

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

N=Newspapers
Y= Yearbooks

Adobe Photoshop: Advanced (N,Y) (Swart Teaching Lab, Swart 229)

Dana Baumgart, freelancer and adjunct faculty,
UW Oshkosh

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

Do you Love Facebook or Twitter? It Could Land You a Job (N,Y) (R221)

Sara Steffes Hansen, assistant journalism professor, and Sheng Lee, social media intern, UW Oshkosh

Love to tweet, blog and keep in touch with friends on Facebook? Then learn how those skills can be used to land a job in the evolving social media field, and also learn how they can hurt you.

Get Your MoJo: 21st Century Journalism (N,Y) (R307)

Mike De Sisti, photographer and multimedia picture editor, Milwaukee Journal Sentinel

Newspapers aren't exactly thriving. Learn what the media must do to survive in today's multimedia platform using iPhones, social networking and other interactive methods.

Guns, Bombs and Sandbag Bunkers: What it is Like to be a War Reporter (N,Y) (R227AB)

Meg Jones, Milwaukee Journal Sentinel

This general assignment reporter and Pulitzer Prize finalist has traveled to Iraq four times and Afghanistan three times to report on Wisconsin troops. Find out what it's really like to report on a war from the Middle East.

How to Get the Big Picture in Sports (N,Y) (R227BC)

Evan Stiegle, photographer, Green Bay Press-Gazette

Learn what it takes to shoot action-packed photos at sporting events from a professional who has covered everything from the 2006 Winter Olympics and Super Bowl XLV to local high school sports.

Journalism Smackdown (N, Y) (R201)

Miles Maguire, professor, UW Oshkosh

Teams will compete for sweet prizes by being the first to the buzzer — yes, this year we have real buzzers — and correctly answering a variety of journalism questions, from grammar to AP Style, to libel, ethics, slander and more. Limited to 30 students.

Newspaper Advisers' Meeting (N) (R305)

Lucas Cleary, adviser, Plymouth High School

Bring ideas of what works or doesn't work at your school as you network with other advisers.

Newspaper Editors' Roundtable (N) (R214)

Jacqueline Schaefer and Maggie McConaha, Plymouth High School; Amberlee Perry and Karnpal Cheema, Berlin High School; and Laurel McKenzie, Appleton North 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) (R306)

Ricardo Arguello, sports reporter, Appleton Post-Crescent

Get a better understanding of how to cover sports news and features for your high school publications.

Writing Reviews (N) (R215)

Tom Rozwadowski, features reporter and content editor, Green Bay Press-Gazette

Learn the important steps to writing outstanding reviews of movies, bands, CDs, theater and other events.

Yearbook Writing and Trends (Y) (R213)

Sadie Brice, Jostens representative

Learn tips on writing interesting and entertaining features and news stories, plus find out the newest trends in the yearbook industry.

Yearbookonomics and Social Media (Y) (R220)

Jamie Silver, Herff Jones representative

Get ideas on how to improve your yearbook funding. See how putting some basic social media tools to use in a responsible, safe and school-approved fashion can complement your printed yearbook, increase your readership and revenue, and engage your students while supporting school spirit in a new way.



Spring Conference

Wednesday, April 25, 2012

Schedule of Events

Registration

7:30 - 8:30 a.m.

Outside Reeve Union Ballroom, Reeve 227

Coffee & Tea for Advisers & Session Leaders

7:30 - 10:45 a.m.

Reeve Union Room 202

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 for Advisers and Session Leaders

11:45 a.m. - 12:45 p.m.

Reeve Union 202

Awards Ceremonies

1 p.m.

Reeve Ballroom 227 A/B (Large Schools)

Reeve Ballroom 227 B/C (Small & Medium Schools)

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.

Students may eat at Reeve Union or off campus

Nearby restaurants include Hardee's (Algoma Boulevard); Erbert's & Gerberts Subs, Jimmy John's, Subway, Big Apple Bagels, Papa John's Pizza, Toppers, Jade Dragon, Bangkok Thai Cuisine and Wingers (all on Wisconsin Avenue).

Keynote speaker

11-11:40 a.m.

Reeve 227AB Ballroom



The Four E's of Success

Pat Stiegman

Pat Stiegman, vice president and editor in chief of digital media for ESPN, started his career at the *Wisconsin State Journal*. But after becoming a writer and columnist for the *Milwaukee Journal Sentinel*, he transitioned into the Internet, creating websites such as *JSONline.com* and *Packer Insider*. He currently oversees all daily online sports content at ESPN.

He attributes his success — as well as his staff's success — to the four E's: energy, enthusiasm, experience and execution. Will you outwork others? Will you approach each day as the best? Will you commit to learning everything possible to improve? And can you deliver a quality effort day after day?

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

N=Newspapers
Y= Yearbooks

Adobe Illustrator: The Basics (N,Y) (Swart Teaching Lab, Swart 229)

Kevin Rau, owner of rauhaus design and adjunct faculty, UW Oshkosh

An introductory session on Adobe's vector-based design program, Illustrator, that will allow you to create great-looking illustrations, logos and much more.

Brainstorming: How to Find Features and News Stories (N,Y) (R220)

Jason Cummings, adviser, Oshkosh North High School

Learn how to brainstorm ideas for features and news stories that are sure to interest your publication's readers.

Get the Most From Every Interview (N,Y) (R213)

Kay Huxford, adviser, Green Bay West High School

Interviewing is a great tool when conducted efficiently, effectively and ethically. Learn helpful tips, from set-up to the purposeful application.

Get Yourself on YouTube (N) (R307)

Brad Weber, teacher, Oshkosh North High School

Find out how the students at one school produce a 10-minute daily news broadcast about school events and learn how those same talents can be used to create popular YouTube videos.

How to Cover Touchy Subjects (N,Y) (R227AB)

John Lee, former reporter, Appleton Post-Crescent

Learn from the reporter who covered the Teresa Halbach murder and Steven Avery case how to cover sensitive crimes and deaths, including youth deaths, suicides, organ donations, etc. Lee will give tips on how to work with coroners and your school, plus how to talk to victims' families and work around legal restrictions.

How to Create Editorial Cartoons (N,Y) (R201)

Joe Heller, editorial cartoonist, Green Bay Press-Gazette

Search for great cartoon ideas and learn techniques to draw winning editorial cartoons for your publication.

Journalism 101: The Basics of Journalistic Writing (N/Y) (R221)

Wendy Falk, teacher, Oshkosh North High School

Learn how writing for the media differs from traditional writing courses, and find your voice that will attract and keep readers.

It's All About You. Not! The Art of the Artful Column (N,Y) (R214)

Grace Lim, adjunct faculty, UW Oshkosh

Having trouble writing a perfect column? Learn approaches to come up with ideas and discover your voice.

Making Images Speak Without Words (N,Y) (R215)

Phil Weston, photographer, Weston Imaging Group, Oshkosh

Learn how to make your photographs "speak" to your readers, while also learning about the future of image making.

Yearbook Editors' Roundtable (Y) (R305)

Emma Lenz, student, Oshkosh North High School; and MeKenzie Lund and Telia Everett, students, Oshkosh West High School

Find out from your peers what it takes to be a successful yearbook editor. Come with questions and suggestions of what works at your publication.

Yearbook Theme Development (Y) (R306)

Mike James, Walsworth representative

Learn how to develop a theme for your next yearbook that will not only be memorable, but will also be powerful and effective in tying together the various sections of your book.

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

N=Newspapers
Y= Yearbooks

Adobe InDesign: Advanced (N,Y) (Swart Teaching Lab, Swart 229)

Dana Baumgart, freelancer and adjunct faculty, UW Oshkosh

This session focuses on advanced techniques of the popular layout program that can make your publication more visually appealing.

Careers in Journalism: TV News (N,Y) (R215)

Hillary Kline, weekend producer, WLUK Fox 11

Learn what the field of television is like from Kline, a NEWSPA alumna, who now is a weekend producer for WLUK.

Feature Writing (N,Y) (R214)

Amelia Compton Wolff, editor, FOX CITIES Magazine

Explore the art of storytelling by identifying engaging subject matter, crafting creative leads, mastering smooth transitions and supplying vivid descriptions.

Get the Dirt: Harnessing Search Functions on the Web to Get the Story (N,Y) (R227AB)

Nick Penzenstadler, reporter, Appleton Post-Crescent

A NEWSPA alumnus and Oshkosh West graduate, Penzenstadler will show you how to use tools like Facebook, CCAP, property and tax records, voter registration, political contributions and more to get the story that no one else is getting.

How to Get Your Publications Online Fast, Easy and Free (N) (R227BC)

Lucas Cleary, adviser, and Tyler Woelfel and Vivien TenHaken, students, Plymouth High School

Learn why one high school went to my.hsj.org to host its newspaper website and why the site is already the hub for nearly 4,000 youth news sites. My.hsj.org allows schools to publish news online — stories, blogs, photos, polls, widgets and video.

Journalism Smackdown (N, Y) (R201)

Miles Maguire, professor, UW Oshkosh

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Layout and Design Elements (Y) (R306)

Kevin Rau, owner of rauhaus design and adjunct faculty, UW Oshkosh

Learn how to make your yearbooks resemble the design of national magazines. Discussion will include typography, design principles, colors and more. Examples from NEWSPA's yearbook contest will be shown.

Photo Critique of Entrants (N) (R213)

UW Oshkosh Photo Club

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

Photojournalism: From Still Shots to Moving Images (N,Y) (R307)

Mike De Sisti, photographer and multimedia picture editor, Milwaukee Journal Sentinel

See how a professional photographer goes from basic photography to shooting video and producing multimedia for his paper's website.

Surviving Your First Year at College (R221)

Melanie Cross, social media and web content specialist, UW Oshkosh admissions, and Madyson Schmidt, admissions intern

It takes more than studying to survive the first year of college. A recent college graduate and a current student share tips on how to get involved and find your niche on campus.

The Art of Newspaper Design (N) (R220)

Dan Higgins, presentation editor, Green Bay Press-Gazette

Are you looking for ideas on enhancing the design of your newspaper? Are you looking for ways to draw readers into your publication? Learn some basic page design rules, as well as how newspaper layout principles are changing with the times.

Working on a College Newspaper (N)(R19)

Emily Miels, editor, Advance-Titan and A-T staff

Get a behind-the-scenes look at the award-winning college paper by touring the office and production facilities of the Advance-Titan. Bring your high school papers, and staff members will give a quick critique. Or ask the student editors questions about journalism classes, job opportunities and more.

Yearbook Advisers' Meeting (Y) (R305)

Sara Marquardt, adviser, Oshkosh North High School

Lead your students to an award-winning yearbook. Network and learn how other advisers work with students to produce top books.