also said that Wisconsin has the third lowest beer tax rate in the country, and there are few who are able to touch that tax.

"There is very little political will to raise the beer tax in the state," Poston said. "It's like kryptonite."

What was arguably the biggest part of the drunken driving series was a section called "Sobering Reminders," in which Poston and his team wrote a story about one drunken driving victim for each of the 72 counties in the state.

"We wanted to connect people," Poston said. "These are real human beings. We tried to put a face on this."

Poston said that contributing to these articles was not an easy task.

"Those were hard calls to make," he said. "They are all tragic."

Poston stressed that reporters today must be versatile and be able to deal with all types of technology and media.

"It's more than just a story, and photos and a maybe standalone graphic," Poston said. "We need to be thinking interactively."

He and his team built a Web site that included an interactive state map. When users clicked on a county, they would receive drunken driving information about that county, as well as the obituary of a victim who was included in the "Sobering Reminders" piece. The Milwaukee Journal Sentinel also posted videos, created a blog, distributed teaching tools and built an online forum about drunken driving.

Poston said that he was extremely pleased with how the whole series was received by readers from around the state.

Poston told the student journalists that their stories must touch people's lives. He emphasized how reporters need to follow up on past articles so the issue is not forgotten.

"You do a project, you do a series, and it's not like you dump it out there and it's done," Poston said. "You have to follow up. If it falls flat, you didn't do your job. It needs to have impact."

# Thomas gives tips on making it in NYC

**By Meghan Plummer**
**PR Assistant**

When it comes to starting a career as a journalist, Lindsey Thomas knows what she's talking about, as evidenced in her keynote address, "From NEWSPA to MTV News and Beyond," at the spring 2009 NEWSPA conference.

Thomas said her journalism experience started with writing reviews for the Oshkosh North High School newspaper.

"I remember one day I was lying on my bedroom floor reading *Rolling Stone* and it just hit me all of the sudden: I could do this," Thomas said.

After graduating with a degree in journalism from the University of Minnesota, Thomas said she applied for every internship she could find, even some that she didn't particularly want. Her top choice, a local alternative weekly newspaper called *City Pages*, wasn't advertising for an intern, but she e-mailed the editor anyway and ended up with an internship, where she spent most of her time filing and looking up police reports.

When her internship was almost over, Thomas said she asked the editor if she could write about a band that had a new album and was having a concert in town. Her editor agreed.

"That is really where my career started, because I knocked on someone's door and said, 'Please, let me try to do this,'" Thomas said.

Thomas said her editor liked the article and offered her a full-time office job at the paper, where Thomas continued to write on the side. When the music editor moved on to New York, Thomas said the editor looked to previous interns and ended up promoting her.

"When you have an internship, you have to make yourself memorable," Thomas said. "You have to show people what you can do."

After a couple years, Thomas said she decided to move to New York City, something she had always wanted to do. She said it was a good idea to establish yourself somewhere else before moving to the city, where the job market for journalists is extremely competitive.

Photo by Heather Kempf

Lindsey Thomas gives the keynote address in Reeve Ballroom at the spring 2009 NEWSPA conference.

"When I first moved there, I was like, 'This is great; there are all these people here who do the exact same thing I do,'" Thomas said. "But the downside is that there are all these people here who do the exact same thing I do."

Thomas started freelancing, which she said is an invaluable skill now, but isn't easy. She said you have to be very disciplined, making sure to wake up at a certain time every day and focus.

After sending in résumés and having interviews at many different publications, Thomas got a position as an editor for MTV News.

"If you had told me back in high school that I would be working at MTV, I would have been very impressed with myself," Thomas said.

> "That is really where my career started, because I knocked on someone's door and said, 'Please, let me try to do this.'"
>
> *-Lindsey Thomas*
> *Freelancer*

She said working for a Web site is stressful because everything is very fast-paced and articles often have to be posted within half an hour.

Thomas also said working at MTV taught her how to focus.

"It's MTV; it's really the most distracting work environment I can imagine," Thomas said. "You would have celebrities coming in for interviews. I would just see T.I. walking past my desk, or Kiera Knightly or Paramore or Tokio Hotel with the guy with the huge hair, and I'd be trying to work on a story and I'm gawking at people."

When rumors of layoffs at MTV began, Thomas said she thought her job was safe since MTV News couldn't function with fewer editors, but in December 2008, when Viacom, which owns MTV, laid off around 800 employees, Thomas was included.

"I was wrong in that my job was safe, but I was right in that they couldn't operate with fewer people," Thomas said. "I'm still working for MTV, just as a freelancer."

Despite the turmoil in the job market, Thomas said she thinks the recession is pushing journalism to use new technology, which means journalists have to keep up.

"If you're interested in journalism, you need to learn a little bit of HTML," Thomas said. "You need to know how to incorporate multimedia aspects into your work, learn how to take good pictures and edit video. Those things are all going to be important in the coming years."

Thomas said it's never too early for students to start writing, especially by creating their own blogs and covering things that interest them.

"If you start working on your own thing now—if you do your dream job you make for yourself—in a few years, the industry will have worked out some kinks and you'll be ready for each other," Thomas said.

# De Sisti shares his MoJo expertise

**By Alyssa Volkman**
**Student Assistant**

Mike De Sisti started his session "Mobile Journalism: Covering News on the Go" with some show-and-tell to represent how journalism has progressed over the years.

He held up an object in front of the high school students attending the 2009 NEWSPA conference at UW-Oshkosh and asked what is was.

"This is film," De Sisti said. "This is what we used to take pictures in the old days."

Film is now a decade old, but students still recognize it.

"Not even 10 years ago, my tools that I used as a photojournalist were basically a camera and a notebook," De Sisti said. "I'd go out and take pictures, write down people's information, and get their quotes and names."

Since that time things have changed quite a bit. Internet and cable TV have changed the way newspapers are trying to compete with the industry.

"Gone are the days when people would wait for the newspaper to come on their doorstep," De Sisti said. "If they want something, they are going to go online to see it."

This is where De Sisti's career puts an edge on the competition. He works for the Milwaukee Journal Sentinel newspaper and shoots and edits video for the newspaper's Web site, JSOnline.com.

"The thing we can do and CNN can't do is produce local news, a coverage you can only get in your community," De Sisti said.

Case in point: A man robbed a bank and died in an ugly standoff with police.

Photo by Heather Kempf

Mike De Sisti presents at the 2009 NEWSPA conference.

"A photographer was on the scene within minutes and took the picture," De Sisti said. "He ran to his car, hooked up the camera to his laptop, input the picture, transmitted it wirelessly via a Verizon wireless card to the news hub (an area in the newspaper where all the information gets sent from the field) and within a few minutes it was online."

You can follow Mike De Sisti on Twitter—username @mdesisti—or friend him on Facebook to learn more.

Instead of dishing out thousands of dollars for professional equipment in order to shoot a video, JS reporters use point-and-shoot cameras that also shoot video. Mac and PC both offer free programs that allow their users to make movies. De Sisti uses a video camera because it's light and he uses an editing program called Final Cut Pro, which comes in the Final Cut Studio package.

De Sisti also trains photographers and reporters how to shoot video for their Web sites and manages the multimedia sent in by photographers. He shared his expertise on how to shoot a video:

- Use headphones to make sure audio is on.
- Use a tripod to get steady pictures and look professional
- Zoom with your feet: "Walk to where you are going to zoom instead of zooming in, because zooming in really fast makes people watching your video dizzy," De Sisti said.
- Recognize action and reaction: "Action is a basketball player shooting the winning shot and the team celebrating in front of you," De Sisti said. "Reaction is the fans celebrating behind you. A lot of times, reaction is more exciting than what is going on in front of you."
- Know the difference between A-roll and B-roll. A-roll is the interview itself; B-roll is what the person being interviewed actually does. "Make sure you have a lot of B-roll," De Sisti said. "You can never have enough of it."
- Get different angles: There are basically three views, which are wide, medium and tight or close-up.

De Sisti said he is experimenting by shooting live videos. The chat tool with the software they're using allows people to send him messages of things they want to see. For instance, he was driving in a snowstorm recording the weather conditions using Live Weather Roving Webcam and people would send him chats.

"There were people from all over the country watching this," he said. "One woman said, 'I live in California and I haven't seen snow for ages.'"

JSOnline also uses Twitter for a number of reasons: it allows the staff to report breaking news as it happens, it gives leads for the next story and it gives reporters a personality instead of just a byline.

One reporter used an iPhone to get a picture of a protest and it made the front page of the newspaper.

"It's not really what equipment you're using," De Sisti said. "It's how you use it to tell a story."

# Creating clean but eye-catching yearbook layouts

**By Kelly Engebretson**
**Student Assistant**

Too much color. Fonts that change randomly without reason. Section layouts that are boring and monotonous.

Rebecca Sullivan, art director with UW-Oshkosh Integrated Marketing and Communications, covered those topics and more as she outlined the do's and don'ts of yearbook layout and design at the spring 2009 NEWSPA conference.

Sullivan emphasized rules students should keep in mind when creating yearbooks and gave layout suggestions to help improve the quality of the student publications.

First, she suggested a column width of 39 to 52 characters to help speed up reading and create flow within the piece. Sullivan said that with shorter lines of text, smaller font sizes are appropriate.

Sullivan said when using different typefaces students should make sure they are very different and remember that using more than two type families in one project can cause confusion.

"That doesn't mean you can't use more but be sure you have a good reason to do so," Sullivan said. "A different font for every headline, for instance, is confusing and can give your design a cluttered look."

In general, students should never use all caps for body type because it is ugly and hard to read, Sullivan said. However, there are certain times when it is necessary, like when referencing NASA or NEWSPA. In these cases be sure the typeface is not decorative.

When using a patterned background Sullivan said students should use a large bolded font in order to make the copy stand out. Sometimes it is necessary to use a lighter font color to help the words pop off the page.

Sullivan said students should use color and type carefully. Contrast, separation and vibration all affect readability and choosing the wrong combinations forces people to strain to get through the yearbook.

According to Sullivan, students should vary the layout of each section of the yearbook to help avoid monotony, but preserve the flow of the piece through consistent typeface.

"I think a lot of students keep a certain grid and they stick to it," Sullivan said. "There are a couple of ways that you can come up with a basic design and change it up a bit so you can have many variations, but it still continues to look the same."

> "Come up with a basic design and change it up a bit so you can have many variations, but it still continues to look the same."
>
> *-Rebecca Sullivan*
> *Art director*
> *UW-Oshkosh*

Although some schools have the ability to use a lot of color, Sullivan said this could be a hindrance. If too much color clutters a page it becomes distracting. She encourages students to use white space as breathing room and to direct readers to the next page.

"I saw a lot of really good yearbooks," Sullivan said. "I also want to commend the high schools that had yearbooks that were all in black and white. I have to tell you, you did a really nice job. In many cases the layouts and designs that were in black and white were fantastic."

# Ebert tells secrets to writing good reviews

**By Mai Yeng Xiong**
**Journalism Student**

*Forget everything you know about Vin Diesel. Yes, the muscle-headed action star is best known for awful movies like "XXX" or "Babylon A.D.," but his latest video game isn't awful — it's awfully good.*

So begins a recent video review by Rob Ebert. Ebert, a sports reporter for the Oshkosh Northwestern who has been writing video game reviews for 3 1/2 years, shared the basics of writing reviews during the 2009 NEWSPA Conference in Reeve Memorial Union on April 22.

The session taught high school students the do's and don'ts of writing a good review.

"What we're trying to do with a review is explain why something is amazing or why it sucks," Ebert said.

According to Ebert, most students make the mistake of praising the movie, CD or video game without analyzing it. Instead, students should go back to the basic format of writing: introduction, body and conclusion.

"If you're boring yourself, then you're boring your audience," Ebert said.

Ebert said a review should outline the story and highlight what was amazing or cool to the audience.

Two aspects that Ebert cautioned against was telling the ending and describing too much plot.

"Don't ever do that (give away the ending)," Ebert said. "No one will ever read your review."

A well-written review can explain the plot in a sentence or two without giving away too much detail. The job of a review is not to tell the story, but to analyze the good and bad parts.

Ebert's session resonated with students.

"I have an affinity for games and journalism," said Justin Jacques, a junior from Ashwaubenon High School. "Getting into games and journalism is one of my secret little dreams."

# The winner is...SHH!: Mike Cowling receives Zacher Award

**By Alyssa Volkman**
**Student Assistant**

The UW-Oshkosh Journalism Department pulled a fast one on its very own Chairman Mike Cowling.

"Barb Benish led me astray," Cowling said. "She led me to believe another was to get the award."

So when the NEWSPA board declared Mike Cowling the recipient of the Skip Zacher Award during the spring 2009 luncheon, he said he was "very much surprised."

"I thought they were going to give the award to someone else," he said.

But then again, the department also kept the secret from Judy Schultz the year she got it.

Cowling was recognized for his significant contributions to NEWSPA. He served as executive secretary of the organization from 2000 to 2007, and during that time helped initiate a scholarship for high school students interested in pursuing a career in journalism. NEWSPA also received a Diversity Innovation Grant under his leadership, allowing the organization to pay for minority students' registration and some transportation fees.

Past board president Wendy Falk has not only worked work with Cowling for NEWSPA, but she also was the one who nominated him for the award because she couldn't think of anyone who deserved the honor more.

"Mike has been a tremendous servant of NEWSPA and UW-Oshkosh for many years," Falk said. "The job of an executive secretary to NEWSPA is that of an unsung hero–one who has his hand in everything, checking each detail, but receiving little of the credit or accolades that accompany this successful program. Mike was one of my many wonderful professors when I was a student in the journalism program at UW-O, and his kindness and encouragement proved an excellent model when I in turn had students to mentor. Mike represents what is best about NEWSPA–experience, commitment to education and an unfailing dedication to students and schools we serve."

Photo by Heather Kempf

Mike Cowling accepts the Zacher Award at the 2009 NEWSPA conference.

Although Benish has taken over as executive secretary, Cowling continues to lead sessions and judge.

A certificate sits on top of his filing cabinet as a memento of all that he has contributed to NEWSPA over the years. His name is also engraved on a familiar Wisconsin-shaped plaque, displayed in the Journalism Department, that contains all the winners' names since the award was created in 2000.

"It's nothing I expected or anticipated, but it's just nice to know that people you work with appreciate the effort you put out over the years," Cowling said. "Just like I appreciate the effort of all other past winners and people who have been recognized and deserve to be recognized. It's just knowing I have helped keep this organization going."

Cowling personally knew Skip Zacher, who was the executive secretary of NEWSPA until he retired in 1999.

"If you ever heard his distinctive captivating laugh, you'd know it was him," Cowling said. "I've always had lots of respect for Skip. He deserved to have an award named after him."

On YouTube, see the interview of Mike Cowling after receiving the Skip Zacher Award.

# CHANGES: New sessions to prepare students and advisers

**CONTINUED FROM PAGE 1**

offerings will be held in Photoshop and InDesign, while a more basic course will be offered in Illustrator.

Media convergence will again be a part of the conference, with sessions on podcasting, YouTube and mobile journalism offered.

There will be new sessions offered, too. "Journalism 101" will cover the basics of good journalistic style. A NEWSPA alum and UW-Madison journalism student will present "How to Get your Foot in the Door," telling students about what they need to do in high school and college to prepare for a job in today's evolving journalism field. "Money Talks" will look at the business side of advertising, and will cover what students need to do to present themselves and their publications professionally when selling advertising.

Other sessions we're going to try to make more interactive, such as Editorial Writing, where students will be able to participate in a mock editorial meeting and see what happens when setting editorial policy.

There are changes in adviser sessions, too. The most noticeable change is that the newspaper adviser's session will run for two sessions so topics can be discussed in full. All advisers are being asked to bring in an activity that works for them, in or out of class, with handouts to share.

I think on April 21 you'll agree — change is good, for NEWSPA and the evolving journalism industry. See you then.

# Sportswriter scores $500 NEWSPA scholarship

**By Tom Hanaway**
**Student Assistant**

Allie Iserloth of Plymouth High School was awarded the 2009 NEWSPA scholarship, a $500 award given to a student who has a passion for writing and who is pursuing a career in journalism.

Iserloth started chasing her dream job in media in high school.

"I love to express myself through writing," Iserloth said. "With journalism I can interact with new people though interviews and tell their story through my articles."

During her sophomore year at Plymouth High School, Iserloth joined the school's newspaper, Hi-Lights. While working there she knew that one day she wanted to be the editor of the paper. Through the years she slowly climbed the ladder and eventually became co-editor of the paper. When she was promoted to sports editor, she had her own sports column at Hi-Lights titled "What IZ Up With…," a column in which Iserloth shared her views and opinions on current happenings in sports.

"This gave me the freedom to really start writing about what I wanted, which was my sports column," Iserloth said. "I felt accomplished as a high school journalist."

Iserloth said her time at Hi-Lights was a very positive experience.

"I loved being in Hi-Lights," Iserloth said. "It was a huge lesson in responsibility and maturity."

Along with her education at Hi-Lights, Iserloth attended the annual NEWSPA conference every year while in high school. Iserloth said that the conference really opened her eyes to the world of journalism.

**Allie Iserloth**

"I loved going to listen to accomplished journalists tell their stories of how they got to where they are now and how we can do the same," Iserloth said. "I learned techniques for writing credible stories and different types of jobs you can do for journalism."

Not only did the conference teach Iserloth about being a journalist, but it also pushed her to become the best writer possible.

"During the awards ceremony my freshman year, I remember thinking to myself, 'I want to be recognized for a story or column

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# Five fresh faces for NEWSPA board in 2009

**By Kelly Engebretson**
**Student Assistant**

The NEWSPA organization will look a little different this year as it welcomes five new faces onto the board of directors.

New member **Lucas Cleary** teaches English at Plymouth High School and has advised the student newspaper for seven years.

Cleary said publications are important because they challenge students to produce quality reporting and writing.

"It means more for students to get published in newspapers or yearbooks because they are producing a finished product for a large audience, not just one teacher," Cleary said.

Another addition to the board is **Kay Huxford**, an English teacher at Green Bay West High School. She is serving her third year as co-adviser of the school newspaper, The Purple Parrot.

Huxford said she hopes to find support to bring journalism back into the district's curriculum.

"I think school publications allow students to dig deeper into their connectedness with the school and the local community," Huxford said. "I also believe it enables students who generally don't speak out to find their voice."

New board member **Shannon Kuehmichel** teaches at Berlin High School and is the adviser for the student newspaper, Red 'n' Green.

This is Kuehmichel's second year as adviser and she said she loves working with students and feels that publications are an important part of their education.

"They learn many necessary life skills, like interviewing, critical thinking, inquiry and confidence, through writing for the school newspaper," Kuehmichel said.

Oshkosh North High School's English teacher, **Sara Marquardt**, is the editorial adviser for the yearbook and the business adviser for the newspaper.

Marquardt said she enjoys the opportunity that publications present for students and teachers to establish deep relationships and learn valuable life lessons.

"[Publications] teach so many valuable skills for real life, such as how to collaborate, how to meet deadlines and how to self-motivate," Marquardt said.

**Rebecca Rousseau** has advised the Gillett High School newspaper for nine years. She is an English teacher at the high school and an adjunct instructor at Rasmussen College.

Rousseau said she likes the opportunity the newspaper provides for her to work with a variety of students and get them excited about writing.

"Students need to see their voices recognized and legitimized, and know they have a responsibility toward reporting and evaluating the news as it relates to their life," Rousseau said.

As a new member on the NEWSPA board, Rousseau said she hopes to "be the voice of a very small school, one that has a newspaper strictly by student volunteering, and it is kept alive because of a very small, dedicated staff."

# GET TO KNOW THE ADVISER: Rebecca Rozz

**Rebecca Rozz**

**Publication:** *The Spartan Times*, Luxemburg-Casco High School
**Years advising:** 8
**Spends most time:** Probably helping my kids with layout and editing. My current school's paper is very green. We are just starting to get my "writing" class going and my staff is growing. I am just now able to set up section editors, have photographers and have business people. As we grow, I hope to give the students more responsibilities.
**Biggest challenges:** So many of the students are involved in so many other sports and activities. They overload themselves and then articles are missing or not well-written. Often they don't take the time needed to go interview, research or even edit their own work.
**Most important skill:** Having fun with the kids. If it's not fun, they won't do it.
**Advice for other advisers:** Don't tackle stories that are over your head. Sometimes you need to assess just how much controversy you want to have in your life. Students are passionate, but that's not a reason to follow every controversial issue that they want to cover.
**Hobbies:** I love boating and playing with my kids (ages 1 and 2). Anything outdoors is fun.
**Heroes:** My husband—he does everything I can't and then helps me, too.
**Favorite food:** Potatoes—love every kind, made every way there is.
**Favorite singer:** Not a huge music person, but I have it on all the time for background sound. I can sing a pretty good J-Lo in my car, by myself, when I don't have any passengers (at least I think so).
**Favorite TV show:** I get sucked into reality shows sometimes—Amazing Race, Bachelorette, etc. I hate to admit it though.
**Favorite candy:** Oh, that's easy—Sour Patch Kids! Licorice! And Tootsie Rolls!
**When I was in high school:** I was pretty social. I seemed to get along with all the cliques. I played varsity tennis and ran a bit, but I wasn't a jock. I did well in school, but I wasn't a nerd. I was one of the regular people. Most people would say that I was friendly to everyone. That may be why I ended up marrying the stud football player. I never jeopardized who I was to be someone others wanted. I tell my students to be themselves and they may snag the football hottie just like I did.
**Best classes:** English and biology.
**Worst class:** Social studies.
**When I was little, I wanted to be:** A veterinarian or scientist. And maybe Madonna, too.
**Top five dream dinner guests:** John Lennon and Elvis Presley, just because that would be cool; Obama and Oprah, because they have reached a level of success that is inspiring to me; and William Shakespeare, just to fill in all those controversial holes about his life (Why did he leave his wife his second favorite bed? How did he write about places he never was at, or was he?).

# ISERLOTH: ESPN sideline anchor dreams

**CONTINUED FROM PAGE 8**

someday; I want to be that person they see as a future journalist,' so I started to really work hard to accomplish that goal," Iserloth said.

Iserloth accomplished her goal when she won the NEWSPA scholarship during the luncheon at the spring conference.

"I remember hearing that the winner has a 3.985 GPA and I looked at [my adviser] Mr. Cleary and said, 'I have a 3.985 GPA,'" Iserloth said. "I suddenly felt like my heart was beating really fast and I couldn't stop smiling as they kept reading about the winner, because it sounded more and more like me as they went on. Then when my name was called I just looked at Mr. Cleary and couldn't stop smiling. It was a great honor to receive that award and receiving it in the presence of so many people who have worked hard to do what they do made me feel even more special."

Currently, Iserloth is a freshman at Webster University in St. Louis, Mo. She said the NEWSPA conferences and her time at Hi-Lights prepared her for college.

"The knowledge I obtained while working on Hi-Lights has truly helped me in my journalism classes," Iserloth said. "It has taught me how to be credible, subjective, unbiased and so many other things, which makes me feel like I'm already a step ahead in class."

Iserloth is still an avid sports fan and is hoping to pursue a career where she gets to be surrounded by what she enjoys most.

"Someday, I want to be a sports broadcaster," Iserloth said. "My dream would be to be the sideline anchor for the NFL or MLB on ESPN."

Overall, Iserloth said that journalism is the best possible choice for her and has changed her life in many ways.

"Journalism has opened my eyes to many new things," Iserloth said. "It has taught me to be open minded and more creative. I have learned to write with emotion and put myself in the shoes of other people in order to make my stories more effective. Without journalism, I don't think I'd be as outgoing as I am now, because when interviewing people you may have never met before, you have to be the leader and conduct the conversation and approach them."

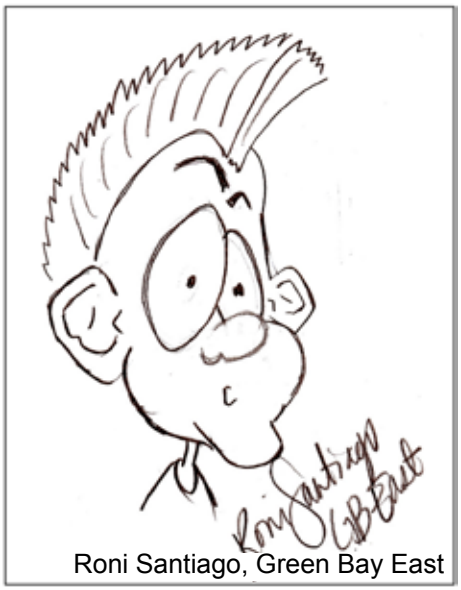
For Iserloth, being a journalist is her dream job and she feels anyone can be a part of the field if they try hard enough.

# Student-created cartoons and caricatures

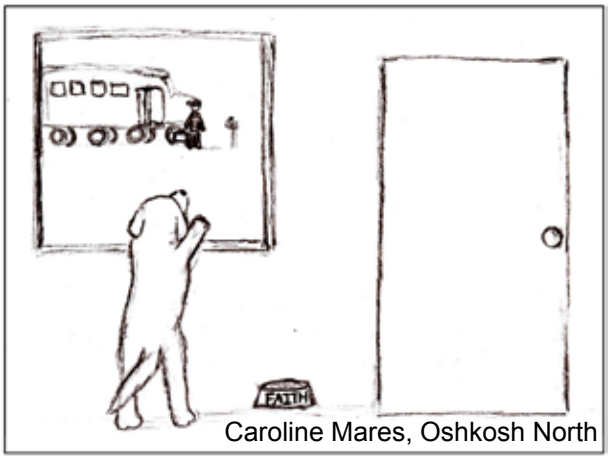
Editorial cartoonist Joe Heller taught students how to draw cartoons during his session at the spring 2009 NEWSPA conference. Students who attended his session drew the cartoons and caricatures on this page.

Morgan Counts, Oshkosh West

Joe Heller's self-portrait



Roni Santiago, Green Bay East




Caroline Mares, Oshkosh North

Dan Groheen, Green Bay West

Tia Korger, East DePere

Abe Neuser, Oshkosh North

Northeastern Wisconsin Scholastic Press Association NEWSPA and Department of Journalism, University of Wisconsin-Oshkosh

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**Megan Reimer** (2010)
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