



Northeastern Wisconsin Scholastic Press Association

NEWSPA

Spring Conference Wednesday, April 20, 2005

Keynote speakers: 11-11:40 a.m.

When the World Is Your Beat (Reeve 227 A/B)

Nahal Toosi, reporter, Milwaukee Journal Sentinel

How do you go from reporting on news of higher education issues to also working as an embedded reporter in Iraq and covering other international events? Find out from a journalist who has made the world a major part of her beat.

Becoming the Face on the News: What It Takes to Be a Television Reporter and Anchor (Reeve 227 B/C)

Alison Gilman, anchor/reporter, Fox 6 News

Interested in becoming an onscreen reporter or anchor for a television station? Hear how one recognizable face on the nightly news in Milwaukee worked her way up from student, to intern, to small-town reporter, to big-city anchorwoman.

Student newspapers, yearbooks display (Reeve 201)

Bring copies of your school's newspapers and yearbooks and put them on display. Share examples of your fine work so that other students can benefit from seeing it.

Yearbook representatives display (Reeve 201, all morning)

Meet yearbook publishing company representatives who will have examples of yearbooks and their products on display. Companies invited to participate include Herff Jones, Jostens, Taylor Publishing, and Walsworth.

Schedule

Registration: 7:30 a.m. - 8:30 a.m.

Entrance to Reeve Union Ballroom, second floor, Room 227

Reeve Union Room 202:

Open to advisers and session leaders, 7:30 to 10:45 a.m., with refreshments.

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: 11:45 a.m.

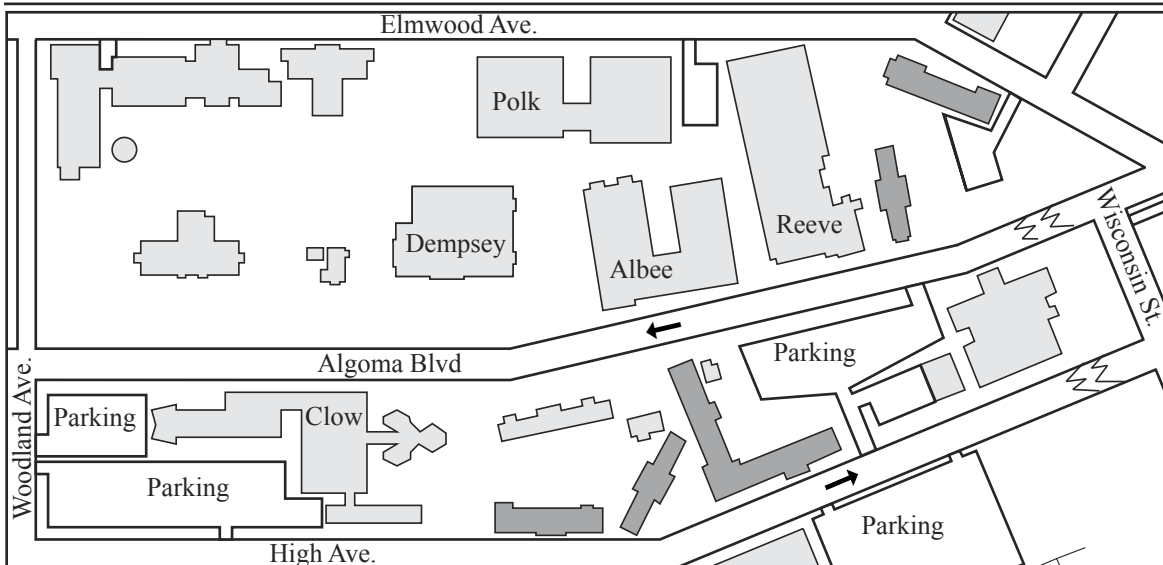
Lunch for advisers and session leaders, Reeve Union 202

Awards Ceremonies: 1 p.m.

Reeve Union Ballroom 227 A/B (large schools)

Reeve Union Ballroom 227 B/C (small and medium schools)

Program: N= newspapers, Y= yearbooks



Conference Buildings
Reeve Union and Clow

Students may eat at Reeve Union or off campus. Nearby restaurants include:

Wisconsin Ave.
Subway,
Erbert's & Gerberts Sub, Tumbleweed, Big Apple Bagels, Mancino's and Papa John's Pizza

Algoma Blvd.
Hardee's

High Ave.
Hungy's

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

Basic Newspaper Design and Layout (N) (Clow 148)

Amanda Schuldt, copy editor, Oshkosh Northwestern

Learn the basic elements of good page design, including modular layout and the effective use of photos, graphics, headlines and type.

Beyond the School Doors: Communicating With Your Community (N,Y) (Reeve 216)

Bethany Warner, education writer, Oshkosh Northwestern

Learn how to cover stories outside of school and to make contacts in the community. Discuss why important community news should be included in school publications.

Brainstorming Story Ideas (N,Y) (Reeve 214)

Ron Harrell, former adviser, Oshkosh North High School

Creativity is a must for your publication. Find out how to envision ideas that result in fascinating stories about people, events and happenings in or near campus.

Column Writing (N,Y) (Reeve Theater, 307)

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.

Covering High School Sports (N,Y) (Reeve 215)

Matt Menzl, student, Concordia University in Mequon

This session will help sports writers and those interested in sports broadcasting to improve their coverage of sporting events. Learn what it is like to travel with a sports team and bring the action to viewers and readers.

Covering What Matters: Diversity Means

More Than Just Race (N,Y) (Reeve 227 A/B)

Wendy Falk, co-adviser, Oshkosh North High School newspaper

Sara Marquardt, co-adviser, Oshkosh North H.S. newspaper

Mitch Trebon, adviser, Neenah High School newspaper

Learn how advisers and students develop a diversity philosophy that allows the staff to look at the issue in a more inclusive manner, including special needs and at-risk students, religious groups, culture and race.

Digital Imaging and PhotoShop Design—Beginners (N,Y) (Reeve 227 B/C)

Bob Esler, Sheboygan

This session for students and advisers who are still learning to master PhotoShop will focus on the basics of how to improve digital photographs.

Editorial Cartooning (N,Y) (Reeve 213)

Joe Heller, editorial cartoonist, Green Bay Press-Gazette

Search for great cartoon ideas and then learn artful techniques to draw that winning editorial cartoon for your school publication.

Getting the Big Picture in Sports (N,Y) (Reeve 221 B/C)

Randy Radtke, editor, Ripon Commonwealth Press

Learn what it takes to shoot action-packed photos at sporting events for your school publication.

Interviewing (N,Y) (Reeve 220 A/B)

Barb Benish, free-lance writer and UW-Oshkosh lecturer

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.

Photography for Those in the Dark (N,Y) (Reeve 219)

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 for Yearbooks (Y) (Reeve Wisconsin Room, 306)

Dawn Hogue, adviser, Sheboygan Falls High School

Learn tips on writing interesting and entertaining feature stories for the yearbook.

Writing Leads (N,Y) (Reeve 221A)

Tim Lyke, publisher, Ripon Commonwealth Press

Bring your readers into your stories by writing fascinating and intriguing leads.

Yearbook Theme Development and Trends (N,Y) (Reeve 207)

Kris Ailport, adviser, Oshkosh North High School

Find out what's in and what's out for yearbooks in 2005-06. Discuss ideas on how to develop a powerful theme for your next yearbook.

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

Beyond the Pyramid: Writing Styles for the Digital Age (N,Y) (Clow 148)

Troy Janisch, Hiebing Group

A technology writer for several Web sites, who also owns an Internet development company, will provide an overview of emerging, action-oriented writing styles.

Careers in Journalism: Free-lance Writing (Reeve 227 A/B)

Terri Dougherty, free-lancer and author

Find out about exciting career opportunities available to journalists as free-lance writers. How do you find story ideas that you can sell to newspapers, magazines or book publishers? Learn some basics of establishing yourself as a writer who editors will call on for special assignments.

Digital Imaging and PhotoShop Design—Advanced (N,Y) (Reeve 227 B/C)

Bob Esler, Sheboygan

This session for students and advisers who use PhotoShop focuses on advanced techniques of how to improve digital photographs to enhance finished images.

Everything You Need to Know About Ads (N,Y) (Reeve Wisconsin Room, 306)

Dawn Hogue, adviser, Sheboygan Falls High School

Discuss how to conceive and implement advertising campaigns to make your publication more appealing and especially more profitable.

Great Design Concepts (N,Y) (Reeve 221 B/C)

Bailey Diers, student editor, Sheboygan North High School

Are you in need of ideas for enhancing the design of your yearbook? Come to this session and discuss creative design elements with a student artist and graphics designer.

Language Barriers: How Being Bilingual Helps Journalists Do Their Jobs (N,Y) (Reeve 213)

Georgia Pabst, reporter, Milwaukee Journal Sentinel

With society becoming more diverse, knowing how to speak a second language can be a valuable asset for reporters. Find out from a writer who speaks Spanish how to overcome these barriers to communicating with people you cover.

Making Sense of Surveys and Polls (N,Y) (Reeve 216)

Sean Johnson, former city editor, Oshkosh Northwestern

Are you interested in conducting a survey or poll that produces useful data? If so, stop by and find out from a professional how to gather meaningful opinions.

Newspaper Editors' roundtable (N) (Reeve 220 A/B)

Jessica Johnson, Oshkosh North High School

Jess Zimmerman, Oshkosh North High School

Krystal Born, Plymouth High School

Maria Toniolo, Plymouth High School

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) (Reeve 219)

Joe Sienkiewicz, chief photographer, Oshkosh Northwestern

A critique of the photographs entered in the NEWSPA newspaper photo contest.

Photojournalism: From the Basics to a Prize-Winner (N,Y) (Reeve Theater, 307)

Rick Wood, photographer, Milwaukee Journal Sentinel

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

Sports Writing (N,Y) (Reeve 214)

Mark Stewart, sports writer, Milwaukee Journal Sentinel

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

When the News You Cover Hits Home (N,Y) (Reeve 221A)

Nhia Yang, writer and editor, Sheboygan Press

What are some of the special challenges in writing about people in your community when you share the same cultural background? Find out how this impacts the life of one reporter who is Hmong. Also, how does she view coverage of minority groups by members of the mainstream media?

Working on a College Newspaper—Session 1 (Reeve 24)

Chris Becker, editor, Advance-Titan student newspaper

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

Writing Reviews (N,Y) (Reeve 215)

Jodi Root, Arts & Entertainment editor, Advance-Titan

Learn the steps to writing great reviews of movies, bands, CDs, theater and other kinds of events from a reviewer for the university student newspaper.

Yearbook Advisers' meeting (Y) (Reeve 207)

Linda Thompson, adviser, Sevastopol High School

Angie Femali, adviser, Berlin High School

Lead your students to an award-winning yearbook. Learn how other advisers work with their staffs to produce top yearbooks.

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

Editorial Writing (N,Y) (Reeve Theater, 307)

Gregory Stanford, editorial writer, Journal Sentinel

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

Feature Writing (N,Y) (Reeve 227 A/B)

Grace Lim, lecturer, UW-Oshkosh

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

How to Use InDesign (N,Y) (Reeve 227 B/C)

Bob Esler, Sheboygan

This session for students and advisers will provide information on how to use this valuable layout system.

Making Race the Issue (N,Y)

(Reeve Wisconsin Room, 306)

Eugene Kane, columnist, Milwaukee Journal Sentinel

Participate in this important discussion as Kane describes why his columns often focus on race.

Media Organizations for Minorities—Latino Press

Club: Why Diversity Matters to Journalists (N,Y)

(Reeve 221A)

Victor Huyke, publisher, El Conquistador

Hear firsthand from a member of the Milwaukee chapter of the Latino Press Club on what is being done to enhance the status of minority journalists.

Mentoring for Advisers (N,Y) (Reeve 219)

Dave Wiegand, adviser, Wausau West High School

Advisers new or recently new to the job can get help on issues they are facing at their schools.

Newspaper Advisers meeting (N) (Reeve 207)

Kristin Kreuser, adviser, Preble High School

Heather Vande Sande, adviser, Cedarburg High School

Find out how to build a successful newspaper program at your school through the advice of your peers.

News Story Critique of Entrants—Large Schools

(Reeve 217)

Lisa Hildebrand, business editor, G.B. Press-Gazette

A critique of the stories entered in the NEWSPA newspaper contest in the News Story—General category.

News Story Critique of Entrants—Small and Medium Schools (Reeve 216)

Sean Johnson, former city editor, Oshkosh Northwestern

A critique of the stories entered in the NEWSPA newspaper contest in the News Story—General category.

Prior Review: Finding Ways to Avoid It (N,Y)

(Reeve 214)

Vanessa Bernstein, student editor, Sheboygan North H.S.

Discuss with this student editor how she has taken the lead in efforts to get her school newspaper released from prior review by the administration.

Sports Features (N,Y) (Reeve 215)

Mike Vandermause, 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.

Writing Captions and Headlines (N,Y) (Reeve 213)

Ron Willis, copy editor, Kenosha News

An effective caption or headline will draw readers into a story. Learn creative ideas to catch their attention.

Working on a College Newspaper—Session 2

(Reeve 24)

Chris Becker, editor, Advance-Titan student newspaper

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

Yearbook Content and Organization (Y)

(Reeve 221 B/C)

Becky Manz, student editor, Sheboygan North High School

Looking for ideas on how to improve the organization of your book? Find out about interesting concepts for taking content and presenting it in effective and appealing ways.

Yearbook Editors' roundtable (Y) (Reeve 220 A/B)

Hillary Kline, Berlin High School

Anna Ottman, Berlin High School

Alissa Arthur, Sheboygan Falls High School

Lori Sass, Sheboygan Falls High School

Find out from your peers what it takes to be a successful yearbook editor.