



Northeastern Wisconsin Scholastic Press Association

NEWSPA

Spring Conference Wednesday, April 26, 2006

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

Blogging: Is It Journalism? (Reeve 227 B/C)

Miles Maguire, journalism professor, UW-Oshkosh

Web logs, or blogs, are sites on the Internet that run the gamut from personal commentary to more serious journalistic content, and they pose a new challenge to journalists. Should journalists take blogs seriously? What impact are they having on newspapers and magazines? There are hundreds of thousands of bloggers, many of whom might be posting legitimate news items that could compete for readers' attention. Find out more about this phenomenon, and why you might want to join the blogging craze.

Covering Natural Disasters: Hurricane Katrina (Reeve 227 A/B)

Jim Collar, reporter, Oshkosh Northwestern

Sharon Cekada, photographer, Appleton Post-Crescent

Nothing gets a journalist's adrenaline going like being at the scene of a major news event. But while covering a huge national story can be a rewarding experience, it also can be a daunting task. Everyone remembers the devastation that Hurricane Katrina inflicted on New Orleans and the Gulf Coast last summer. Now find out what it was like to be on the scene for a week, writing and recording images of the destruction. Whether you work at a small or a large publication, witnessing history unfolding is an experience of a lifetime.

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.

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.

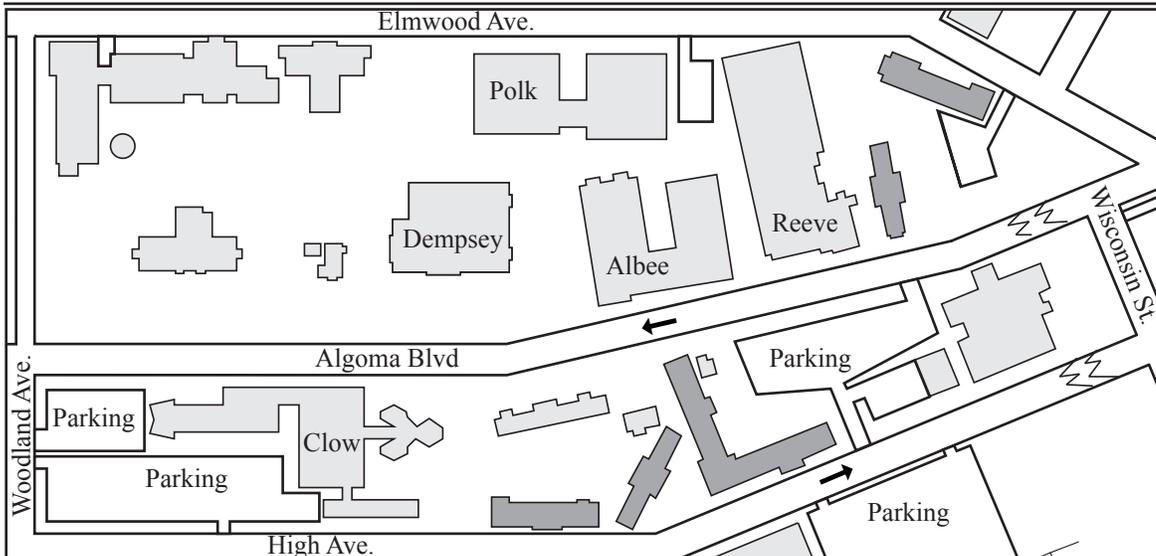
Lunch for advisers and session leaders, Reeve Union 202

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



Students may eat at Reeve Union or off campus.

Nearby restaurants:

Wisconsin Ave.

Subway, Erbert's & Gerberts Subs, Tumbleweed, Big Apple Bagels, Papa John's Pizza, Jumbo Seafood, Bangkok Thai Cuisine, Winger's

Algoma Blvd.

Hardee's

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

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

Beth Plankey, adviser, Neenah 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 215)

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 Theater, 307)

Dan Needles, sports director, WISN-Channel 12

This session will help sports writers and those interested in sports broadcasting to improve their coverage of sporting events. Find out what it is like to cover a variety of school sporting events and to bring the action to viewers and readers.

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.

Elements of Photoshop (N,Y) (Reeve 227 B/C)

Bob Esler, Sheboygan

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

Ethics in Journalism (N,Y) (Reeve 201)

Jerry Burke, news reporter, WBAY-TV

Discuss ethical questions that affect journalists, whether working in broadcasting, at newspapers or for other publications.

Free-lancing: From Hard News to Hard Cash (N,Y) (Reeve 220 A/B)

Charles Plueddeman, free-lancer, Oshkosh

Not sure if you want to work at a newspaper or a magazine or a Web site? Looking for ways to make

additional money by utilizing your writing skills? Learn from someone who does free-lancing for a living about how you can reap the benefits of working on your own.

Sensitively Handling Tragedies (N,Y) (Reeve 227 A/B)

John Lee, reporter, Appleton Post-Crescent

Unfortunate events befall people in everyday life, and publications are faced with writing about local tragedies. Hear a veteran journalist who has covered murders, suicides and accidents discuss how to cover tragic events in a professional yet sensitive manner.

The Art of Photo Composition (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.

Web Design and Content for Student Publications (N,Y) (Reeve 221 B/C)

*Lucas Cleary, adviser, Plymouth High School
Chris Newman, student, Plymouth High School
Peter Zlebek, student, Plymouth High School*

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

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)

Jen Pickel, Sheboygan North High School

Find out what will be in and what will be out for yearbooks in 2006-07. Discuss ideas on how to develop a powerful theme for your next yearbook.

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

Careers in Journalism: Moving From Print to the Web (Reeve 221 B/C)

Steve Kabelowsky, online editor, Appleton Post-Crescent

Find out about exciting career opportunities available to journalists who move from traditional print publications to working for Web sites on the Internet. What are the advantages? What do you need to know? Find out this and more from an editor who heads an online news operation.

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 more profitable.

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

Barb Benish, free-lancer and journalism instructor, UW-Oshkosh

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

Getting the Big Picture in Sports (N,Y) (Reeve Theater, 307)

Evan Siegle, photographer, Green Bay Press-Gazette

Learn what it takes to shoot action-packed photos at sporting events for your school publication from a professional who recently covered the Winter Olympics in Italy and shoots Packer games.

How to Use InDesign—Beginners (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.

Including Everyone: Bringing Minorities to Your Publication (N,Y) (Reeve 213)

Megan Reimer, adviser, Wausau West High School

Blia Xiong, student, Wausau West High School

Looking to add diversity to your newspaper or yearbook staff? Discuss how to accomplish that goal by reaching out to all students at your school.

Language Barriers: How Being Bilingual Helps Journalists Do Their Jobs (N,Y) (Reeve 219)

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.

Layout and Design Elements (Y) (Reeve 220 A/B)

Carmen DeBack, yearbook adviser, Hartford Union High School

Looking to enhance your yearbook's design? Come and discuss creative design elements with a student artist and graphics designer.

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.

Media Organizations for Minorities (N,Y) (Reeve 217)

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.

New Advisers Roundtable (N,Y) (Reeve 207)

Heather Vande Sande, adviser, Cedarburg High School

Kim McCollum, teacher and former adviser, Plymouth High School

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

Newspaper Editors' roundtable (N) (Reeve 221A)

Heather Markovich, Hartford Union High School

Joe Rassmussen, Hartford Union High School

Nick Heidke, Oshkosh West High School

Emily Hopkins, Oshkosh West High School

Nick Penzenstadler, 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.

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.

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

Rob Ireland, 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 201)

Steve Hyden, columnist and reviewer, Appleton Post-Crescent

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 Editors' roundtable (Y) (Reeve 215)

Dani Beck, Hartford Union High School

Kayla VanDuser, Hartford Union High School

Alissa Arthur, Sheboygan Falls High School

Jessica Schmitt, Sheboygan Falls High School

Laura Wingert, Sheboygan Falls High School

Listen to your peers discuss how to be a successful yearbook editor.

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

Creative Elements of Design: Breathing Life

Into Hard News (N) (Reeve 201)

Donovan Atkinson, page designer, Oshkosh Northwestern

Are you looking for ideas on enhancing the design of your newspaper. Are you looking for ways to take the hard edge off of hard news events to help draw readers into your publication? Come to this session and hear about clever design elements, and share your own with others.

Editorial Writing (N,Y) (Reeve 220 A/B)

Gregory Stanford, editorial writer, Milwaukee Journal Sentinel

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

How to Use InDesign—Advanced (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.

Interviewing (N,Y) (Reeve 214)

Grace Lim, free-lancer and journalism instructor, UW-Oshkosh

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.

Making Race the Issue (N,Y) (Reeve Wisconsin Room, 306)

Eugene Kane, Metro columnist, Milwaukee Journal Sentinel

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

Newspaper Advisers meeting (N) (Reeve 207)

Wendy Falk, adviser, Oshkosh North High School

Trent Scott, adviser, Oshkosh West 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)

Barb Benish, free-lancer and journalism instructor,

UW-Oshkosh

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.

Photo Critique of Entrants (N) (Reeve 219)

Tim Gleason, professor, UW-Oshkosh

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

Photojournalism: From Still Shots to Moving Images (N,Y) (Reeve Theater, 307)

Mike De Sisti, photographer, Appleton Post-Crescent

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

Sports Features (N,Y) (Reeve 213)

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.

Understanding the Hmong Community (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 2 (Reeve 24)

Rob Ireland, 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.

Writing Captions and Headlines (N,Y) (Reeve 221 B/C)

Ron Willis, copy editor, Kenosha News

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

Writing for Broadcast—Television and Radio (N,Y) (Reeve 227 A/B)

Danielle Bina, news director, WTAQ NewsRadio 1360

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.

Yearbook Advisers meeting (Y) (Reeve 215)

Carmen DeBack, adviser, Hartford Union High School

Dawn Hogue, adviser, Sheboygan Falls High School

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