



Northeastern Wisconsin Scholastic Press Association

NEWSPA

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Getting geared up for NEWSPA 2010

By Barb Benish
NEWSPA Executive Secretary

Daylight-saving time doesn't just signal that summer is approaching. It's also a reminder that the annual NEWSPA conference is almost here.

This year's conference will be held Wednesday, April 21, on the UW-Oshkosh campus. About 40 speakers will teach advisers and students about a variety of topics — everything from how to write sports, features or news, to a look at the changing world of journalism due to social media. There will be sessions for advisers, graphic designers, photographers, staff from yearbooks and newspapers, and those thinking of jumping on the media convergence bandwagon.

The NEWSPA Board of Directors has added some new sessions they hope you'll enjoy and tweaked some former sessions, based on your comments from last year's conference. A NEWSPA alumnus will again be coming back to present. Nick Penzenstadler is an Oshkosh West High School graduate who is now a journalism student and publisher of the *Badger Herald* at UW-Madison. We think you'll also enjoy our keynote speaker — Brad Zibung, who started the satirical tabloid called *The Heckler* for Chicago sports fans. You can read more about Zibung on Page 3.

To learn about some of the other presenters, read the stories inside. Or download the final conference program at <http://www.uwosh.edu/journalism/newspa/index.php>. There, you can also find the educational guide created last year by NEWSPA board members Wendy Falk and Sara Marquardt. The teachers who used the guide in 2009 reported that it was helpful; if you have changes for the guide in future years, please let us know and we'll incorporate those.

Don't forget to also bring samples of your student publications. Tables will again be set up on the second floor of Reeve Union so schools can display their newspapers and yearbooks.

Knowing that you can't get to all sessions, we are expanding the number of sessions that will be podcast from four to seven. This will become a member-only benefit that you can access after the conference on the NEWSPA resources page. If you don't remember your password, please e-mail newspa@uwosh.edu.

We realize public schools have taken a hit in this economy, so



Photo by Heather Kempf

Students check out different schools' yearbooks at the 2009 NEWSPA conference.

in order to keep costs down for schools, we will not be providing continental breakfast for teachers and presenters this year, although coffee, tea and water will be available. In past years, we've found that most eat before the conference anyway.

An easy way for your school to save money, however, is by pre-registering for the conference. For pre-registered member schools the cost is \$8 per student and \$10 per adviser. (The adviser rate includes luncheon.) If you register after April 16, however, the rate goes up to \$15 per student and \$20 per adviser.

As always, you can also register the day of the conference and pay the higher fee. Registration will begin at 7:30 a.m. in the hallway area outside the Reeve Union Ballroom 227 on the second floor. Schools that have preregistered may pick up their packets, including programs, nametags and adviser materials, at the registration tables. After registering, you may proceed to the first session, which starts at 8:30 a.m. The conference will end about 1:30 p.m., after the awards are presented.

See you on April 21!

FROM THE PRESIDENT

By Trent Scott
NEWSPA President

This has been, by far, the most difficult of my 16 years in education. Over the course of this school year, we have lost three students at Oshkosh West High School. Two died of injuries sustained in car crashes and a third died from an unexpected illness. Less significantly, but still impactful, our district has been besieged by budget and staffing cuts designed to save dollars in our current woeful economy. As is the case in most school districts, we are preparing to say farewell to coworkers, comrades and friends who will need to look elsewhere for employment.

Why start this column with such a despondent tone? Simply stated, crisis has a way of testing one's character. Words cannot adequately express the depths of my respect for the students I am so honored to advise. Confronted on all sides with tragedy and loss, they reacted with grace, with maturity, with professionalism. They used their skills as writers, as journalists, to cope and to help their fellow students grieve. Through their work in crafting memorials for their fallen, fellow students, my kids proved out (yet again) their excellence. It reminds me (yet again) just how strong my kids, your kids, our kids can be. So, even in the face of such crisis, I couldn't be more proud. When I look into their eyes, I remember hope. And that is a

great thing to remember.

My stories of the year might be similar in some way, shape or form to your stories. As advisers, we are privy to the inner workings of the high school mind and life. Let's face it, at times, far too privy for comfort! But we have all seen the way students grow through this three-ring circus called high school journalism. What other class or activity stretches a student the way writing under deadline, for publication and for a reading audience of peers can do? We are hitting that time of year when we will be saying goodbye to our trusted seniors. Some, we have known for the entirety of their high school careers. They graduate more as our friends (or pseudo children!) than as our students. In their place steps the next generation. Eager to pick up the mantle and become editors, they rise to the challenge. And so do we...

Advisers fill some pretty complicated shoes in the life of a high school. Taskmaster, stand up comedian, counselor, teacher, trainer, coach, the list goes on and on. NEWSPA is such a beautiful organization for the simple reason that it gives us a place to stop and smell the roses. We gather in April to reward and train up our students, but I would also hope that we gather to encourage and come alongside one another as well. As April 21 nears, I hope that everyone is looking forward to the exciting new sessions and leaders.



Trent Scott

Barb Benish has done a fabulous job, as always, in coordinating and spearheading this year's conference. We, as a board, have been creative and "outside the box" in considering the needs of the 21st century student journalist. There is, hopefully, something for everyone.

We look forward to seeing everyone at NEWSPA 2010. Please consider getting involved with the board in planning next year's event! We're a friendly crew and are always willing to welcome some fresh ideas.

2010 NEWSPA is Schultz's last

For many of you who have gotten to know Journalism Program Assistant Judy Schultz over the years, the 2010 NEWS-PA conference will be your opportunity to thank her for all she's done and say goodbye.

Schultz will be retiring on May 31, although NEWSPA Executive Secretary Barbara Benish said she hopes to convince Schultz to come back and help at the conference in subsequent years.

"NEWSPA couldn't have grown to what it is today without Judy," Benish said. "I can't imagine a conference without her being there, making sure everything is ready and set up."

But it appears that NEWSPA is close to Schultz's heart.

"Judy has already expressed an interest in helping out at NEWSPA, at least for a while," Benish said. "You can be sure I'll hold her to that!"

Miss something?

There are so many sessions to choose from at the NEWSPA conference that it's practically impossible to see everything that interests you.

Don't fret; you can check out past session leaders

and keynote speakers on iTunes U! Just head to [https://deimos.apple.com/WebOb-](https://deimos.apple.com/WebObjects/Core)

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[woa/Browse/](https://deimos.apple.com/WebObjects/Core)

[uwosh.edu](https://deimos.apple.com/WebObjects/Core) to browse past presenters, or you can find links on the NEWSPA Web site under References.



NEWSPA conference to be heckled

By Tom Hanaway
Student Assistant

NEWSPA attendees should not be surprised if they are heckled and mocked by this year's keynote speaker. It is his job, after all.

UW-Oshkosh journalism graduate Brad Zibung will be delivering the keynote speech at the annual NEWSPA conference.

Zibung is the founder and editor of *The Heckler*, a tabloid publication that takes a unique look at sports. *The Heckler* unapologetically pokes fun at all Chicago sports teams and fans with satirical articles. Zibung even wrote his own book, titled "We Are Cubs Fans."

His publication, *The Heckler*, has been featured regularly by such media outlets as the *Chicago Sun-Times*, *Chicago Tribune*, *The Sporting News*, *Fox Chicago*, *WGN-TV* and *ESPN Radio*.

After reading several stories, readers can see Zibung's sense of humor.

In the March edition of *The Heckler*, for instance, readers probably laughed just by glancing at the headlines. Stories such as "Total piece of crap becomes valuable by adding Cubs logo" and "MIT profes-

Brad Zibung's keynote address will take place from 11-11:40 a.m. in Reeve Union Ballroom, Room 227.

sors prove right field does, indeed, suck" filled the pages of the monthly tabloid.

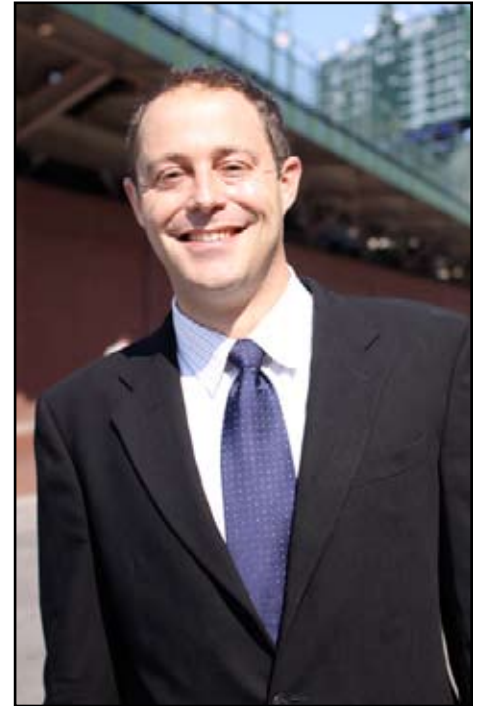
On *The Heckler* Web site, one article, titled "Toyota Park recalled due to design flaw," describes how the Chicago soccer field is being recalled because of a "design defect that causes fans to experience rapid, uncontrolled acceleration of beer consumption."

Even non-Chicago teams and fans are not safe from Zibung's heckling. On his Web site, he is selling many mocking T-shirts, including one that reads, "St. Louis: An annoying team with even more annoying fans."

The voting polls on his site are just as opinionated. One poll asks which phrase best describes St. Louis Cardinal fans, with the options being idiots, annoying and annoying idiots. Needless to say, "annoying idiots" won by a landslide.

Zibung didn't go from UW-Oshkosh graduate to founder of his own publication overnight. Like most journalists, he worked hard at several jobs before finally starting his dream publication.

Before *The Heckler*, Zibung worked for one of the largest advertising agencies in the world, Leo Burnett Agency. Zibung later left Leo Burnett to work at StubHub, an eBay-owned online marketplace for users to buy and sell tickets to a range of sporting and concert events.



Brad Zibung

With his experience at those businesses and his education from UW-Oshkosh, he eventually launched his own publication, pursuing his passion of journalism and sports.

Zibung will explain to students how he made it from journalism student to founder and editor of his own publication at the NEWSPA conference on April 21.

Grammar Smackdown: Some changes, still fun

By Mariah Haberman
Student Assistant

Journalism professor Miles Maguire will be leading two "Grammar Smackdown" sessions at the 2010 NEWSPA conference. His workshop will prove practicing accurate grammar in the journalism field is not only important, but fun.

"Grammar Smackdown" will offer insight into AP style, punctuation and word usage. The sessions, like last year's, will still include prizes; however,

both sessions are limited to 40 students each.



Maguire

Maguire is currently an associate

Participants will be divided into five teams in each session and race to answer grammar-related questions. Of course, the team with the best "grammar knowledge" will win sweet prizes.

According to Maguire, his session will offer the "chance for promising young journalists to compete and show off their exemplary language skills."

professor of journalism at UW-Oshkosh, where he teaches classes in writing, editing and reporting. Prior to teaching, he worked on newspapers, magazines and newsletters in several major cities throughout the U.S. Maguire has had his articles published in various publications, such as *Journalism & Mass Communication Quarterly*, *Newspaper Research Journal*, *Journal of Media Economics and Journal of Information Technology & Politics*.

"Grammar Smackdown" will take place from 9:20-10 a.m. and 10:10-10:50 a.m. in Reeve 227.

Get a head start with Falk's "Journalism 101"

By Alyssa Volkman
Student Assistant

To students used to writing English essays, writing news stories is like day and night.

Wendy Falk, an English and journalism teacher at Oshkosh North High School, knows that well.

"I'll never forget how tough it was initially because, as an English student, you're taught to describe ideas to the greatest possible degree, giving support, quotes and explanations," Falk said. "But in journalism, less is more."

Falk will be presenting "Journalism 101: The Basics of Journalistic Writing" during the 2010 NEWSPA conference. She'll address the inverted pyramid, newsworthiness, objectivity, balance and accuracy. Students will also work on sample pieces together during her session.

"I want the kids to get their hands dirty writing with me, so to speak," Falk said.

An encouraging word during her freshman year of high school drew Falk into the journalism field.

"My freshman English teacher told me that I had a flair for writing," she said.

Falk remembers the first news writing class she took in college.

"Some of my first articles in my news writing class looked like they'd been attacked by Lizzie Borden, they were so marked with red ink," she said. "Journalism and English class writing are absolutely 180 degrees from each other stylistically."

"I began by covering arts and sports, eventually covering front page news," Falk said. "My first byline was an absolute adrenaline rush, and I still have all my clippings."

During college she wrote some pieces for the Advance-Titan, graduating from UW-Oshkosh with a bachelor's degree in English/Secondary Education and a minor in journalism education. After she graduated, she did freelance work for Cygnus Publishing, Avalon Marketing and served as the community columnist for the Oshkosh Northwestern. Her competition pages for Carroll Electric of Janesville beat out the competitors two years in a row.

Falk was the journalism adviser of the North Star, Oshkosh North's newspaper, for six years. She wanted her students to witness accounts first hand. With signed permission slips from parents and support of the Chief of Police, she had two of her editors arrested so they could experience the sentence of a juvenile offender.

"We went inside and the Chief of Police took them very publicly through as much of the station as possible, while handcuffed," Falk said. "So many officers and individuals made comments such as 'Two more for Outagamie, eh?'"

The girls went through a three-hour ordeal of being photographed, interrogated and incarcerated.

"At one point I had to be locked up with the girls because the police were bringing in a real criminal, and that was the only way they could assure my safety," she said. "The cells were tiny, white rooms with a plain wood bench attached to the wall. They

smelled of a mixture of urine, smoke, stale beer and vomit."

The students' experience was unforgettable and produced award-winning articles.

"The girls' wrote an article about the realities of juvenile crime in Winnebago County and another student wrote a piece about the stats regarding juvenile offenders at Oshkosh North High School," Falk said. "That year we won first place in the In-depth Reporting category."

The secret to their success was that the story was newsworthy.

"We targeted a specific, newsworthy idea, and looked for a way to make it personal to our readers without sensationalizing it," she said. "We talked about larger issues, but showed how

those larger issues connect with our own school community. It was honestly what I believe high school journalism is all about."

The other three elements that are key to traditional journalism are accuracy, balance and objectivity.

"The job of the journalist is vital to our society as the journalist helps inform the public on matters of public interest and issues that voters need to know about," she said. "When journalists stray from the facts, ignore the other side of the story, take quotes out of context, fail to verify information from sources or editorialize the story, they compromise the public's ability to make educated, informed decisions. Yes, we have freedom of press, but when we ignore the core values of journalism, we limit the public ability to think freely."

Her students' greatest accomplishments in turn have also been her greatest accomplishments.

"When I hear my kids point out inaccuracies or unbalanced, biased coverage of a piece, I feel pride in knowing I helped instill those values," Falk said. "It's not usually just about awards, it's about helping the kids take the world around them seriously, studying with a more judicious eye and learning to ask the right questions."

Journalism is not about the journalist, she said. It's about the story.

"Journalists are merely the tools of storytelling, and since it's not our story, we need to leave ourselves out of it," Falk said.

"That's why our stories need to be objective, unbiased, accurate, balanced pieces; we're the story-telling tool for someone else's experiences. We should never do anything to disrespect the trust the public places in us."



“ I want the kids to get their hands dirty writing with me. ”

-Wendy Falk
Oshkosh North High School
Teacher

Wendy Falk's "Journalism 101: The Basics of Journalistic Writing" will take place from 9:20-10 a.m. in Reeve 201.

Sometimes money speaks louder than words

By Kelly Engebretson
Student Assistant

Randi Smith and Mindie Boynton, members of the Oshkosh Northwestern staff, will give a session titled, "Money Talks: How to Approach Advertisers and Win their Ads" at the spring NEWSPA conference.

The two women will focus on providing students with information about new technologies like online and mobile advertising in the newspaper industry, said Boynton, Oshkosh Northwestern's key account executive.

"We hope students learn that the newspaper industry is changing and embracing new avenues, like mobile and Web-based options," said Smith, community advertising manager. "As well as more traditional avenues including magazines and the daily newspapers."

Smith offers tips on how to approach potential advertisers.

"The biggest thing to remember is to be confident, but not cocky, and to be courteous," Smith said. "Ask intelligent questions about their business. Listen and don't be afraid to ask for the next course of action."

Smith gives a step-by-step breakdown

to approaching potential advertisers.

"Before approaching an advertiser, find out as much as possible about them specifically," Smith said. "Use this research to determine what questions you would like to ask to help understand the challenges of their business."

There is a lot to think about when approaching potential advertisers so both women provide some 'do's-and-don'ts' to keep in mind.

"It is always helpful to bring a sample of your product, advertising specs and marketing information," Boynton said. "But don't bring every item you have to offer, because that could be overwhelming and confusing."

Smith emphasizes wearing appropriate dress when interacting with new clients to ensure a good first impression.

"Be clean and tidy, don't wear clothing that is wrinkled and in bad condition,"

Smith said. "Don't wear clothing that is too revealing or tight. Remember, you have a very short time to make a good first impression."

Boynton graduated from UW-Milwaukee with a mass communications

and journalism degree. She said she enjoys attending concerts and art festivals, snowboarding, volunteering and participating in outdoor activities.

Smith attended college in Iowa and Texas and majored in history, theatre and business. She said she

enjoys listening to music, traveling, reading, gardening and playing with her dog.



“Don't bring every item you have to offer, because that could be overwhelming and confusing.”

-Mindie Boynton
Oshkosh Northwestern
Key Account Executive

Randi Smith and Mindie Boynton's "Money Talks: How to Approach Advertisers and Win their Ads" will take place from 10:10-10:50 a.m. in Reeve 305.

Steffes Hansen shares social media savvy

By Mariah Haberman
Student Assistant

Sara Steffes Hansen, a UW-Oshkosh assistant journalism professor, will be leading a discussion titled, "Using Social Media: Stimulating Minds in Advertising and PR." The session will emphasize today's integration of social media as a crucial tactic in public relations and advertising.

"If you're in advertising, marketing or communications ... it's now required for you to be pretty savvy in the social media area, even if it's not your primary focus," Steffes Hansen said, quoting the president of a marketing recruitment company.

Just being an active member of Facebook is not enough. It's vital for those going into the journalism field to understand the importance of social media in advertising and public relations careers.

Steffes Hansen will shed light on the integration of new media in advertising and public relations. She will incorporate

several real-life case studies, including Wal-mart, the New York Times and President Obama.



Steffes Hansen

Senior student and social media intern Melanie Stepanek will also be present to speak about how social Web sites, such as Facebook and Twitter, are used in journalism today.

Steffes Hansen previously held positions as director, manager and consultant in strategic communication for high-tech and Fortune 500 companies. She began teaching journalism courses at UW-Oshkosh in 2003 and co-taught the National Student Advertising Competition team. Steffes Hansen also conducted research on brands in social media at the University of Wisconsin, where she received her Ph.D. in journalism.

Sara Steffes Hansen's "Using Social Media: Stimulating Minds in Advertising and PR" will be held in Reeve 221 from 10:10-10:50 a.m.

How to become the next YouTube sensation

By **Meghan Plummer**
PR Assistant

YouTube isn't only for "Single Ladies" renditions and Chris Crocker-style rants, and Oshkosh North High School teacher Brad Weber is out to prove it at NEWSPA 2010.

Weber, who teaches Introduction to Television Productions, will lead a session titled "Get Yourself on YouTube," in which he will teach students to post videos as well as talk about the daily announcements his class deliver via YouTube.

According to Weber, the Television Productions class started posting the announcements on YouTube in 2008. Students write the script the day before taping and distribute roles, speaking parts and camera shots during a pre-production meeting the day of taping. The announcements deliver news about meetings and special events to students as well as provide entertainment with skits and plenty of fun segments.

Weber said his class gets a lot of positive feedback from Oshkosh North students.

"It is amazing what students will pick up on and like from one of our broadcasts," Weber said. "On the other end, we will get the negative feedback. I think that people often forget that, for the majority of the students, this is their first experience working in front of the camera. There is a pretty big learning curve in the first months of the show each semester."

Although some videos get more than 200 views, Weber said he isn't sure how to judge the popularity of the daily announcement videos.

"It cannot compete with all of the 'Single Ladies' and people injuring themselves videos, but certain episodes that air at our school get repeated hits," Weber said.

Making a popular YouTube video isn't easy, but Weber said future YouTube sensations can begin with a few basic ideas.



“YouTube is a great forum to market you.”

-Brad Weber
Oshkosh North High School
Teacher

"You need to create a video that taps into popular culture, be it using music that is popular or dealing with timely themes or content," Weber said. "The better the quality and the more creative the video, the more buzz it will create."

Just like being careful about posting certain information on

Facebook and other social media outlets, Weber points out that students need to be cautious with the videos they post.

"I think the most important thing about posting videos is to understand the impact that your video has on your audience and on you," Weber said. "Once your name appears on it, you need to understand that it is a representation of you. Security and safety issues can come up if

you divulge too much information on it or document any sort of actions that you would want to keep private."

From his NEWSPA session, Weber said he hopes students understand how easy it is to get a video on YouTube.

"Ultimately, you need a camcorder, computer with editing software and an Internet connection," Weber said. "Uploading your video from computer to YouTube is fairly simple. The most difficult part is the filming and editing of the video. Once you have the finished product, getting it on YouTube takes about two minutes."

Weber said he thinks YouTube is popular because it combines visual media with technology and people love to have millions of videos within their reach in a matter of seconds.

Beyond learning how easy it is to post a video, Weber said he wants students to learn to use YouTube as a marketing tool.

"YouTube is a great forum to market you," Weber said "I don't think enough YouTube users take advantage of the diverse audience they reach."

Brad Weber's "Get Yourself on YouTube" will be held from 9:20-10 a.m. in Reeve 307.

Penzenstadler will help students get a foot in the door

By **Jade Bolack**
Student Assistant

How do I know if journalism is a good fit for me after high school?

Where should I be looking for journalism education, and how do I get accepted there?

"Getting Your Foot in the Door" will be presented by Nick Penzenstadler, a senior at the University of Wisconsin and former NEWSPA attendee. The session will provide tips and lessons on transitioning from high school to college and taking advantage of writing opportunities.

Penzenstadler graduated from Oshkosh West High School in 2006. He began writing at the Badger Herald, the largest inde-



Penzenstadler

pendent newspaper in the nation, as a freshman in Madison and currently tops the organization as publisher.

Penzenstadler has held internships with the Milwaukee Journal Sentinel and Isthmus in Madison. He currently freelances for several organizations.

In his session, Penzenstadler will also provide information on internships and developing a long-term plan that could lead to a career in journalism. Information on networking and resume building will also be provided.

Nick Penzenstadler's "Getting Your Foot in the Door" will be held in Reeve 215 from 10:10-10:50 a.m.

Siegle: 'Telling stories through my lens'

By Tom Hanaway
Student Assistant

Evan Siegle has one of the most sought after jobs in northeast Wisconsin. He is a photojournalist who covers the Green Bay Packers, a career that would make any green and gold fan jealous.

"When I'm out in the field, I have numerous people tell me that I have the coolest job in the world, and I agree," Siegle said.

His dream job didn't just fall into his lap, however. He worked hard for several years before finally receiving "the coolest job in the world."

Siegle, 35, was born and raised in Fort Atkinson, Wis. He later attended Clarke College in Dubuque, Iowa. It was there Siegle discovered his passion for photography.

"One of my professors, Mark Van Osdol, drew me to photography," Siegle said. "He had a passion for it and it rubbed off on me. He told me that I had a great eye."

After working for several smaller publications, he was hired as one of the Green Bay Press-Gazette's sports photojournalists.

"I get paid to take pictures," Siegle said. "Pictures are very powerful and I love being a part of that process."

Siegle takes photographs of a variety of sporting events, including home and away Packer games and NCAA college games. He was even a photographer at the 2006 Winter Olympics in Italy.

Now Siegle is sharing that passion and knowledge with future journalists at the annual NEWSPA conference. His workshop, called "Getting the Big Picture in Sports," will teach attendees about what it is like to be a photojournalist.

"I do believe that starting at a younger age has its advantages," Siegle said. "I would tell them to shadow or participate in internships. In our business it's all about trial and error. I also want students to know that you can make a living out of something you love doing."



“When I’m out in the field, I have numerous people tell me that I have the coolest job in the world, and I agree.”

-Evan Siegle
Photojournalist
Green Bay Press-Gazette

Siegle enjoys his career and hopes to inspire other students, just like his professor inspired him.

"I love telling stories through my lens," Siegle said. "It's a very powerful thing. My advice is to just keep working, to do it for yourself because that's the best reward."

Evan Siegle's "Getting the Big Picture in Sports" will take place from 9:20-10 a.m. in Reeve 306.

De Sisti helps students get in touch with their inner MoJo

By Alyssa Volkman
Student Assistant

According to Merriam Webster Dictionary, mojo is a magic charm, hex or spell. But to journalists, mojo stands for mobile journalism and it's becoming the standard in the industry.

Mike De Sisti of the Milwaukee Journal Sentinel will present "Get Your MoJo: 21st Century Journalism." He will share how we use cell phones to cover news events and also how we use laptops to transmit photographs to the field.

Ever since De Sisti was a little boy, his dream was to become a photographer. His inspiration came while taking photography classes at a community college.

"My teacher said, 'Hey, you're pretty

good. You should consider it for a career,'" De Sisti said.

He went on to a four-year college to study photography and worked at the school newspaper.

There is no average day on the job for De Sisti.

"I come to work and the computer system tells me my assignments," De Sisti said. "I may do still assignments for the newspaper or video assignments for JOnline. The reporters and I work together and discuss what needs to be done such as 'That's a great idea. Let's do that.' or 'We need to get

that type of image.' I also train reporters and photographers how to shoot video."

For students aspiring to be mojos, they need to get their hands on some good, inexpensive equipment.



De Sisti

"Students can't always afford high-end digital cameras," he said. "I'd recommend point-and-shoot cameras with video capabilities. Mac and PC offer free programs that allow their users to make movies such as iMovie and Movie Maker."

As a mojo the one thing you should avoid at all costs is becoming comfortable with how you do things.

"You need to be flexible with your approach to what you do every day because technology changes," he said.

Of all the stories that he has covered, he couldn't choose a favorite.

"It's great just using different tools and telling stories in different ways," De Sisti said. "I can't really narrow it down to one."

Mike De Sisti's "Get Your MoJo: 21st Century Journalism" will take place from 8:30-9:10 a.m. in Reeve 227.

GET TO KNOW THE ADVISER: Ben Tripp

Publication: *The Norse Star*, Stoughton High School

Subjects taught: British and American Literature, Research Writing, Modern Communications

Years advising: This is my first year as an adviser. When the previous adviser retired after leading *The Norse Star* for more than 30 years, I volunteered to take over. I had zero experience in student publishing and virtually no experience with journalism in general.

Spends most time: I bump into random problems (How should I handle beat reporting?) and I'll spend all my prep time and countless hours after school looking at other schools and journalism programs until I figure out the basics. How I find time to grade quizzes and read research papers, I don't know.

Biggest challenge: Trying to establish myself as a legitimate leader for my staff. They clearly know more than I do regarding some technical skills, but I can teach them how to use judgment and help them see the role their words play in our school.

Greatest success: Every month when the paper comes out, we see hundreds of students walking through the halls flipping through it, laughing and reading in class with it, and teachers giving us the thumbs-up for a job well done. That is our greatest success.

Most important skill: Reject the idea of perfection. Our publication will never be perfect; likewise, I'll never settle for any writer or editor proclaiming a piece to be perfect.

Most important thing learned: How powerful the printed word can be. Sure, text on paper might be less popular than ever right now, but it is infinitely more provocative and emotive than anything said, texted, blogged or tweeted.

Most overwhelming: How many different aspects one has to be on top of: advertising, budgets, curriculum, deadlines, student press law, photography, design, history, typography...it's hard to know what to tackle on any given day.

Hobbies: I love to go hiking. I've done a few pieces of the Appalachian Trail and I'm planning to do more. I like playing

around in a garden, fishing, traveling, writing, reading and cooking.

Heroes: My parents. They have inspired my creativity and adventurousness my whole life.

Favorite food: My grandma's potato dumplings and venison bologna.

Favorite bands: The New Pornographers, Vampire Weekend and Rilo Kiley.

Favorite TV shows: "Hell's Kitchen" and "Mexico: One Plate at a Time."

Favorite candy: Anything gummy.

Favorite books: I'm nearly done reading everything John Steinbeck has published; I think "The Grapes of Wrath" is the greatest American novel ever written.

Favorite movies: I love off-beat, semi-artistic movies like "Delicatessen," "Blue Velvet," "The Triplets of Bellville" and "Two-Lane Blacktop."

Favorite sports team: When I'm watching sports, I'm watching Wisconsin teams. Period.

In high school: I spent my four-year sentence at high school drawing in the margins of my notebooks and writing corny short stories. I made it through with a 3.0 and was mainly an underachiever.

Most important thing learned in high school: I gradually realized how desperately kids need an identity. As a teacher, I see this on a daily basis. I wouldn't trade my side of the desk for theirs for anything. I try to remember how I felt when I was in school and try to make my classes the kind I would've liked. I think it works sometimes.



When I was little, I wanted to be: A writer and a cartoonist. I've landed fairly close to the mark.

Can't leave home without: Something to read.

Top five dream dinner guests: William Least Heat-Moon, Hunter S. Thompson, Aldo Leopold, Thelonious Monk and Noam Chomsky.

Favorite item on desk: The one thing you don't touch on my desk is the "silver bullet." It's a magic stapler that can kill werewolves.

Stay connected year-round on the Web

There are more ways than ever to connect with NEWS-PA on the Web and stay involved throughout the year.

Visit <http://www.youtube.com/uwonewspa> to see interviews with students and speakers at NEWS-PA conferences, and while you're at the conference, look out for the camera capturing footage for the next video.

You can also follow @NEWS-PA on Twitter or go to <http://www.>

twitter.com/NEWSPA for updates on the contest, conference, Web site deadlines and more.

Remember, NEWS-PA members get access to a special members-only section of the NEWS-PA Web site, which offers tutorials, lesson plans, grammar games and more. The members-only section can be found on the Resources page on the NEWS-PA Web site, <http://www.uwosh.edu/journalism/newspa>.

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Megan Reimer (2010)

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