



Northeastern Wisconsin Scholastic Press Association

# NEWSPA

**SPRING 2019**



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# Come one, come all!

## *2019 conference should energize and inspire*

**By Barbara A. Benish**  
**NEWSPA Executive Secretary**

If there is any doubt about the importance and relevance of the Northeastern Wisconsin Scholastic Press Association annual conference on the students who attend, the 2019 keynote speaker should cast those doubts away.

Jamie Stark, a Green Bay Preble High School and NEWSPA alumnus, will present “Journalists Without Borders: Promoting Social Change” at the April 10 conference at Reeve Memorial Union. Stark recalls being a student when Jim VandeHei, then founder of Politico and now of Axios, was the keynote speaker at NEWSPA.

“I remember attending and being deeply impacted,” he wrote in an email.

I’m pretty sure that Stark will have the same impact on this year’s students.

Stark earned his bachelor’s degree in journalism from UW-Madison and his master’s degree in data and entrepreneurial journalism and social enterprise from Stanford University. He lived and freelanced for two years in El Salvador, where he reported across Latin America covering child migration in Guatemala, internet access in Cuba and more. He then co-founded a sustainable agricultural project called Farming Hope, which is turning the soup kitchen concept on its head by hiring the

people who usually stand in line to grow food and feed others.

The 2019 conference will also celebrate NEWSPA’s 50<sup>th</sup> anniversary. In 1969, UWO professor Gary Coll borrowed an idea from other state colleges and took a few college students to local high schools to bring awareness to the journalism field, to discuss ideas for newspapers and yearbooks and to answer questions students might have. In about five years, those visits transformed to the annual conference and what was first known as the Student Press Association.

Staying relevant in the changing media field has always been important for NEWSPA, and this year’s conference will be no different. NEWSPA is offering many new session topics, such as “Making Google Work For You,” “Tips and Tricks for Better Photos on your Smartphone,” “Common Mistakes in Yearbook,” “Creating Memorable Advertisements,” “Get a Job, Hippy! (Or How to Show Your Parents You Aren’t Wasting Your Life Pursuing Journalism),” “Drone Journalism,” “Creating Your Own Magazine” and “Working on a College Radio or TV Station,” to name a few.

But favorite sessions will also be back, including “Journalism Smackdown,” “How to Make a Living as a Music Writer (Yes, Seriously),” and “How to Thrive

During Your First Year of College.”

NEWSPA is also continuing its online format for judging, but changes made to the platform should make judging and scoring easier and more efficient.

Schools can save money by registering for the NEWSPA conference by March 27. The cost is \$10 per student and \$15 per adviser; the adviser fee includes lunch. After March 27, the cost increases \$5 per student and adviser.

The deadline for students to apply for the NEWSPA scholarship is April 1. Students must work on their school newspaper or yearbook and be planning to enroll at UW Oshkosh and major or minor in journalism, public relations, advertising, or other related fields. The application form can be found on the NEWSPA website at <https://uwosh.edu/journalism/northeastern-wisconsin-scholastic-press-association-newspa/newspa-scholarships/>.

Schools coming by bus should have their bus driver drop them off at Reeve Memorial Union, and then park the bus at Titan Stadium, 450 Josslyn St. Those driving by car can only park in Lots 13, 15 and 34, as well as the first level of the parking ramp, unless they want to get a ticket.

If you have any questions, please contact me at [benish@uwosh.edu](mailto:benish@uwosh.edu) or 920-237-9116. I look forward to seeing you all on April 10!

### ABOUT NEWSPA

In 1969, a UW Oshkosh professor, Gary Coll, borrowing an idea from other state colleges, took a few college students to local high schools to bring awareness to the journalism field, to discuss ideas for newspapers and yearbooks and to answer questions students might have. This was the humble beginning of the Northeastern Wisconsin Scholastic Press Association, or what was then the School Press Association.

### CORRECTION POLICY

NEWSPA seeks to publish clarifications and corrections promptly. If you see an error, please email Executive Secretary Barbara Benish at [benish@uwosh.edu](mailto:benish@uwosh.edu).

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# Meet Jamie Stark



## *Keynote speaker is journalist without borders*

By Amanda Prusak  
UW Oshkosh Student

From an independent journalist in Central America to co-founding Farming Hope, a nonprofit in San Francisco, there is no question that Jamie Stark is a journalist without borders.

Stark is this year's keynote speaker at the NEWSPA conference, and he plans to share his story and explain what a journalist without borders means. "I just want to share my story," Stark said. "I think it is a unique path that I wouldn't recommend to everybody."

When Stark was a senior at Green Bay Preble High School, he came to his first NEWSPA conference. Jim VandeHei, then co-founder and CEO of Politico, was the keynote speaker that year. Not knowing much about the industry, Stark found VandeHei inspired him to go into the field

### **Stark sessions**

**10:10-10:50 a.m.** — Critique of Entries: Stories That Inspire Change, Reeve 212B

**11-11:50 a.m.** — Keynote: Journalists Without Borders: Promoting Social Change, Reeve 227 ABC

of journalism.

"Just listening to him in person made me open up to possibilities as a career," Stark said. Stark wants students to think about the great opportunities journalism can have for them, even if students may not have any idea what they want to do with their career.

He has great insight into the field and hopes to open students' eyes to the endless

possibilities. "Maybe I can get one or two people who will say this is cool or maybe I can think about that differently or maybe there are more opportunities available to me than I thought," Stark said. After his experience at NEWSPA, Stark was open to the exciting career path and understood more about journalism.

As a well-traveled individual, Stark knows what it is like to be a journalist without borders. Journalism, as described by Stark, is an idea of three different borders that a journalist can experience: a geographic border, an editorial border and a self border.

"A geographic border is, hopefully, casting a vision for students who want to report outside of Wisconsin," he said.

For the editorial border, Stark said it is important for people to understand that this younger generation is going to be changing the game in journalism. That

means young reporters have the opportunity to establish the rules.

“Journalism as an industry needs more discussion with those who are young, like high schoolers, because they are going to be writing the rules for journalists for the next few generations.”

The last border, Stark said, is getting outside of your bubble, involving yourself in new experiences and focusing on how to prioritize the story that is being told.

“Focus on the story you are telling and the truth and the people involved, not making it about yourself ... having an understanding of yourself within your bubble and within your audience ... making a story about the subject and not about the tellers is really crucial in any industry, but definitely media and any storytelling jobs.”

Stark has advice for students trying to get into the field. “If you want to be a reporter, you can do it, you will do it, you can make it happen, but it’s going to be incredibly hard...”

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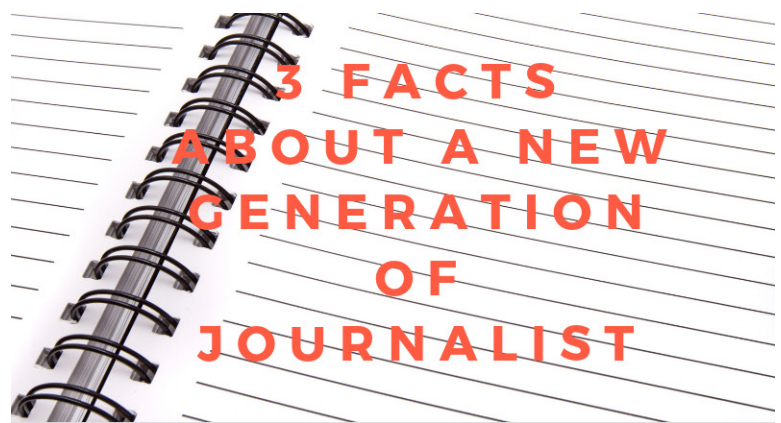
**“Journalism as an industry needs more discussion with those who are young, like high schoolers, because they are going to be writing the rules for journalists for the next few generations.” — Jamie Stark**

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However, getting into the business side of journalism can make a huge impact in the industry, he said. “I really want people that love writing and love telling stories to get immersed into the industry,” Stark said, “and to think about the business side of things, the structural side of things. (It’s) ... necessary if our institution is going to make it.”

Stark also co-funded Farming Hope in San Francisco. The nonprofit organization’s goal is to build leaders and build a community. Farming Hope is a 12-week program that gives people who were in prison or homeless a job of growing food and working in the cafe. The company is a leadership opportunity for people wanting to change and become a leader within their community.

Farming Hope hosts dinners that bring people from different backgrounds together, Stark said, and the cafe is a mixture of a high-end restaurant and a soup kitchen. The program has helped many people get careers and leadership positions within their community, he said.



### YOUNG ADULTS LIKE TO GET THEIR NEWS ONLINE

Two-thirds (66%) of Americans get news on both desktop/laptop and mobile.

### MOBILE IS BECOMING POPULAR FOR DIGITAL NEWS

More than half (55%) of U.S. smartphone users get news alerts, but few get them frequently.

### NEWS ON SOCIAL MEDIA IS POPULAR

A majority of U.S. adults – 62% – get news on social media





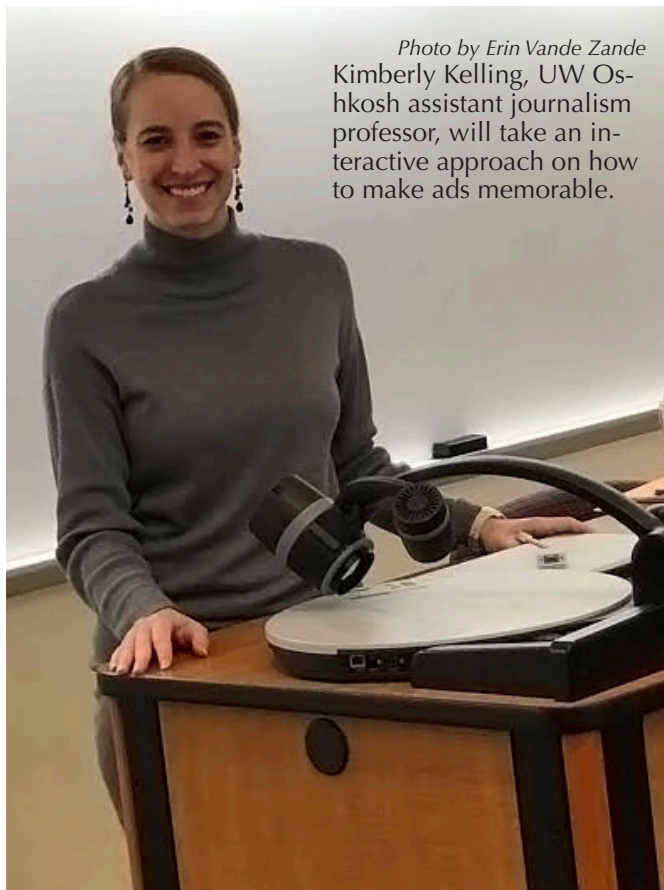


Photo by Erin Vande Zande  
Kimberly Kelling, UW Oshkosh assistant journalism professor, will take an interactive approach on how to make ads memorable.

# Creating MEMORABLE ads

*How do you get people to “see”  
your ads when they’re trying so hard  
to block them out?*

**By Erin Vande Zande  
UW Oshkosh Student**

Digital marketing experts estimate that most Americans are exposed to around 4,000-10,000 ads each day. So how do you make your advertisements stand out in your student publication?

UW Oshkosh journalism professor Kimberly Kelling will give you tips just how to do that during her session, “Creating Memorable Ads,” which will be held in Room 220 of Reeve Memorial Union from 8:30-9:10 a.m. on April 10.

“I’m excited for this unique opportunity to engage with the surrounding community and get young scholars interested and excited about advertising,” said Kelling, who completed her Ph.D. from the University of Missouri.

Kelling said she will discuss creativity, copy, balance, design and more in her presentation. She said she will provide some tips and tools that high school students can begin applying to their advertising strategy and design.

The session will be split into a discussion and an activity, with students being able to test the knowledge they learned. Kelling said she will talk about advertising

design concepts that will help students explore their real-world applications, and use examples from recent campaigns, including print and digital.

As a group, students will analyze and critique ads, assessing the advertiser’s ability to create and deliver persuasive and effective messages, she said. Then students will be split into small teams to create layouts for a fictitious client. She encourages any high school student who is interested in design or advertising to attend this session.

“The session will really focus on not only how students can make their work stronger for the future, but also how they can use these tools in their high schools,” she said. Kelling said she will “provide insight into how students can make their work stronger, more creative, and more effective.”

Kelling says that the NEWSPA conference is a great way for students to “dip their toes” into the journalism and mass communication fields. “NEWSPA is an excellent opportunity for high school students to explore the vast career options available,” she said, adding that it can be valuable for them when it comes time to think about college options.

ADVERTISEMENTS:  
HOW WILL YOU MAKE  
YOURS MEMORABLE?

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DIGITAL MARKETING EXPERTS  
ESTIMATE THAT MOST AMERICANS  
ARE EXPOSED TO AROUND 4,000 TO  
10,000 ADS EACH DAY.

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200  
Million

PEOPLE WHO USE AD  
BLOCK WORLD WIDE

MORE THAN HALF OF  
ONLINE VIDEO ADS  
ARE NOT SEEN

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BY THE TIME A PERSON  
IN THE UNITED STATES  
IS 65 YEARS OLD, HE  
WOULD HAVE SEEN AN  
ESTIMATED TWO MILLION  
TELEVISION  
COMMERCIALS.

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IN 2017 THERE WERE 7,176 MAGAZINES  
PRINTED IN THE UNITED STATES

# Taking photos dedicated to the *TRUTH*

By Ryan Taylor  
UW Oshkosh Student

About 60 percent. According to The Washington Post, that's how often the average person can discern that a photo has been manipulated. That's barely any better than if they were guessing at random. And in cases when photos have been changed, only 45 percent of the time were people able to identify what had been modified.

In a digital world that sees an ever-increasing demand of images, it is up to photojournalists to dedicate themselves to the truth. To be able to take a photo that is visually stunning, but at the same time tells a story, and tells it truthfully.

UW Oshkosh journalism professor Tim Gleason will share with students proper techniques that will allow them to capture better images without needing to manipulate the reality of a situation.

Gleason began his career studying commercial photography, but decided commercial photography wasn't for him and decided instead to pursue an art degree. "I was an art major but what really grabbed me was the photojournalism I was doing for the student newspaper. So that led me to graduate school in journalism, and from there a newspaper job," Gleason said.

Today, almost every phone on the market doubles as a camera, but they are limited in some ways compared to traditional cameras.

"Smartphones with cameras are becoming so popular, but they lack some technical qualities," Gleason said. "So, this session is about an introduction to photography and getting out of your phone

better images than before."

Any professional photographer will agree that it's not the camera, it's the person behind the camera that takes a good photo.

Traditionally, a photographer will use their images to tell stories that evoke

about, using the truth to tell stories. Many people think of photojournalism and they think of the "grip and grin" shot, the boring photo of two officials shaking hands as some apparently important thing happens in the background.

But it can be much more than that;

recently an image was circulated of a man sitting in his destroyed home listening to records. It was an incredibly powerful image showing how a man's life has been drastically changed, but how he is still able to find some comfort in what lasted.

Photos of refugees, disaster survivors, protests, or monumental events such as the space shuttle launching,

are all photos that tell stories. They evoke emotions in people and inspire them to act. Photos allow us to cement memories of both greatness and tragedy and inspire us to push for a better future.

"People react differently to sights and sounds; taking photographs is like capturing and keeping those memories in place," Gleason said.

And this NEWSPA session will help provide students with the tools they need to become great journalists and storytellers themselves. The session will be held in Reeve 212A from 10:10-10:50 a.m. on April 10.

## Photography Seminar

### TIPS AND TRICKS FOR BETTER PHOTOS ON YOUR SMARTPHONE



Over 85 percent of photos are taken on smartphones



Instagram has over a billion active monthly users



Facebook posts with images have 2.3X more engagement than other posts

emotion in a way that written words are unable to. Landscape photographers strive to inspire people through the beauty of the world. Portrait photographers want to tell stories through the visible emotions that people display. But journalism is a little different.

"Unlike other areas of photography, photojournalism is dedicated to the truth," Gleason said. "One can never be 100 percent accurate because the frame doesn't show a whole scene and context may be missing. But photojournalists aim to tell stories with truth as their tool."

And that's what photojournalism is





Miles Maguire, UW Oshkosh journalism professor and NEWS-PA yearbook judge, will talk about some of the common mistakes he has seen while critiquing books.

# Avoid common yearbook errors

*Maguire: Remember the book is 'for you in 25 or 30 years'*

By Kayla Duket  
UW Oshkosh Student

If a picture is worth a thousand words, how much is a yearbook worth?

Some would argue “way too much,” but the price of the everlasting memories bound within the pages of your high school yearbook is priceless. UW Oshkosh journalism professor and NEWS-PA yearbook judge Miles Maguire will be guiding a session about the common mistakes made in yearbooks at the 2019 NEWS-PA Conference on April 10.

As the assistant editor of his own high school yearbook years ago, Maguire and the rest of the staff came up with an alternative idea to the traditional yearbook. They decided they were going to tell their story entirely through pictures without any captions or names to accompany them.

While it was a good idea to create a montage of photo memories, Maguire and his colleagues didn’t consider the main purpose of the yearbook — to look back at and reminisce about high school experiences and perhaps show your kids your very first prom date.

“As a high school student, you don’t have the perspective that the yearbook is really not for you; it’s for you in 25 or 30 years,” he said. “As a yearbook editor, you kind of have to separate yourself from who you are right now and try to think of what you want in the future.”

While reflecting on his mistakes as a young editor, Maguire will also be sharing his knowledge of the fundamental skills he has acquired throughout his career from working on newspapers, magazines and newsletters in cities such as Baltimore, New York

## Common Yearbook Mistakes

A Session Led by Dr. Miles Maguire



### Photos n' Font

Gain knowledge of the fundamental do's and don'ts when it comes to yearbook publishing



### Reflect on the bad

Reflect on the editing mistakes Maguire and his staff have made throughout the years, and learn that mistakes are an opportunity for growth



### A gift to your future

Create a quality yearbook, worthy of awards in the annual yearbook competition



### Expand your horizons

Learn about different areas of the journalism field and network with experienced professionals



### Make a beautiful yearbook



Learn from a journalism professional giving out his tricks of the trade, to create a beautiful yearbook to enjoy for generations to come

## Reeve Union April 10

Visit [uwosh.edu/journalism](http://uwosh.edu/journalism) for more information

and Washington. Besides teaching at UWO, Maguire is also the founding editor of the Oshkosh Community News Network and author of an advanced reporting book.

His session, titled “Common Yearbook Mistakes,” will begin at 8:30 a.m. in Reeve 212A.



# Drones, technology change field

By Colan Trembl  
UW Oshkosh Student

Drones: an unmanned aerial vehicle that can fly like a 90,000-pound plane, but that can also fit in a box the size of a microwave. No wonder drones have taken the world by storm and thousands of people every day are becoming aware of how useful and amazing they can be.

However, with great technology comes great responsibility. Drones are one of the most advanced pieces of technology that we can get our hands on, and without proper knowledge on how to use these flying machines, things can go wrong very quickly.

Just ask James Nelson, business editor at the Milwaukee Journal Sentinel and a professor of media studies at Marquette University. From learning how drones can improve storytelling to getting your official drone driver's license, Nelson will cover all you need to know about these unmanned flying machines.

His session begins at 9:20 a.m. April 10 in Reeve 227.

"My goal is to educate people and young minds about journalism and how many different mediums it can have," Nelson said. "Drones are the new piece of technology that have emerged in journalism and they change the way we report stories in a great way."

Nelson, who graduated from the University of Wisconsin-Madison with a double major in economics and political science, said he realized his love for journalism through his passion of music. While attending college, Nelson wrote reviews of musical performances for the campus newspaper, which inspired him to go even further into the journalism world. He began his career as a reporter at the Milwaukee Journal Sentinel and has worn a variety of hats during his time there, giving him a different perspective on all types of media.

## DRONES IN JOURNALISM



*Did you know...*

Before drones were used in photography, photographers often used cameras on kites to capture pictures from the sky!



It is estimated that there will be more than 20,000 drones in the sky in the United States within the next 15 years!

### Before drones were so common, this is how they evolved...

#### The 1940's...

A World War II American project attempted to use unmanned air bombers to destroy enemy targets



#### The 1980's...

The US Navy launches the Pioneer UAV program which starts the beginning of true unmanned surveillance drones



#### The 2000's...

Legislation restricting civilian drone use has been proposed in 43 of 50 states



# Google: Much more than a browser

By Brianna Colebourne  
UW Oshkosh Student

## ALL THINGS,



Topics that will be covered

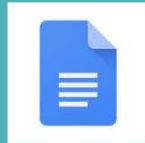


### GOOGLE CLASSROOM

A platform for creating classes, distributing assignments, and a way for easy communication.

### GOOGLE DOCS

A document where you can edit, suggest, and comment



### GOOGLE HANGOUTS

Used for communicating with groups or individuals. You can make group chats or group video calls.

### GOOGLE CALENDARS

A calendar in which you can have shared calendars, calendar invites, and notifications sent to your phone



### GOOGLE FORMS

Used to make surveys, quizzes, or event registration sheets.

### GOOGLE DRIVE

An online drive in which you can have shared drives and folders to make collaboration easier.



PRESENTED BY: ALEXIS HARDIN

Thanks to the internet browser, Google was named the most useful word of 2002 by the American Dialect Society. But Alexis Hardin says Google's usefulness goes far behind that.

Hardin, an English teacher at Campbellsport Middle-High School, will present "Making Google Work for You" at the 2019 NEWSPA conference on April 10. Her session begins at 10:10 a.m. in Reeve 209 and will include how to use Google Classroom for all of your production needs.

Hardin, who will be implementing a journalism and mass studies curriculum at Campbellsport next year, said she hopes to educate students and other teachers on the importance of incorporating Google extensions into classroom curriculum.



Alexis Hardin uses Google technology to teach in high school.

"Technology isn't going anywhere, so we really need to find a way to utilize what is being given to us," she said.

She plans to cover how to use multiple different Google extensions, such as Google Classroom, Hangout and Calendar. She also will touch on aspects of educational resources like Flubaroo, Newsela and Khan Academy.

Hardin said: "My favorite Google App for Education is by far Google Classroom! What I like most about Google Classroom is it creates a platform for all my students to collaborate, communicate and create."

Google Classroom is important to her because every student has his or her own personal Google Classroom. "I give all my assessments on Google Classroom because Google Classroom allows the quizzes to be graded right away for immediate feedback for the students," she said. "It also allows me to leave comments, add feedback and attach rubrics."

In the past, Hardin said one thing she has struggled with as a yearbook, newspaper or school magazine adviser is communicating with the staff "no matter what position they held, how advanced their writing was, or whether they were in the classroom or at home." Classroom has taken those struggles away.

For those unfamiliar with Google, she said they shouldn't be afraid to try something new. "Don't be afraid to go beyond the basic Google Apps for Education like Drive, Docs and Slides. Often, the extensions that can be downloaded add value to these basic apps that make them even better by customizing daily lessons and the overall Google Classroom environment." She says downloading any Google extension that looks intriguing is a good place to start.





Alexis Hardin helps a student update her LinkedIn account. Hardin will be teaching sessions on social media and multimedia in journalism at the 2019 NEWSPA conference.

# Social media & multimedia: Oh my!

By Sara Sterk  
UW Oshkosh Student

Social media and multimedia are how many people get their news.

Alexis Hardin, an English teacher at Campbellsport Middle-High School, will teach students how to use both in their school publications during the 2019 NEWSPA conference. Hardin's "Applications for Multimedia Journalism in Education" session will begin at 8:30 a.m., while her "Social Media for Students" presentation starts at 9:20 a.m., both in Reeve 209.


"To ensure every lesson incorporates multimedia aspects, I create lessons using a variety of animation and graphics, music, video clips, audio and print," she said. She will cover the different types of multimedia and online journalism available, as well as how to make your yearbook and news publications better.

Hardin said it is also important to monitor your online presence and make sure it is professional. But it's just as important that you make yourself stand out and gain an online following. "Ultimately, social

media is one of the best ways for high school and college students to spread information quickly," Hardin said. "In order to do so, we need to be ready to know how to do it quickly and professionally in order to uphold our organization's integrity."


She said it's important to maintain your social media accounts, adding that many people have different types of social media, but they are not cohesive with one another, or they are not updated regularly. With technology becoming such a huge part of so many people's lives, it's especially important to have a good social media presence and to be aware of what type of content you are creating and posting, she said. "We are at a point in history where our online presence can either make or break us," Hardin said.

"I hope to help my students and others understand, through this presentation, how we can best portray ourselves in a professional manner across multiple platforms on our social media accounts," she said. Having a good social media presence is essential to creating your brand and your following. And that will help your publication stand out, she said.




**CREATE AN ONLINE PRESENCE**

Start creating your online presence and making your social media accounts connect. It's important that the different platforms are all cohesive with one another.




**WHAT YOU POST/SAY ONLINE**

Potential employers may look at your social media, especially if you are going into a related field. This can either help you get a job or it can seriously hurt your chances. Be mindful of what you post.



**MOST USED SOCIAL MEDIA**

A study shows that the three most common social media platforms for teenagers and young adults is Instagram, YouTube and Snapchat. Snapchat is the most used platform on a daily basis.



**MOST COMMON IN WISCONSIN**

In Wisconsin, the most used social media platform is Facebook. Facebook's main age demographic is people with the age range of 18-54 years old.

# The behind-the-scenes sports scoop

By Nicole Timm  
UW Oshkosh Student

"I knew what I enjoyed doing and eventually I found a way to make it happen," Katie Hanson said of her photography career.

Hanson's passion began by taking pictures of her brother while he played several sports, but now she takes professional photos of the Milwaukee Brewers.

Hanson will be one of the session speakers at this year's NEWSPA conference hosted at UW Oshkosh. In her session, "Getting the Big Picture in Sports," Hanson said the high school attendees will have an opportunity to get "a view of sports that most people don't get to see." She will also provide insight into the behind-the-scenes aspect in the sports world, and the people who help to make the team successful off the field.

There are so many people who work behind the scenes of a team, and their roles are vital during the season. The sports fans are the people who keep the business going, and Hanson said that "creating content for social media platforms is important to better help interact with the fans."

Hansen encourages students to be active in their school newspaper or yearbook. "All that experience and practice will help you go where you want to go," she said.

Hanson was one of the students who wasn't lucky enough to have a school newspaper at her high school. However, after she transferred to UW Oshkosh, she became a photographer and photo editor for the Advance-Titan, the campus newspaper.

"This gave me even more experience in shooting several different sports and events on campus," she said.

Hanson's favorite subject to shoot has always been sports. In the beginning, she didn't always produce the best photos, but she still enjoyed taking pictures of her brother playing sports. For other people who enjoy sports photography, she said they should "shoot every level of sports you can imagine. It doesn't matter what sport either, just shoot."

Hanson had a camera throughout most of her life. The easiest way to sharpen



Katie Hanson has taken photos for the Milwaukee Brewers and said practice is key to shooting any sporting events.

your photography skills is to keep taking pictures. Students can also find other ways to better their skills and learn new tricks.

"You can find a lot of tutorials online that may help you with learning how to shoot in manual mode and how to edit your photos to really make them stand out."

Hanson knows the importance of practicing and she advises students to "get that practice in and never stop." By going out and shooting sports, she learned how to anticipate action. According to Hanson,

something very valuable that practice can teach you is "how to look for special moments to capture."

Hanson also wants to stress the importance of networking. She didn't realize how important networking was until she was through most of her college, but it's something that high school students should know, before they even go to college. Hanson said, "You never know who you could meet that will help you out."

Hanson's session begins at 9:20 a.m. in Reeve 220.



# How to start your own magazine

By Whitney Wender  
UW Oshkosh Student

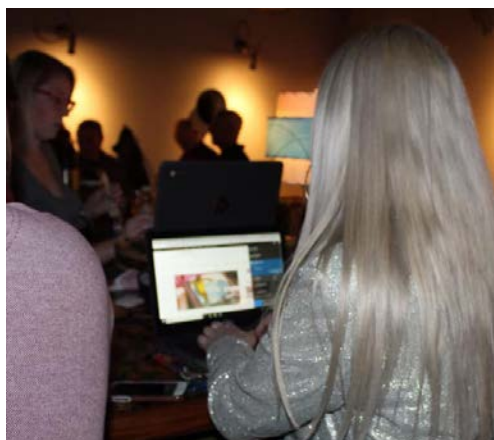
*It's time you learn the power and history of Gold.* Clicking through the sleek and aesthetic website that is home to GoldDust magazine, these carefully crafted words rest delicately below the logo.

Creating your own magazine is no easy feat, but Madison Goldbeck, a Plymouth High School and NEWSPA alumna, is proof it can be done.

GoldDust magazine is a reality born from a dream of passion and creativity, and the origins of GoldDust's name are equally poetic. Combining the "Gold" from her last name with admiration for her older sister's last name (Golddust), GoldDust Magazine was born. GoldDust is an online magazine owned and operated by Goldbeck that features creative writing pieces, short stories, poetry and music industry insight. GoldDust also accepts submissions, harboring creativity and expression.

As Goldbeck was approaching her final days of college as editor-in-chief of the UW-Milwaukee Post, she began feeling nervous about her future. Dreaming of creating a magazine since her freshman year of college, Goldbeck was preparing to take her leap in creating GoldDust. While finishing her final days of college, she enlisted the help of Jeffrey Loomis, the tech support guru for the UWM Department of Journalism. GoldDust magazine would not be possible without Loomis, she said. Together, they spent time after her classes working on designs and bringing her online magazine to life.

Bringing a magazine to life poses its fair share of challenges, especially when there's another magazine with the exact same name.



Madison Goldbeck, creator of GoldDust, in action.

Upon the creation of GoldDust, she discovered another Gold Dust magazine in the United Kingdom – with a very similar layout. This has been a persistent challenge for Goldbeck as she works for exposure and growth in her magazine.

As her dream of running a magazine was flourishing, so was her exposure to

famous musicians. Having worked music festivals like Summerfest, Spring Awakening and North Coast, Madison was no stranger to the music scene. Events like these granted Goldbeck the opportunity of meeting many musicians, such as Ziggy Marley and Milky Chance. Interviews with these individuals and many more can be found on GoldDust. Naturally, this passion emulates into her magazine. A

IT'S TIME YOU LEARN THE POWER & HISTORY OF GOLD



## How Do You Create your Own Magazine?

Madison Goldbeck will talk about creating her magazine, GoldDust Magazine. She will share challenges, goals, and more!



## Learn About Creative Writing in Magazines

Madison's magazine, GoldDust magazine, combines many different aspects of writing: creative writing pieces, short stories, poetry, and music industry insight. GoldDust also accepts submissions, harboring creativity and expression.



## Create Your Own Blog

Madison will be teaching the importance of chasing your passion. She plans on teaching students how to create their own outlet like a blog. She also plans on teaching students how to promote their outlet and get their name out there.



## You Could Do It, Too!

Madison Goldbeck created her own magazine after she graduated from UW-Milwaukee. You could do this, too!

Visit GoldDust Magazine for yourself.

<https://golddustmagazine.com/>

goal for GoldDust in the near future is to obtain press passes for the upcoming festival season. She has been applying and is hoping to learn more about the upcoming season soon.

Running a magazine by yourself is a daunting task to take on, but Goldbeck does so with stride. To gain exposure and publicity, she hopes to continue working press events for music festivals and concerts. She will continue to attend networking events and work her magic to get GoldDust's name out there. Joining forces with other creative writers is a focus of GoldDust, and Goldbeck will continue to seek out talent.

At NEWSPA, Goldbeck is excited to share her passion with students and remind them that branching out on your own is an adventure. She emphasizes the importance of chasing your passion. She plans on teaching students how to create their own outlet like a blog. She also plans on teaching students how to promote their outlet and get their name out there. Creativity and passion are the motivators for Goldbeck's session, and she wants to share this energy with students. Her presentation begins at 8:30 a.m. in Reeve 307.



Matilda Cretens, left, and Taylor Mueller are the station managers for the UW Oshkosh radio and TV stations. They will discuss what it's like to work at college stations during their presentation that begins at 8:30 a.m. in Reeve 221.

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# RADIO & TELEVISION

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*Station managers  
captain content for  
student-led  
media stations*

**By Ally Gwidt**  
**UW Oshkosh Student**

Imagine being able to run your own radio or TV show. Now imagine doing it with some of your closest friends at college. Not too bad of a gig, huh? UW Oshkosh's Matilda Cretens and Taylor Mueller live their dreams out by doing just that *every day*.

Cretens, station manager for WRST-FM, and Mueller station manager for Titan TV, captain content production for UW Oshkosh's student-led media stations. Both seniors, Cretens and Mueller work behind the scenes to generate daily content on their respective platforms of radio and TV.

Cretens, in her third year with WRST-FM, started off as the assistant promotions director, only to move onto becoming the promotions director and then ultimately, the station manager.

"You can move up and build your resume," Cretens said. "The station has given me an outlet for my creativity. Anyone can come to the station with an idea and have it approved to be a show. WRST really lets students take the initiative to create."

And create they do. Cretens oversees fellow students as they run all news and music programs on 90.3 WRST-FM from 1 p.m. until 2 a.m. During those times, Cretens said you have to be prepared for the ever-changing environment of a live radio station. "You always need to be ready for what is coming next, whether it be a commercial break or breaking news," she said.

Mueller deals with a very similar environment over at Titan TV. "There is never a dull moment in TV," Mueller said.



“Production days are always interesting because there is this feeling of anticipation and excitement, sometimes (even) nerves.”

Mueller has been involved in the campus station since her freshman year of college. During the last four years, Mueller said she has gained experiences and skills that she says go beyond the profession itself. “Working for a campus TV station is very eye opening to how the TV industry works and allows for a lot of hands-on learning that adds as experience for after college,” Mueller said. “There will always be advancements (in television), but the skills I have learned from working (at Titan TV) will be helpful in any job.”

Mueller’s involvement with Titan TV has helped her land two internships while

**“The station has given me an outlet for my creativity. Anyone can come with an idea and have it approved to be a show. WRST really lets students take the initiative to create.”**

— *Matilda Cretens*

in college. She worked with Appleton’s Mile of Music for two summers and now works at the Paine Art Center and Gardens.

“My level of experience helped me achieve these internships and showed that I had obtained many helpful skills to fulfill what they were looking for,” she said. Mueller has also gotten the opportunity to travel to Austin, Texas, and Seattle for the Wisconsin Broadcasters Association conference.

She said these experiences have gone over well when looking for jobs. “I have gained so much that I have been able to add to my resume. A lot of jobs have asked about my experience with the station, and they have loved that I am learning so much.”

Their presentation will begin at 8:30 a.m. in Reeve 221.

# WORKING ON A COLLEGE RADIO AND TV STATION



## Taylor Mueller

Station manager for UW-Oshkosh’s TV station, Titan TV.

## Matilda Cretens

Station manager for UW-Oshkosh’s radio station, WRST-FM.

**TITAN TV**

**WRST-FM**



## LEARN ABOUT:

Skills  
Duties  
Experiences  
Opportunities

## WHERE:

Reeve 221

## WHEN:

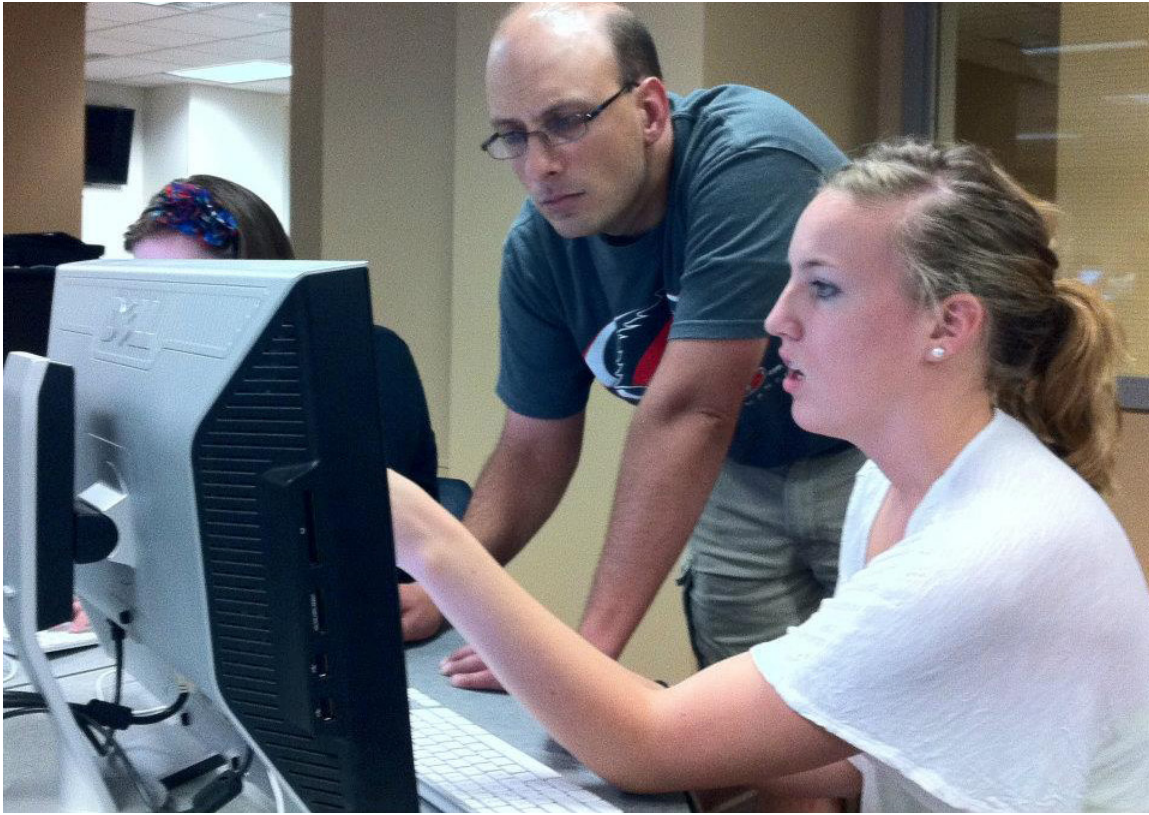
8:30-9:10 a.m.

@TitanTV57



@WRSTfm





Vince Filak works with a student. He will present a session beginning at 9:20 a.m. in Reeve 210 on writing good headlines.

# Writing headlines that aren't punchlines

By James Guard  
UW Oshkosh Student

People shouldn't misinterpret headlines. Being on top of headline writing can lead your readers into your piece with ease and grab their attention immediately.

Vince Filak, a professor of journalism at UW Oshkosh, will be presenting "Writing Great Headlines: How to Make Sure Your Headlines Aren't Punchlines," at the 2019 NEWSPEA conference. His session begins at 9:20 a.m. in Reeve 210.

Filak plans to make some key points to ensure students' headlines are clear and interesting to the reader.

Bad headlines are too common. "The worst ones are the ones that have the double entendres, so they have a particularly awkward sexual connotation to them," Filak said. "If you find yourself using 'job' or 'balls' or 'blows' in a headline, you have to be careful."

Filak also said that headlines that can be taken in the wrong way need to be considered carefully. "Someone took a quote out of context as a lead and referred to a pageant winner as 'Definitely Doable,'" he said.

Since headlines are so important, it is essential that writers are comfortable in the techniques needed to write them. "A headline

is an entry point to a story, so it's critical that the headline does something of value," Filak said. Having a boring headline makes the reader immediately decide that he or she may not want to spend their time reading your story, no matter what the content may be. "If you have lousy advertising, people will miss the story. If you sell it well in the head, you will have an interested and engaged readership," Filak said.

Filak's interest in headline writing stems from a segment

on "The Tonight Show," where Jay Leno would feature all of the worst headlines that were in newspapers across the country. "When I worked night desk at The Missourian everything ground to a halt for those 10 minutes every Monday and we would all watch what he had on tap for us. In one case, we recognized a headline as being about a student at Mizzou and we almost tore apart every paper we had, looking to

see if we had screwed this up," Filak said.

In the session, students will learn how to form quality noun-verb-object headlines that alert readers to important content, Filak said. Students will also learn words to use to create effective headlines, as well as words that they should stay away from. "Finally, they'll walk away with a bunch of headline examples that should keep them laughing well into the next session," he said.

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**"A headline is an entry point to a story, so it's critical that the headline does something of value."**

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— *Vince Filak*



# KEEP ASKING QUESTIONS

*Yearbook staff members should always push themselves if they are to improve and be creative*

By Maggie Smith  
UW Oshkosh Student

It sometimes keeps you up at night. You've put in hundreds of hours writing stories, editing copy, taking photos and laying out your high school yearbook. But what if your classmates think it is boring, or even worse, a dud?

Walsworth sales representative Ann Noeldner will try to end your nightmares with her session, "Creating Cool Content in Your Yearbook." The session begins at 10:10 a.m. April 10 in Reeve 212B.

Noeldner has been in several different fields in her professional career—marketing, photography and sales, to name a name—that have made her an expert in the yearbook field.

In her session, students will learn how to catch the reader's eye by creatively reporting statistics, facts, scores and more using fun charts, cut outs, hot colors, graphics, etc. She said that anything that stands out and makes the page more memorable, the better!

But she also stresses what an important role yearbooks play in schools today. "A yearbook is a historical record of what happened at the school that year," she said. There's a lot of pressure on yearbook students to put out great work since their peers look forward to the yearbook release.

But it's easy to get lost when trying to keep your audience interested, so Noeldner said she will explain how to find a balance between going overboard on your design and doing it just right. Additionally, she'll speak about layouts, white space, and how to create a road map that will guide the viewer's eye through the pages, which can be a very difficult task. She'll also stress the importance of feature writing, captions, what kinds of photos are worthy of publishing and more.



Ann Noeldner helps out a student working on the yearbook.

In regards to keeping yearbook content interesting, Noeldner said, "I continually try to encourage my schools to think

**"Many people don't realize that students put nine or more months of hard work into this project, so it's important it's their very best work ..." — Ann Noeldner**

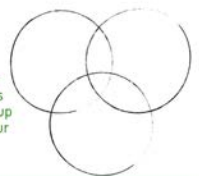
outside the box and come up with new and different ways to report the information they are about to put on a yearbook page."

Yearbook staff members should always be asking questions, like what is the next big thing, how will I keep my audience interested, or what is the newest trend? Noeldner said advisers should have a tough love approach with their students. "Many people don't realize that students put nine or more months of hard work into this project, so it's important that it's their very best work and that they're proud of it." That means sometimes advisers must tell students things they don't want to. "But that's OK," she said.

## Make Your Book Cool

### REPORT STATS OR FACTS

Using unique ways to report your data you've collected throughout the year is a really creative and fun way to spice up your pages! Always make sure that your data is correct and accurate before publishing it!



### TEACHERS AND ADMINISTRATORS 'GUESS WHO' PAGE

Have your candidates give a few facts about themselves and provide three to five options of who it could be! See how well your students know the faculty!

### TIME CAPSULE PAGE

The possibilities are endless! What are the current fashion trends, most popular movies, hottest celebrities, etc. Include photos of the process and details about the excavation date!



### BABY PICTURES

Create a section with photos of students' baby pictures! This is such a fun way to see what classmates looked like years and years ago. See who you can get right or wrong, you might be surprised!

By Maggie Smith



Taylore Radtke, middle, and other students show off their hands as part of a diversity and inclusion campaign. They were about to paint their hands onto a poster for the Power of ID campaign. Radtke was in charge of the creative elements/design for the campaign.

# PR field is growing, changing

**By Erika Stupek**  
**UW Oshkosh Student**

Just a few years ago, Taylore Radtke attended the NEWSPA conference as a student at Hartford Union High School, knowing that she wanted to pursue journalism in college, but not much more. In those four short years, she's figured out what she wants to do, and she'll share her lessons learned at the 2019 NEWSPA conference.

Radtke, a public relations and journalism major graduating from UW Oshkosh in May, will present "How Journalism Can Help You Become a Public Relations Specialist." Her session will begin at 8:30 a.m. in Reeve 212B.

The session will focus on what public relations is, how it relates to journalism and the career possibilities the field holds, said Radtke, who is also NEWSPA's assistant PR specialist, as well as marketing communications intern for SECURA Insurance.

Students who don't know exactly what area of journalism they enjoy the most are encouraged to join the session, too. Many areas of journalism go hand in hand, espe-

cially journalism and PR. "They overlap in writing style and in communication," Radtke said. "As a journalist, you are constantly receiving pitches from organizations, and as a Public Relations professional, you are drafting the press releases and sending them to journalists."

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**"As a journalist, you are constantly receiving pitches from organizations, and as a Public Relations professional, you are drafting the press releases and sending them to journalists."**

— *Taylore Radtke*

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Radtke said both public relations and journalism are rewarding fields to be a part of. "Thinking about how the work you're doing is either going to positively influence the public, or the company or orga-

nization you're working for is an amazing feeling, especially when you exceed your goals," Radtke said.

PR and journalism also present exciting opportunities for leadership and creativity.

"I like the strategic planning aspect," she said. "It's cool to see your thoughts and ideas come to life over the course of a campaign."

That being said, journalism isn't just for news geeks. The skills that students learn in journalism can be directly correlated to PR, event planning, communications, advertising and other fields that don't come immediately to mind.

"If students are unsure of what path they want to take in journalism, I suggest they get involved with clubs like the Public Relations Student Society of America, which puts on a National Organ Donor Awareness Campaign each year," Radtke said. "You never know if you like something unless you try."

Radtke said one of the most exciting parts of journalism and PR is that they are constantly changing. "What you are doing one year may be completely different the next with the new technology that becomes available."



# HOW TO RUN A PR EVERYTIME

A Session About How Journalism Can Help You Become a Public Relations Specialist

## WHAT IS PUBLIC RELATIONS?



**Public Relations is an ever-changing field centered around the maintenance of relationships between a company or organization and it's key publics.**

## HOW DO JOURNALISM AND PUBIC RELATIONS RELATE?



**Journalism and Public Relations overlap in many ways such as writing style and communication.**

## WHAT CAN STUDYING PUBLIC RELATIONS DO FOR YOU?



**From event planning, to being a publicist, the field of Public Relations offers countless different and exciting career paths.**

## EXCITED TO LEARN MORE?



**Come listen to Taylore Radtke speak about these topics and more at the NEWSPA conference on April 10th at UW-Oshkosh and see where your passions lie!**

LEARN MORE AT [UWOSH.EDU/JOURNALISM/NORTHEASTERN-WISCONSIN-SCHOLASTIC-PRESS-ASSOCIATION-NEWSPA/](https://uwosh.edu/journalism/northeastern-wisconsin-scholastic-press-association-newspa/)

## DATES TO REMEMBER

### March 27

Deadline to pre-register for the 2019 NEWSPA Conference. Register at <https://uwosh.edu/journalism/northeastern-wisconsin-scholastic-press-association-newspa/conference/>.

### April 1

Deadline to apply for the \$500 NEWSPA scholarship. Students must be planning to attend UW Oshkosh and major in a journalism or related field. For more information, go to <https://uwosh.edu/journalism/northeastern-wisconsin-scholastic-press-association-newspa/newspa-scholarships/>.

### April 10, 2019

NEWSPA conference. Registration will start at 7:30 a.m. with sessions starting at 8:30 a.m. and running through 11:50 a.m., followed by a luncheon for advisers and session speakers and awards ceremonies.

## CONFERENCE REMINDERS

### Parking information for April 10

If coming by bus, please have the bus driver drop you off at Reeve Memorial Union and then park at Titan Stadium, 450 Josslyn St., Oshkosh. If coming by car, please park in Lots 13, 15, 34 or the first level of the parking ramp. You can find a campus map at <http://www.uwosh.edu/map/>.

### Bring yearbooks, newspapers to share

Bring copies of your newspaper or yearbook to share at the April 10 conference. Place them on the table outside Reeve 227 ABC. Be sure to pick them up at the end of the conference. No copies will be mailed back to schools.

## SAVE THE DATE

### NEWSPA date set for 2020

Yes, the 2019 conference isn't even here yet, but we already have a date for the 2020 conference. It is Wednesday, April 22. Please put the date on your calendars now.



Northeastern Wisconsin Scholastic Press Association

# NEWSPA

## Spring 2019 Conference

### Schedule of Events

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

Outside Reeve 227ABC

**Session Times**

One - 8:30 - 9:10 a.m.

Two - 9:20 - 10 a.m.

Three - 10:10 - 10:50 a.m.

Keynote - 11-11:50 a.m.

Stories That Inspire Change Awards &  
NEWSPA Scholarship Announced -11:50 a.m.

**Coffee & Tea: 7:30 - 10:45 a.m.**

For Advisers & Session Leaders  
Reeve 202

**Lunch: Noon**

Lunch for Advisers & Presenters: Reeve 202

Lunch for Students: On their own

**Awards Ceremonies: 1 p.m.**

Reeve 227AB (Small & Medium Schools)

Reeve 227BC (Large Schools)

**Exhibitor Tables Open 10 a.m. - 1 p.m.**

(Near Reeve 227ABC)

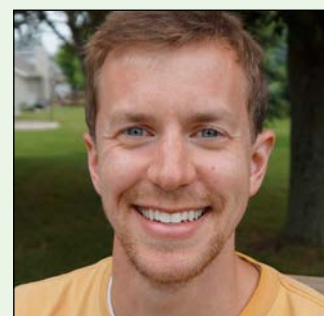
**Student newspaper/yearbooks display**

(Near Reeve 227A)

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. Be sure to pick them up at the end of the conference; no copies will be mailed back to schools.

**Students may eat at Reeve Union or off campus**

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



### Journalists Without Borders: *Promoting Social Change*

Keynote speaker and NEWS-PA and Green Bay Preble High School alumnus Jamie Stark earned his bachelor's degree in journalism and political science from the University of Wisconsin-Madison and his master's degree in data and entrepreneurial journalism and social enterprise from Stanford University. He lived and freelanced for two years in El Salvador, where he helped co-found a sustainable agriculture project called Farming Hope, which is now turning the soup kitchen concept on its head by hiring the people who usually stand in line to grow food and feed others in the San Francisco Bay area.

**Keynote Presentation**  
**11-11:50 a.m.**  
**Reeve 227ABC**



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

N=Newspapers

Y= Yearbooks

**Applications for Multimedia Journalism in Education (N,Y)** (R209) *Alexis Hardin, teacher, Campbellsport Middle-High School*

Learn the importance of using various platforms and mediums for storytelling in this digital age and how to use those across social media and websites to differentiate yourself.

**Common Mistakes in Yearbooks (Y)** (R212A) *Miles McGuire, journalism professor, UW Oshkosh*

Learn from a NEWSPA yearbook judge how to avoid common mistakes found in many yearbooks, such as using photos so small that you can't easily identify people or using "fancy" fonts that make reading difficult. Small changes in writing and design can help to make your yearbook one that will still be relevant 50 years from now.

**Creating Memorable Advertisements (N,Y)** (R220) *Kimberly Kelling, assistant journalism professor, UW Oshkosh*

Are your publications' advertisements blah? Learn advertising design principles and creativity concepts that will make your ads stand out.

**Getting the Most From Every Interview (N,Y)** (R305) *Trent Scott, adviser, The Index, and Mikayla Heath, student, Oshkosh West High School*

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

**How to Be An Effective Leader and Editor (N, Y)** (R19) *Calvin Skalet and Christina Basken, editors, The Advance-Titan*

Are you going to be an editor of your school's newspaper or yearbook next fall? Learn techniques how to effectively lead your staff so you can publish a product that everyone is proud of, plus get a behind-the-scenes look at the offices of the UW Oshkosh student newspaper.

**How to Think Like a Business Reporter (N,Y)** (R227BC) *Jim Nelson, reporter, Milwaukee Journal Sentinel*

Business reporting is not only important, but also interesting. The business reporter has skills that are crucial for beats ranging from sports to fashion to shopping. Learn basic tools and the truth behind business writing: if it involves money, it's a business story.

**How to Thrive During Your First Year of College** (R306) *Jonathan Miller, admissions counselor, UW Oshkosh Admissions*

It takes more than studying to survive the first year of college. A UW Oshkosh admissions counselor who is also a UWO alumnus will explain how to get involved in college and how that will make a difference in your education.

**Journalism & Creative Writing: Creating Your Own Magazine" (N)** (R307) *Madison Goldbeck, founder, GoldDust Magazine*

This Plymouth High School and NEWSPA alumna teaches what it takes to start your own online magazine. She launched GoldDust Magazine this year, after graduating from UW-Milwaukee with a bachelor's degree in journalism and English. She also has reporting and editing experience. Goldbeck will talk about tying together a passion for creative writing and journalism into one outlet.

**Making Your Stories Lit: Brainstorming Interesting Story Ideas (N,Y)** (R210) *Jason Cummings, adviser, The North Star, Oshkosh North High School*

Creativity is a must for your newspaper or yearbook. Find out how to bring regional and national stories closer to home and learn where to look for stories that no one else is covering.

**How Journalism Can Help You Become a Public Relations Specialist (N,Y)** (R212B) *Taylor Radtke, PR major, UW Oshkosh*

Journalism isn't just for news geeks. The skills you learn in journalism are also key for those wanting to go into public relations, a field that includes event planning, media relations, writing and more.

**Working on a College Radio or TV Station (N,Y)** (R221) *Matilda Cretens, station manager, WRST, and Taylor Mueller, station manager, Titan TV, UW Oshkosh*

Learn what it is like to work for a college radio or TV station and discover if radio or television may be the career for you.

# Session Two (9:20-10

N=Newspapers

Y= Yearbooks

**Drone Journalism (N,Y)** (R227BC) *Jim Nelson, reporter, Milwaukee Journal Sentinel*

Learn how to use a drone to improve storytelling and engage online audiences. Discussion will include how to get certified, best practices and the USA Today network's strategy, and needed equipment.

**Getting the Big Picture in Sports (N,Y)** (R220) *Katie Hanson, live content creator for MLB Advanced Media, Miller Park*

Learn what it takes to shoot action-packed photos at sporting events from a UW Oshkosh journalism alumnus who takes photos for the Milwaukee Brewers.

**How to Make a Living as a Music Writer (Yes, Seriously) (N)** (R307) *Andrew Winistorfer, editorial director, Vinyl Me Please*

This Oshkosh North, NEWSPA and UW Oshkosh journalism alumnus freelanced for a variety of publications before landing at Vinyl Me Please, a vinyl record subscription company, where he runs the day-to-day operations of a music writing website, and large-scale content projects involving video, podcasting and non-traditional media projects. If you're into music, learn how you can enter this field.

**Journalism Smackdown, (N,Y)** (R212A) *Miles Maguire, journalism professor, and Gary Coll, emeritus professor, UW Oshkosh*

Teams compete for sweet prizes by being the first to correctly answer a variety of journalism questions — from grammar, to AP Style, libel, ethics and more.

**Newspaper and Yearbook Advisers' Meeting (N, Y)** (R305) *Lucas Cleary, newspaper adviser, Plymouth High School*

Lead your students to an award-winning yearbook or newspaper. Network and learn how other advisers run staff meetings, choose editors, use apps or social media to make their publications more user-friendly, and more.

**Photoshop Tips and Tricks: Beginners (N,Y)** (Swart Hall 229) *Shu Lee, associate journalism professor, UW Oshkosh*

This session will be both lecture and hands-on, and include fundamentals of improving digital photographs, use of photos and illustrations from the Internet, and more. This session is limited to 34 participants. Sign up at registration.

**Short and Sweet: Alternative Story Formats (N,Y)** (R221) *Beth Plankey, adviser, The Satellite, Neenah High School*

Forget about the inverted pyramid or the hour-glass style of writing. Everyone has a story to tell, but you don't always have enough time, space, or attention span to tell everyone's story. Today's newspapers are adapting to its readers with shorter features, Q&A articles and more. Learn how to write in engaging ways that will keep your readers interested and coming back.

**Social Media for Students (N, Y)** (R209) *Alexis Harden, teacher, Campbellsport Middle-High School*

You know how to use Twitter, Facebook, Instagram and Snapchat for your personal use. But learn how you can use those social media channels to effectively connect and reach your readers, expand your interactive coverage and promote your brand.

**Visual Design Trends: Making Your Pages Pop (N,Y)** (R306) *Scott Belille, editor, New London Press Star*

Learn how to make your projects look polished in this session that will cover basic and advanced design principles for newspaper and yearbook pages

**Yearbook Trends & Theme Development (Y)** (R212B) *Ann Noeldner, Walsworth Publishing*

Fads come and go, but trends stand the test of time. Find out the newest trends in the yearbook industry, as well as 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.

**Writing Great Headlines: How to Make Sure Your Headlines Aren't Punchlines (N,Y)** (R210) *Vince Filak, journalism professor, UW Oshkosh*

Your headlines should attract and engage readers, all while dodging the pitfalls that will make you the source of mockery. Discover ways to write strong, clear and effective headlines while you learn how to avoid making the dumb mistakes that will embarrass you and your publication.

A smaller program can be downloaded at the NEWSPA website at <https://uwosh.edu/journalism/northeastern-wisconsin-scholarship-press-association-newspa/>



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

N=Newspapers

Y= Yearbooks

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**Approaching Sensitive Topics (N, Y) (R210)** *Matt Smith, adviser, Cardinal Columns, Fond du Lac High School*  
Learn how to handle difficult stories and topics and deal with controversy when it happens. Discussion will include building alliances within the school and community, getting legal help when needed, and staying informed of press law topics.

## **Campus Tour (Meet outside Reeve 202)**

Take an abbreviated tour of the UW Oshkosh campus by visiting an academic hall (Sage), a residential hall (Taylor), and the center for student activities (Reeve).

## **Creating Cool Content in Your Yearbook (Y) (R212B)**

*Ann Noeldner, Walsworth Publishing*

Want to put the fun back into your school yearbook? Learn how to in this session that will delve into topics like using polls, creating memorable infographics, utilizing man-on-the street interviews to include more student voices, and more.

## **Critique of Entries: Stories That Inspire Change (N)**

*(R306) Jamie Stark, co-founder, Farming Hope*

Get feedback on your stories entered in NEWS-PA's special writing category — Stories that Inspire Change — from a journalist who has done just that. Stark has reported across Latin America to cover child migration in Guatemala, Internet access in Cuba and more.

## **Editorials and Columns: How to Make Your Voice Legit (N) (R221)** *David Haynes, Ideas Lab editor, Milwaukee Journal Sentinel*

Learn the secrets to writing good editorials and columns that have impact, engage your readers and make a difference in your school or community.

## **Get a Job, Hippie! (Or How to Show Your Parents You Aren't Wasting Your Life Pursuing Journalism) (N,Y)**

*(R305) Vince Filak, journalism professor, UW Oshkosh*

Ever since you were a child, your parents had but one question: Will this kid ever grow up, get a job and move out of my house? Journalism might not seem like the answer to their prayers, but this session outlines the ways in which the skills you learn here will help you write effectively, communicate efficiently, work in teams and solve problems, all qualities employers look for.

## **How to Create Editorial Cartoons and Comics (N,Y) (R220)** *Phil Hands, editorial cartoonist, Wisconsin State Journal*

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

## **Making Google Work For You (N,Y) (R209)** *Alexis Harden, teacher, Campbellsport Middle-High School*

Google is much more than just an internet browser. Learn how to use Google Drive, Docs, Slides, Google+ and more to help you in your publications.

## **Photoshop Tips and Tricks: Advanced (N,Y) (Swart Hall 229)** *Shu Lee, associate journalism professor, UW Oshkosh, and Katie Hanson, live content creator, MLB Advanced Media*

This session will be all hands-on, as students learn how to cut out images, blur backgrounds and other more advanced Photoshop techniques. Limited to 34 participants. Sign up at registration. Students can stay from Session 1, or come just to Session 2 depending on skills.

## **PolitiFact: How to Find the Real Facts (N, Y) (R227BC)** *Jim Nelson, reporter, Milwaukee Journal Sentinel*

At a time when you can't always believe sources, how do you find the truth? A 30-year veteran and watchdog reporter for the *Milwaukee Journal Sentinel* will teach you techniques of how to go beyond sources' statements.

## **Sports Writing: Print, Online & Multimedia (N,Y) (R307)** *Ryan Wood, beat reporter, PackerNews.com, Green Bay Press-Gazette*

Get a better understanding of how to cover sports news, whether it's printed, online or multimedia. Learn which type of story is most effective in various situations, and how to write stories that live on after the games are done.

## **Tips and Tricks for Better Photos on Your Smartphone (N, Y) (R212A)** *Tim Gleason, director of Interactive Web Management and journalism professor, UW Oshkosh*

Gone are the days when a camera was a camera and a phone was a phone. Today, many smartphones contain quality cameras that allow you to take photos wherever and whenever you want. Learn some tips and tricks to get the most out of your smartphone camera and overcome poor photographic techniques.



## 2018-19 Board Members

### **Jeff Carter, President (2020)**

The Hartford Chronicle (newspaper)  
Hartford High School  
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### **Jusan Carlson (2021)**

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### **Lucas Cleary (2021)**

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### **Jason Cummings (2021)**

North Star (newspaper)  
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### **Alexis Hardin (2021)**

Campbellsport Middle-High School  
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### **Amy Karoses (2019)**

Notebook (yearbook)  
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amy.karoses@oshkosh.k12.wi.us

### **Shannon Kuehmichel (2021)**

Red 'n' Green (newspaper)  
Berlin High School  
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### **Jara Klein (2019)**

Reflections (yearbook)  
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### **Beth Plankey (2020)**

The Satellite (online newspaper)  
Neenah High School  
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### **Aaron Ramponi (2020)**

Noctiluca (newspaper)  
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### **Matt Smith (2019)**

Cardinal Columns (newspaper)  
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### **Heather Vande Sande (2019)**

Common Sense (newspaper)  
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