NEWSPA
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Keynote speakers

Gilman helps put a face on TV news

By Lacey Justinger,
Newsletter Editor

Gilman

A familiar face from Fox 6 News in Milwaukee will be reporting live from the 2005 NEWSPA spring conference. Anchor Alison Gilman, who can be found at 5 and 9 every weeknight, will be covering the issue of "Becoming the Face on the News: What It Takes to Be a Televison Reporter and Anchor," during her keynote speech.

"I knew in grade school that I wanted to be a reporter," she explains in her biography. "I tackled the print side first…[b]ut, my goal was always television news." Gilman said that being editor of her high school yearbook trained her to think like a journalist.

"Students need as much journalism experience as they can get," she said. "Thinking like a reporter should be second nature."

While majoring in journalism at the University of Kansas, Gilman had internships at networks in Kansas City and Jacksonville, Fla. After graduation, Gilman headed to Des Moines, and within six years she had specialized in health and medical reporting and had worked her way onto the anchor desk, while winning several local and national awards. Gilman continued her move east when she became an anchor in Indianapolis. After four years reporting from "Circle City" and with a Hoosier Heartbeat Award from the American Heart Association, Gilman traded

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Toosi covers the world for her beat

By: Lacey Justinger,
Newsletter Editor

Nahal Toosi, a reporter for the Milwaukee Journal Sentinel, will be a featured keynote speaker at the 2005 annual NEWSPA spring conference.

In her speech, 'When the World is Your Beat,' she will be sharing her experiences as an embedded reporter in Iraq and explaining to students "how to make global stories relevant to local readers."

"I fell in love with journalism when I started working for my college paper, The Daily Tar Heel," Toosi said. "I just wanted to engage in some activity outside of class, so I picked the paper. Soon, it became more interesting than my classes."

Nahal Toosi reporting from Iraq for the Journal Sentinel.

Toosi has spoken about her experiences with the First Marine Expeditionary Force based out of Camp Pendleton in public seminars and has a slide show on the Journal Sentinel web site of her time in Iraq with the 6th Engineer Support Battalion. She explains during her slideshow that the objective of the group she was with was to maintain supplies like fuel and water.

"I'd love to return to Iraq, but I think I'd rather go as a "unilateral", or unembedded journalist. I think it's very important to write stories about the troops, but my interest lies more in the experiences of the Iraqi people," she said.

She has lots of advice for stu-

Please turn to **Toosi / Pg. 2**

From the board president

Conference helps student journalists to bloom

Dawn Hogue
Sheboygan Falls adviser

In spring, the UW-Oshkosh campus blooms with tulips and daffodils, and on April 20 it will be blooming with journalism students from all over northeast Wisconsin.

Each year as we arrive on campus and I watch students tumble out of yellow school buses in front of Reeve Union, I am reminded of why this conference matters. It is the energy and excitement that these students bring with them that revives us all. They come not only with their energy but also with their experiences, their questions, and their desire to get better at journalism.

Once off the buses, these students head up to the registration desk to get their name tags, their session schedules, their campus maps, and then they're off. Teams of two or three roam Reeve's halls and find their rooms to get a good seat up front.

They meet students they know from other schools and share copies of their publications. They cross Algoma Boulevard to find sessions in Clow, or burrow down to find the Advance-Titan's headquarters in the lower level of Reeve to see how a college newspaper is put together.

The talk is of copy, of interviews, of ads, of deadlines, of staff problems and solutions. The multitudes may be critiquing the session they just attended or meeting up with friends so they can sit together for the next session. They might be headed to the food commons area for a quick soda or to the campus store for a Titan souvenir.

And after lunch they arrive in hordes and await the awards ceremonies. They move like schools of fishes now, some identifiable by the staff T-shirts they wear that announce their camaraderie and pride in what they do.

Shhhh…. All becomes quiet as the familiar litany begins: "for news story-sports, in third place…." It's no Academy Awards ceremony, but it is nearly as important for these young journalists.

Perhaps the bus ride home tells the story best. In contrast with the ride to Oshkosh in the early hours when students are not quite awake, the ride home buzzes. Students bound onto the bus and are eager to talk of the day, of the people they met, of the things they learned, of the awards, and of the fun. It is always on the bus ride home that I am gratified to be able to give the NEWSPA experience to my staff, and I know that what they gain this day will enrich us throughout the following year.

The annual spring conference is truly a time to come alive again. Bring your staffs and watch them bloom.

Toosi: from higher education to world affairs

CONTINUED FROM COVER PAGE

dents who are interested in a journalism career that she will share in her presentation but she passed on some tips. Hard work is essential but it is not the only thing that will get you ahead of the game. She explained that the student's choice in college; his or her's experiences with internships, which she says are 'absolutely crucial'; and possessing a network of professional contacts, will be what set them apart from one another.

"Don't fall for the myth of starting out at a small paper and working your way up to the bigger ones," Toosi said. "Start out at the biggest paper you possibly can."

Toosi, a 2000 graduate of the University of North Carolina, Chapel Hill, covered the higher education beat with the Journal Sentinel before she went to Iraq.

"It was just an available beat; but I grew to love it," she said. "I think I'd have less fun covering k-12 than I did covering universities. I love covering education, and sure one day I'll do it again, but not right now."

"I'd like to think my expertise will lie in the overseas, dangerous stuff," Toosi said.

NEWSPA founder retiring

Professor Gary Coll was a man with an idea

By Lacey Justinger,
Newsletter Editor

Gary Coll's influence can be seen in scores of journalists.

Gary Coll, a professor in the journalism department at UW-Oshkosh, was the foundation builder of what the NEWSPA program has become today. Coll has announced that he will retire after the end of spring semester 2005. His influence has been felt through the 35 years of helping high school and college-level journalists.

Coll's idea in 1969 was to "jump into my car and drive to the schools to help the journalism students and advisers personally." It was for whoever needed or requested help.

He started to bring college students along as well. While Coll might meet with the advisers, the college students would answer any questions the high school journalists would have about photography, writing or printing.

With Coll as the director and Garner Horton as the executive secretary, they began to contact other advisers and to set up a network.

"NEWSPA is a community for those interested in high school journalism," Coll said. "It gives ideas and solutions to people who have the same interest and problems."

Coll also ran a program where the best journalists from the area high schools would come in for one day and produce a paper. The students would conduct interviews, write, edit and lay out stories, shoot and develop pictures: all under the advice of Coll's students and the Advance-Titan student newspaper.

The journalism department and the Advance-Titan would later print the paper and deliver it to the area schools. This was the idea that evolved and grew into the day-long conference held every spring.

Coll said the most important value of NEWSPA is solving problems and exposing them to others who can benefit from the knowledge.

"NEWSPA raises the level of expertise," Coll said. "If an adviser has a problem they can contact a board member or the executive secretary. The board can discuss those issues that would then be explored in the conference topics."

For students, Coll said NEWSPA shows them the value of solving journalistic problems while exposing them to the university and newsroom environments, while the yearbook and newspaper contests "acknowledge the excellence and achievement in high school journalists."

He said the technology and resources that students have access to will enhance their ability to succeed as journalists.

"Their talent level is as high as their predecessors but their ability in actively turning out credible and decent stuff will create more opportunities in their lives," Coll said.

He explained that in the past, the biggest story a student might cover would be a school board meeting and that "it was difficult just to get the paper out."

"These students can fulfill their promise," Coll said. "NEWSPA is a tool to help them on their way."

Room set up for newspaper, yearbook display

Are you proud of your school newspaper, yearbook, or special publication? Would you like to share them with colleagues from other high schools who will be at the annual conference in April?

To help you display examples of your good work and to see what your peers have been producing this school year, NEWSPA is setting aside Room 201 on the second floor of Reeve Union where these student publications can be shared during the morning of the conference.

Just bring a copy of your most recent yearbook, and space will be provided where you can put it on display. You will be able to pick the yearbook up after the conference ends in the afternoon.

Also bring several copies of your newspaper, which other students can look at or even take back to their schools to share with other editors. An area will be designated for newspapers or special publications.

In addition, there again will be sign-up sheets provided where you can leave your name and e-mail address if you are interested in exchanging newspapers or yearbooks with other interested schools. All of the names and e-mails will be sent to those on the list so they can begin an exchange program. This was done last year, and more than 20 schools signed up to participate.

While much of the room will be available for the yearbook and newspaper displays, representatives from various yearbook companies also will have space in this room to set up small displays to show what their companies have to offer schools.

Yearbook publishing companies invited to have displays in the room include Jostens, Taylor Publishing, Walsworth, and Herff Jones.

So be sure to stop by Room 201 and drop off your newspaper or yearbook, and see what other schools are doing. This sharing of ideas should prove useful to all students and advisers at the conference.

Gilman: Anchor to give students a 'reality check'

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in the Midwest for the Eastern Seaboard.

Bostonians saw her anchoring every weekday morning for two years, but Gilman said, "I never quite adjusted to the hours—rolling out of bed at 2:30 a.m. isn't for me."

Gilman has been with Milwaukee's WITI since 1997. In 2001, her team received first place in the Excellence in Journalism Contest from the Milwaukee Press Club on its breaking news story covering the Mark Chumara verdict.

Gilman explained that to be a top reporter, "you need the ability to move to get the job. This is a nomadic industry, to get ahead you have to move on."

In this keynote session, future broadcast journalists can hear firsthand from a professional who has had 20 years of television reporting experience. She will cover what high school graduates can look for in colleges when preparing for professional journalism, communications or publications careers. Gilman also will help students learn about what is their best shot at being hired.

> "This is a nomadic industry, to get ahead you have to move on."
>
> **Alison Gilman**
> **WITI Anchor/Reporter**

"It's not about having a great GPA," she said. "It's about the skills you have; you need to prepare yourself so you are as marketable as possible."

Gilman will also be addressing how news decisions are made, the responsibilities of being empathetic and impartial, and how 24-hour coverage impacts the news. Mainly she wants to give students a reality check about the journalism field.

"There is a timeline of paying your dues," she said. "Some think they'll graduate and be handed Dan Rather's job or be Katie Courics. Those that don't have it together have to move back in with Mom and Dad and begin beating bushes for jobs. There are better ways to be prepared for the journalism world."

So you want a job in journalism or television news? Alison Gilman will give you her best shot at how to become a reporter or an anchor.

Five sessions on diversity topics offered

For the third straight year, diversity and its importance in journalism will be featured among the sessions offered at the spring conference.

The registration fees for all minority students will be paid through a Diversity Innovation Grant, which also provides assistance with transportation costs for some schools.

Greg Stanford

Schools who pre-register for the conference should submit the names of all minority students who will be participating and their registration fees will be waived. Minority students who register the day of the conference also will receive free registration.

Of the five sessions with diversity themes this year, three are new or have not been offered recently. They are: "When the News You Cover Hits Home," "Media Organizations for Minorities—Latino Press Club: Why Diversity Matters to Professional Journalists," and "Language Barriers: How Being Bilingual Helps Journalists."

Nhia Yang

Nhia Yang, who is Hmong and a reporter for the Sheboygan Press, will discuss how covering issues involving people from the same cultural background can impact your life. Yang also will talk about how the mainstream media handle stories involving minorities in their communities.

Victor Huyke, the publisher and founder of El Conquistador newspaper and a co-founder of the Latino Press Club of Milwaukee, will discuss the importance of enhancing diversity in the workplace. He also will discuss the club, and how minority journalists can work together to increase their presence in the media.

Previously, Huyke was the administrator for the Sunday Post in Milwaukee, publisher and editor of the Spanish Journal, and editor and writer for the Spanish Times.

El Conquistador, the leading Latino publication in southeastern Wisconsin, was founded on July 4, 1998. The newspaper quickly became a key Latino news source for Milwaukee's Hispanic community. The publication covers the plights and good fortunes of the state's Hispanic communities, which often are not covered as extensively by the mass media.

RonWillis

Huyke also is vice president of the Latino Press Club, a social and professional organization that raises the awareness of Latino members of the working press and focuses on important issues that impact Latinos in Wisconsin. The club also plans to serve as a fund-raising entity with the goal of providing academic scholarships to deserving Latino youth who are pursuing careers in the broadcast or print media.

A reporter for the Milwaukee Journal Sentinel, Georgia Pabst, will head the session on language barriers. Pabst speaks Spanish and uses her bilingualism when covering stories in which knowing a second language is essential.

Mark Stewart

Eugene Kane, a Metro columnist for the Journal Sentinel, will be the session leader for "Making Race the Issue." Kane often discusses race in his columns, and his insights into racial issues are compelling.

In an interesting look at diversity, student publications advisers will share some experiences of their staffs on the topic of "Covering What Matters: Diversity Means More Than Just Race." Learn how other schools cover diversity in all segments of life, from race, to gender, to age, to disabilities and other issues in society. The advisers who will co-lead this session are: Wendy Falk and Sara Marquardt of Oshkosh North High School, and Mitch Trebon of Neenah High School. They will discuss issues on diversity that their students have encountered, and offer suggestions for ways that other publications can improve their coverage.

Other minority journalists who will be leading sessions include Gregory Stanford, editorial writer for the Milwaukee Journal Sentinel; Mark Stewart, sports writer for the Journal Sentinel, Ron Willis, a copy editor for the Kenosha News, and Grace Lim, free-lance writer and part-time instructor in the journalism department.

New, revised sessions added to lineup

Several new or refocused sessions have been added to the offerings available at the NEWSPA conference this spring.

The Board of Directors tries each year to provide useful and interesting topics that will help students and advisers improve their publications. So along with the perennial favorites like Writing Leads, Photojournalism, Sports Features, and Writing for Yearbooks, here are some helpful sessions have been added to the mix:

Beyond the School Doors: Communicating With Your Community. Learn some basics on how to cover stories outside of the school environment and to make contacts in the community. Participants will discuss why important community news should be a part of school publications.

Careers in Journalism: Free-lance Writing. Every year a different career is featured, and free-lancing is one that should appeal to many students. This will be a great opportunity to find out how to make a living, or supplement your income, by writing and selling free-lance stories or even books. Session leader Terri Dougherty will explain how you can establish yourself as a writer that editors will look for when they have special assignment.

Covering High School Sports. Matt Menzl, a student at Concordia University in Mequon, knows high school sports. Let him help you develop ways to improve your coverage of school sporting events. Matt not only writes about high school sports, he also is a broadcaster for games. This is a chance to hear what it is like to travel with a sports team and bring the action to readers and listeners.

Everything You Need to Know About Ads. Effective advertising campaigns can make your publication more appealing to readers, and also more profitable for your staff. If you do not already have advertisements in your publication, or if you are looking for ways to generate more of them, this will be a worthwhile session to attend. Dawn Hogue of Sheboygan Falls High School will lead you through the ins and outs of conceiving and implementing advertising campaigns.

Great Design Concepts. Yearbooks are all about design. Every page is an opportunity to wow your readers with a knockout layout. This will be an opportunity to discuss creative design elements with a student artist and graphics designer who has helped to make her yearbook a winner.

Making Sense of Surveys and Polls. Have you always been curious about how the Gallup Poll and other surveys, which produce interesting information for stories, are done? This is your chance to find out basic ways to conduct surveys and polls that produce meaningful data.

News Story Critique of Entrants. For years a session has been available for photography students to hear comments first-hand from the judge who evaluated their entries in the newspaper competition. This year, sessions have been scheduled for the two judges in the News Story-General category (large schools; small and medium schools) to be available during a session to discuss those entries and what it takes to write prize-winning stories.

Prior Review: Finding Ways to Avoid It. No one likes to have someone else looking over his or her shoulder, checking to make sure that everything meets a certain preconceived standard of acceptability. But prior review is a reality that editors of many high school publications must deal with on a regular basis. However, that does not mean student editors should meekly accept such censorship of their copy and photos. Discuss with a student editor how she has taken the initiative in efforts to get her school newspaper released from prior review by administrators.

Yearbook Content and Organization. Yearbooks are major undertakings that require lots of planning. So how do you go about deciding on how best to organize all of those stories and photos? Discuss with a student yearbook editor some interesting concepts for taking content and presenting it in ways that are both effective and appealing.

Plan now for 2006

Even though the 2005 NEWSPA spring conference has yet to occur, it's never too early to mark your calendars for next year's spring gathering. Due to Easter coming later next year, the 2006 conference will be held on Wednesday, April 26. So save the date, because the conferences get better and better every year.

Advisers' Workshop draws a large crowd

The annual Advisers' Workshop at UW-Oshkosh has grown steadily in the number of participants in the past three years, with 21 teachers at the event on Dec. 10.

Members of the Board of Directors decided last year that it would be beneficial to have the workshop in late fall rather than late winter, thus giving publications advisers time earlier in the school year for a day of learning and reflection.

As was the case with previous workshops, this one was free for advisers from member schools.

Bob Esler of Sheboygan, an expert in the use of InDesign, was the featured presenter at the workshop. Esler discussed and demonstrated the ins and outs of this page design software, which is an increasingly important tool for student publications.

Esler

During Esler's three-hour session, the advisers used computers in a journalism department lab to practice using InDesign on the CDs that Esler provided. Because of the large turnout, some participants brought their own laptops to use, while a few doubled up and shared a computer.

After lunch, the advisers had time to gather and discuss issues in their own journalism programs.

Those advisers at the December workshop were: Chris Ailport, Oshkosh North; Joe Brady, McFarland; Ann Brumley, Green Lake; Jeff Carter, Hartford Union; Kevin Chambers, Kewaskum; Lucas Cleary, Plymouth; Bill Davis, Ripon; Carmen DeBack, Hartford Union; Erika Ellis, Fond du Lac; Wendy Falk, Oshkosh North; Cheryl Farrar, East Troy High School;

Rick Koon, Neenah; Kristin Kreuser, Preble High School; Diane Lau, Howards Grove; Cindy Otto, Sheboygan Falls; Don Patterson, Marshfield; Kendra Petrashek, Marion; Barbara Porter, Fond du Lac; Laura Scott, Iola-Scandinavia Middle and High School; Mitch Trebon, Neenah; and Jessica Sundberg, Omro.

As long as interest remains strong, NEWSPA will continue to offer Advisers' Workshops. If you have ideas for topics you would like to see included in future workshops, send them to Mike Cowling, NEWSPA executive secretary, at cowling@uwosh.edu or call 920-424-7144.

NEWSPA: A numbers game

Do you like games? How about prizes? Well, here is a chance to test your knowledge of NEWSPA by the numbers. Match the correct answers with the items listed here. Some answers can be found in stories or listings in this newsletter. Simply e-mail your entry with the letters in the correct order to cowling@uwosh.edu. Only one entry per student will be accepted, and be sure to include your full name and the name of your high school. If more than one person gets all 10 correct, a drawing will determine the winner of a prize to be awarded at the April 20 conference. Good luck!

____ Members of the Board of Directors	A) 5
____ Newspaper and yearbook contest judges	B) 10
____ Dollars for NEWSPA Scholarship winner	C) 14
____ Member schools (to date) for 2004-05	D) 21
____ Newspapers entered in judging competition	E) 23
____ Sessions scheduled for 2005 conference	F) 26
____ Teachers at Advisers' Workshop in December	G) 35
____ Yearbooks entered in judging competition	H) 36
____ Years as an association	I) 47
____ Zacher Award winners prior to 2005	J) 500

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