



Spring 2017

Northeastern Wisconsin Scholastic Press Association

NEWSPA

UW Oshkosh prepares for spring NEWSPA Conference

Taylor Radtke
NEWSPA PR Assistant

With spring right around the corner, the 2017 NEWSPA Conference is almost here. With the addition of new sessions, as well as the revision of previous sessions, students will learn valuable information to apply throughout their own newspapers and yearbooks.

This year's NEWSPA Conference will be held on Wednesday, April 26. Registration goes from 7:30 a.m. to 8:30 a.m. at Gruenhagen Conference Center. Following registration, students will be able to choose three sessions they would like to attend. With more than 30 sessions to choose from, it will be a difficult decision of which ones to choose. At 11 a.m., the keynote presentation will feature the 2011 Pulitzer Prize winning team of Milwaukee Journal Sentinel reporter Mark Johnson and photographer Gary

Porter. After students return from lunch break, the awards ceremony will begin at 1 p.m. in the Alumni Welcome and Conference Center ballrooms.

Each year the NEWSPA Board of Directors tries to improve the conference in anyway possible, especially by adding new sessions to the choices available. The sessions are led by a variety of people, with many different specialties and expertise. New sessions this year include:

- *"Careers in Journalism: Public Relations and Social Media"* — led by Samantha Strong, content associate for Red Shoes PR
- *"Editing Copy"* — led by Vince Filak, journalism professor at UW Oshkosh
- *"How to Be An Effective Leader and Editor"* — by Jessica Johnson, editor-in-chief, and Ti Windisch, managing editor, for the Advance-Titan college newspaper
- *"Memories in Motion: Make your Yearbook Come Alive"* — led by Fond du Lac High

School adviser Erika Daleiden and student Sydney Loomans

- *"Breaking Stories First on Social Media"* — led by Judy Steffes, owner of WashingtonCountyInsider.com.
- *"Short and Sweet: 300-Word Stories"* — led by Berlin High School adviser Shannon Kuehmichel
- *"Music & Movies: Getting Paid to Write About Things You Watch and Listen to Anyway"* — led by Andrew Winistorfer, senior editor of content for Vinyl Me Please.
- *"Social Media for Students"* — led by Rachel Rauch, adviser of The Highlander Online and Tartan Yearbook for Homestead High School

There are so many new additions to NEWSPA this spring; how could you not be excited! The entries are in and there will be many students taking home awards. We would like to congratulate you in advance for all of your hard work and accomplishments.

We look forward to seeing you on April 26!



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Letter from the President

Jeff Carter
NEWSPA President

It is an interesting time in the world of journalism when the news itself has become news. I feel like I'm reading a story daily where politicians bring into question a news outlet's integrity with accusations of bias, misinformation, using words "ban" vs. "extreme vetting," or not covering the terrorist threats. My personal favorites are the terms "alternate facts" and "fake news."

The topic of what are "alternate facts" has led to several great discussions in my journalism classes, especially among my students who make up the newspaper staff. We've looked at the paradox of the phrase itself, what is meant by alternate facts by those who coined the phrase, and how facts can be manipulated in order to favor a side.

Since I am a journalism teacher and adviser of my school's newspaper for the past 15 years, I do find it impossible to not be offended by people criticizing the news. It is hard to not take it personally when I've seen how hard my student reporters work on a story, how filled with pride they are to see their work in print or to be praised by another teacher for a story, and how painful it is when an adult accuses a student of misquoting them, taking things out of context, or stating that the school paper is too negative. The truth is it hurts.

However, these experiences – whether in the classroom or on the national level – are opportunities. These are perfect times to discuss the role of journalism in a school and in a society. It is a chance to examine the process that ensures the facts in the newspaper are accurate and not "alternative facts" or "fake news." These current events are a perfect vehicle to examine the reasons why the authors of the Constitution put freedom of speech, press, religion, and protest as the very First Amendment.

As the topic of journalism's role in our country is debated, it makes events like the NEWSPA Spring Conference more valuable to advisers and students. With the conference's focus on the Pulitzer Tradition, students will have a chance to hear about the value of journalism from Pulitzer Prize winning reporter Mark Johnson and photographer Gary Porter.

One of the aspects I am really excited for is the student awards for the "In the Pulitzer Tradition" contest. For a high school student to be reviewed by Pulitzer winner Raquel Rutledge and recognized for his/her work is something that can inspire and even change a student's future. Even if the student is not the one winning the award, seeing another student journalist be honored in this way can be an incredible motivator.

I have seen this motivation created year after year because of the NEWSPA contest awards. The students I have on my newspaper staff put a great deal of effort into every issue and take pride in what they have been able to make – a student-created newspaper. Far too often the response from their peers will be



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"Nobody reads papers," "Why isn't there an article about forensics?" "The stories are boring," or "There is school newspaper!"

During the NEWSPA awards ceremony, there have been so many students who heard their name called and finally have that much-needed validation for their efforts. I have also seen students who did not win develop the goal of writing an award-winning article and used this as motivation for a year of great stories. So with journalism itself in the media spotlight, I would encourage you to use this opportunity to discuss what good journalism is. I would encourage you to create a process to ensure that your school publication is accurate. I would encourage you to sign up for the NEWSPA Conference and bring your staff to be immersed in understanding and supportive peers.

Move your yearbook into the next century

Jordan Konkol
UW Oshkosh Student

Print-only yearbooks are so last century!

It's time to bring the traditional yearbook to the next century by making it a more interactive way for students to have their high school memories come to life. You can learn just how to do that at the '17 NEWSPA Conference.

Fond du Lac High School yearbook adviser Erica Daleiden and student Sydney Loomans will present, *"Memories in Motion: Making Your Yearbook Come Alive,"* and will show how yearbooks can flourish online through different types of multimedia, thanks to the program, Aurasma. They will also show how easy the program is to use and that any-

one is able to download and use it for little to no cost.

Aurasma is an online program used to aid in augmented reality; it has the ability to transform any object or image into an interactive platform that engages people through different elements of multimedia such as graphics, video and audio content. Its website states it is primarily a tool for businesses to aid in their marketing campaigns. However, Daleiden disagrees and explains that it can be used for many other things, such as yearbooks.

"The process for using it in yearbooks is a lot less complicated than for business," she says. Making an account and uploading the photos and videos is free. Businesses often have to pay for special services and options, but yearbooks typically don't.

Daleiden says they plan to show and explain how Aurasma works, as well as how to use it strategically throughout a publication.

But another main focus will be to explain how Aurasma works to make your yearbook more interactive. One of Daleiden's goals will be to encourage others to get the app.

"You want your school to be buzzing with excitement about this?" she asks. "We suggest going on the announcements, tweeting, posting, etc. to create publicity" about Aurasma.

Daledien said Aurasma is a great tool that anyone can use. "Incorporating Aurasma into a yearbook allows readers to relive the experience through video in addition to the print photos," she says.

Dates to Remember

■ **April 1st**

NEWSPA Scholarship Deadline

■ **April 26th**

NEWSPA Conference

■ **April 12th**

Conference Registration Deadline

■ **July 1st**

Spring 2016 Yearbook
Entry Deadline

Exhibit this: New element added to conference

Rachel Elliott

UW Oshkosh Student

NEWSPA is adding a new element to its annual spring conference — exhibitors.

Although the number of exhibitors is small this year due to a lack of space at the Alumni Welcome and Conference Center, NEWSPA Executive Director Barbara Benish is hopeful the number of exhibitors will grow when they are able to move back to Reeve Memorial Union next year.

Exhibitors this year include Walsworth Yearbooks, Herff-Jones Yearbooks and Camera Casino. Their exhibit tables will be open from 10 a.m. to 1 p.m. in the AWCC lobby.

"The idea for including exhibitors at our annual conference came up at our November board meeting where we did much of the planning for the 2017 event," Benish said. "The Board of Directors felt it would provide us with not only more revenue, but that it would also allow for one-stop shopping for newspaper and yearbook advisers and their staff members."

Noeldner, Walsworth yearbook sales representative, said she would be reaching out to students and advisers from their exhibitor table, in an effort to make yearbook editors' lives easier and more enjoyable. She will also be handing out party favors to celebrate the publishing company's 80th birthday.

Noeldner hopes all conference participants approach the Walsworth table, whether they purchase Walsworth products or not. "We want to reach out to all of the participants and share great ideas, products, and tell them we are here to help in any way we can," she said.

Jamie Silver, sales and service school partner for the yearbook division of Herff-Jones, said he has been involved with NEWSPA before, being a yearbook-printing partner in Wisconsin and Illinois for 16 years.

Silver said Herff-Jones and its affiliates are focused on creating the best student experiences in sport, spirit and achievements as part of their Varsity Brands product line as well.

"Herff-Jones has been involved with yearbooks for over 100 years and we are proud to not only bring the latest software for creating the yearbook to schools, but to also bring the best support and training."

The third exhibitor is Camera Casino. Manager Andy Ratchman said while their insurance does not allow the Oshkosh camera store to bring new cameras off-site, he will bring his personal cameras and explain what camera options they offer for those schools looking to upgrade their equipment.

Ratchman said he would also help advisers and teachers. "There are some very good tips that I can offer and suggest that will help create better consistency and quality for their images," he said. "I want to let people know that we are a camera store right here in the middle of Wisconsin and we are here to help them."



Andy Ratchman



Ann Noeldner



Jamie Silver

How to 'filter through the fluff' and find relevant stories

Devin Gumm
UW Oshkosh Student

Learning how to uncover unique, newsworthy stories can be utterly frustrating, but it is crucial to producing a successful and engaging story. Oshkosh North High School English teacher and North Star adviser Jason Cummings will mentor and show students how to find quality stories to write about in their respective school newspapers or yearbooks during the 2017 NEWSIPA Conference.

Cummings will present *"Brainstorming: How to Find the Good Stories,"* during Session 1 in the Gruenhagen Conference Center's Terrace Room.

"Students need to know how to come up with stories that matter to their schools," Cummings said.

Nowadays, with new media at everyone's fingertips, it's easy to get distracted by irrelevant news stories and features. This session will show students how to filter through the fluff to find a story that really brings readers some important or engaging information. Hopefully, by the end of the session, students will have some stories to write about."

There are several factors that determine the newsworthiness of a story: timeliness, prominence, proximity, significance, unusualness, human interest, conflict and newness. In order for a story to be a success — whether it is a news story or a feature story — it needs



to contain at least a few of these factors.

Cummings said his presentation will show students how these factors play into the process of deciding whether or not a story will come off as interesting and relevant, to the readers.

Cummings' interactive lecture will also include some examples of exceptional stories that display newsworthy characteristics and hook readers in once they've read the headline or the lead. A group story-generating activity will follow his presentation and will allow students to take advantage of their newfound knowledge of newsworthiness and writing in a unique voice.

At the conclusion, Cummings said students should have a better understanding of how to write stories that will connect with their audiences, and hopefully will have new ideas for future stories they can write for their school newspapers or other publications.

Communication key to be effective leader, editor

Nathan Proell
UW Oshkosh Student

In journalism, being an editor means being a leader. Writers depend on editors to give them the advice and help they need to be able to write the best story possible, said the editor-in-chief of the Advance-Titan, Jessica Johnson.

"As an editor, I see myself as a leader by being someone who is reliable, on-call at all times, ready to step in at a moment's notice for whatever reason, able to make tough calls and decisions, and overall, someone who is willing to go above and beyond to make sure everything is functioning correctly and that everyone on my team is prepared and able to handle whatever comes our way," Johnson said.

The best way to be a leader in the newsroom is to show your writers the correct way to go about their jobs, said Ti Windisch, managing editor of the Advance-Titan.

Johnson and Windisch will present *"How to be an Effective Leader and Editor"* in Gruenhagen Conference Center's Titan Lounge 1 during Session 1.

"As an editor, I think the best way for me to lead is by example," Windisch said. "Of course there are things you need to vocalize to writers and other editors in order to lead effectively, but I have always believed that letting people do things their own way as much as possible is the best way to ensure a productive environment in the newsroom. People tend to take after whoever is in charge, and if that person is being helpful

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Editing is key in eliminating ‘fake news’

Erin Seidler

UW Oshkosh Student

Have you ever read a Facebook post, tweet or some other communication and knew immediately that what it says isn't what the writer meant to say?

Vince Filak, UW Oshkosh journalism professor and adviser of the Advance-Titan, will explain why editing is so important at the 2017 NEWSPA Conference.

“Editing Copy” will be held during Session 1 in Gruenhagen Conference Center's Titan Lounge 2.

When people think about editing, their usual thoughts encompass the difference between who or whom, further or farther and ensure or insure. But Filak said it so important to think about copy editing in a broader sense.

While using the correct words and grammar, as well as checking facts and writing concise and precise are important, Filak said editors must also see the bigger picture — the reader's ability to read and understand a story. “That's when we've done our jobs,” he said, explaining that the goal of copyediting should be both accurate reporting and readability.

Editing is the difference between a solid, fact-based story and a story that could be viewed as “fake news.” Without an eye for editing, facts remain un-



Photo by The Fond du Lac Reporter

checked, clauses don't have their commas, names mentioned might not be who the story is actually about and a journalist's credibility could be on the line. Overall, quality matters, and copy editors are the quality control experts.

“Everyone needs to know how to edit,” said Filak, as he pointed out why students should attend his session. He could show countless examples of tweets, headlines and stories that have led to ridicule or don't fully get their point across because proper time and effort wasn't spent in the editing process. Editors act as the last line of defense before a story goes out. They view publications from a reader's point-of-view, not the writer's, which is incredibly important. If an editor only focuses on the words and not the broader picture, readers

will give up and move on. “That's why it's so important to take your time,” Filak said.

Filak said he would focus on critical thinking and problem solving in his session. Editing is really about what you can see and what you can do about it. Critical thinking, analyzing and problem solving allow plans to be set in motion, which not only builds credibility, but also promotes readership by building trust.

Filak decided to focus on these topics because of the important role editors play in key decision-making. The session will encourage attendees to think about editing broadly, which will offer students marketable, real-world skills. Students will not only enhance their leadership ability by learning the importance of broad-based editing, but they will also learn how to “[get] the pieces to fit in the right way,” he said.



The art in illustrating an opinion

Jamie Burns
UW Oshkosh Student

With pen and paper, he blends together commentary and graphic expressions to invoke a response, share a viewpoint and entertain readers. Phil Hands, the only editorial cartoonist in Wisconsin still employed by a daily newspaper, will share how a simple drawing can interact with various topics at the 2017 NEWS-PA Conference on April 26.

Hands said he has been attracted to the art of drawing cartoons since high school when he would craft graphics for his hometown newspaper. He continued to explore cartoon creation throughout his time in college.

"I'm passionate about good art and the way it can simply and powerfully convey a complex message," Hands said. His career at the Wisconsin State Journal not only allows him to share a viewpoint with readers, but to also use creativity to craft it in an entertaining way.

Creators must tap into their imagination and come up with persuasive techniques in order to make a statement about something.

According to Hands, the creative strategy for designing a cartoon is a complex process that can take anywhere from a few seconds to a couple hours. After seeking out a story of his interest that will resonate with his readers, he then must figure out how to sketch it in an original and unforeseen angle.

For students who are

interested in pursuing a degree in journalism, Hands said, "I suggest getting inside the newsrooms of newspapers and listening to the grizzled veterans and their war stories." There is no better way to learn than networking with professionals and listening to their advice, he explained.

Hands will be returning to the NEWS-PA Conference to share his unique take on the field of journalism with high school students. He will teach students tips and tricks for creating cartoons, walk them through the steps he takes in order to bring an idea to life, and share pieces of his favorite work. His session begins at 9:20 a.m. in Room 219 of the Alumni Welcome and Conference Center.

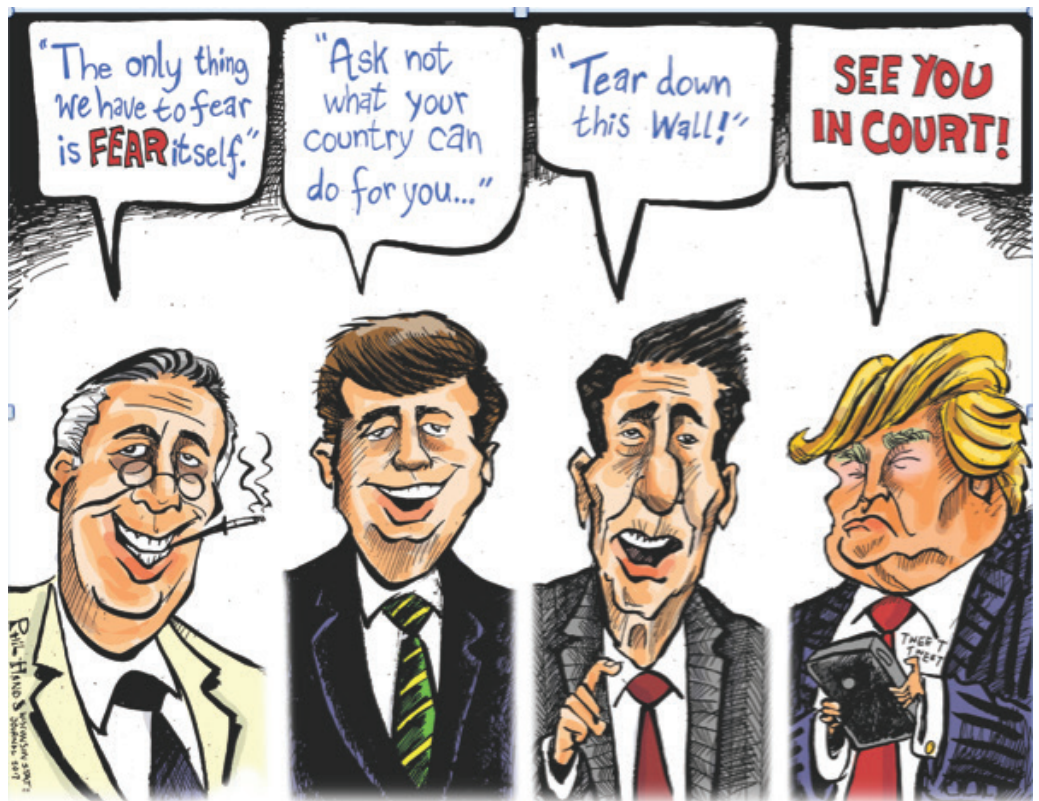
"Cartoonists look at current events in a close manner, but also from 30,000 feet," Hands said. When it comes to designing

graphics, creators have to take a topic like politics and think about it in a way that will persuade or connect with readers.

Students will walk away from his session with an idea on how to think about topics in a creative and thoughtful way. This is a useful tool transferable in any profession, not strictly journalism.

People often perceive editorial cartoons as simple drawings solely meant to provide humor. However, a key takeaway from Hands' session will be for students to better understand that editorial cartoons react to news and help further a discussion.

"Cartoons aren't just humorous drawings about the news," he said. "When done right they are insightful and simple works of art with a strong point of view that illuminate truth."





How to make Twitter into a career

Alicia Kahl

UW Oshkosh Student

One hundred forty characters might be all you need to make a successful career for yourself. The journalism field is vast and dynamic. You could be a writer, a photographer, a reporter, or an advertising professional.

But, if you consider yourself a social media guru and spend countless amounts of time scrolling through your apps looking for the newest trend, a career in public relations or social media could be right for you.

For Red Shoes PR Content Associate Samantha Strong, a career in PR and social media wasn't necessarily on her radar. "I fell into this career by accident," Strong said. "I graduated from UW Oshkosh with a degree in journalism with an emphasis in writing/editing. I worked as a reporter for a few years in college and after graduation and actually got laid off," she said. "After a little bit, I realized I missed the fast-paced

world of journalism so I decided that I wanted to get back into the field."

Strong's decision to find a job that would keep her on her toes led her to a public relations firm in Appleton, Wisconsin. At Red Shoes PR, Strong's workdays don't consist of just one task.

From creating social media content, to writing and editing or designing graphics, Strong is constantly fueling her creativity and enjoys the variety within the workplace. Due to the fast-paced and ever-changing nature of public relations and social media, Strong knew she would excel in the field.

"I absolutely love what I do at Red Shoes and feel so excited to go into work because every day is something different and it's a challenge," she said. "I love learning new things so this is a great fit for me."

Learning new things has been a normal occurrence for Strong ever since she was in college. With time comes new technology, new ideas and new opportunities

to capitalize on those things. Social media then vs. social media now is completely different, so the transition into an entire job position dedicated to helping clients with their social media strategy was a learning process that has formed her into the creative worker she is today.

Strong said: "When I graduated in 2012, there was no Snapchat or Tinder and Instagram was just getting started. It's incredible how much has changed in five years, but that's another thing I love about this field."

Isn't it mind-boggling to think that in five short years, the social media applications you use today will have improved, adjusted to society norms and have completely transformed? Strong saw the opportunity to grow with those technology changes and new social media apps and, ultimately, made it a career for herself.

Strong's presentation, "Careers in Journalism: PR and Social Media," will begin at 8:30 a.m. in Room 219 of the Alumni Welcome and Conference Center.

Kuehmichel: Write short and ‘tell more stories about students’ lives’

Ashley Scott
UW Oshkosh Student

It's hard to write short and concise. But that doesn't mean it is impossible.

Shannon Kuehmichel, Berlin High School English teacher and Red 'n' Green adviser, will teach students how to write 300-word stories by following Brady Dennis' methods at the 2017 NEWSPA Conference.

In 2004, Dennis was a night police reporter for the St. Petersburg Times in Florida when he started writing "300 Words," a series of short stories about ordinary people. Now a national reporter at The Washington Post, Dennis' technique works particularly well for high school student publications.

Kuehmichel said she would provide tips on how to begin a story and how to remove information and create a 300-word story, as well as discuss conversation strategies. Her presentation will be held during Session 2 in

Room 213 of the Alumni Welcome and Conference Center. Kuehmichel said she believes other journalism programs involved in the annual conference can benefit from Dennis' writing style.

"I heard about Brady Dennis' story style at an adviser's workshop and thought it would be a

good story for my students to try," Kuehmichel said. "In one of our newspaper critiques, a judge suggested we tell more stories about students' lives outside of school. The 300-word story is a good way to do that."

Dennis' methods in creating a successful short story include relying on observation, realizing that writing shorter is powerful, listening, removing excess information and risking something new.

"Feature writing requires human interest, description and revealing what's beneath the surface," Kuehmichel said. "Dennis' style does that with beauty and pre-

cision. It tells ordinary peoples' stories with creativity, but in a way that's still journalism."

Dennis wanted to show that every individual and his or her story is important in his "300 Words" series. But he also wanted to include a theme in each story and have the reader be engulfed with emotion.

"I hope to show students who attend the conference that they should always be looking for new and better ways to tell the stories of their schools," Kuehmichel said. "I also want students to see that they can write like award-winning journalists and that they can do it by writing about the person sitting next to them."

In Dennis' short story style, one of his methods is to listen and to not necessarily conduct an interview. "The conversation is everything in this story style," she said. "If writers can get their sources to relax and speak comfortably about the important, even heart-wrenching, details of their lives, then they will have a good story."



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and working hard it tends to rub off on the rest of the writers and staff around them."

Although writers depend on editors for a lot of information, the editor and writer relationship works both ways, Windisch said.

"I expect communication more than anything," Windisch said. "Sometimes, a piece can't get done on time, or a source can't be reached. Things happen, such

is life. But I need to know that as soon as possible, to either figure out a way to fix the problem or at the very least to know that I can't expect to have that piece I assigned."

Even when an editor feels fully confident in the writers and in their stories, there is still more that can be done to tell stories in a more lively way for the reader to enjoy. Improving your skills never ends,

Johnson said.

"Overall tips I have for high school editors include: don't be afraid to go after a big story, have confidence in yourself and your staff, never stop trying to improve your writing, and treat sources with respect," Johnson said. "Remember that you are the storytellers of the world, so work hard to tell the story with as much accuracy, detail and passion as you can."

'Rule of Three' ensures yearbook represents all

Tyler Olp

UW Oshkosh Student

Not everyone can be the star quarterback, the head cheerleader, or the lead in the musical, but everyone should be treated like they are.

Forty years from now, you will be going through bins of old books and find your yearbook. High school was some of the best years of your life so you decide to take a trip down memory lane.

Flipping through the pages, you notice that some students seem to be on every page. Continuing to look through the book, the hard truth settles in that there aren't any pictures of you, besides the class photo.

Sara Marquardt, the yearbook adviser at Oshkosh North for over a decade, will teach students a simple rule to ensure that each school member receives an equal amount of recognition during her presentation at the 2017 NEWS-PA Conference. Her session will begin at 8:30 a.m. in Room 213 of the Alumni Welcome and Conference Center.

"Three times is the charm," Marquardt said. "Being aware of the issue helps students choose

different pictures or interviews to include those that aren't always chosen."

Every school yearbook has the same or similar goal: Include everyone and everything. There is only one publication per year, but depending on the size of school, that goal can be easier said than done.

"It is something that my yearbook staff has always struggled with," said Marquardt. "We may not get all students in three times, but we are certainly trying."

It's hard to include everyone and even harder in bigger schools. Students want to talk to friends and take pictures of people they know. It's easier.

At Oshkosh North, Marquardt set the goal for each student to be in the yearbook three times. She makes the students on staff look at the index and find students that aren't indexed as often. The staff then searches those students down and interviews them.

"It helps divide the wealth from

those few popular and involved students to the others who sometimes stick to the background," Marquardt said.

Stepping out of their comfort zones is not always easy for the students on staff, but the end goal of including everyone is well worth it.

Students have the chance to experience what it is like to be a true reporter. Reporters are not always friends with the people that they interview, but the story must be written.

"I found that this makes our yearbook more of the entire student body's and not just the popular kids," Marquardt said.

The rule of three helps include everyone in the yearbook, but also brings the school closer. Marquardt encourages students to talk to someone they don't know. Ask them what their hobbies are. Tell them a little bit about yourself. Don't be a stranger.

"What keeps me coming back year after year are the great relationships you can build in a club like this," Marquardt said.



Developing your 2018 yearbook theme

Taylor Dagon

UW Oshkosh Student

Coming up with a yearbook theme is difficult. You want it to be memorable and extendable, and able to pull the entire

book together cohesively.

But it must also fit your school and shouldn't be something you or a neighboring school has already done.

The 2017 NEWS-PA Conference should make that process easier. The session, "Yearbook Theme Development," aims to make coming up with a yearbook theme a lot simpler and a little bit less frightening.

Ann Noeldner, Walsworth Publishing Co. Green Bay area sales representative, will offer tips how to pick and develop a theme that will result in a memorable yearbook, as well as show students how to effectively tie together the various sections of their yearbook. Her session will begin at 10:10 a.m. in Room 219 of the Alumni Welcome and Conference Center.

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While many staffs are just finishing up their 2017 books, “putting thought into the 2018 theme development now will make the actual decision seem less daunting and intimidating,” she said.

Noeldner said her presentation would focus on the whole picture of theme development. It

will teach attendees how to use two tools to develop an effective theme: “The Three R’s” and “The Two V’s.”

The “Three R’s” will help year-book staffs make sure that their theme is recognizable, relevant and repeatable. The “Two V’s” will help with the verbal and visual as-

pects of the book. Attendees will learn how to gather theme ideas, analyze them and choose the one that works best for them.

In addition to theme selection, the presentation will teach students how to use color, fonts, and graphics to pull everything together.

Writing about passions is possible through perseverance

Monica Salmeri
UW Oshkosh Student

Do you have a passion for music, movies or culture? If so, wouldn’t it be great to write about those things for your job?

It is possible. Just ask NEWS-PA and UW Oshkosh alumnus Andrew Winstorfer, who will present “*Music and Movies: Getting Paid to Write About Things You Watch and Listen to Anyway*” at the 2017 NEWS-PA Conference

Winstorfer graduated from the University of Wisconsin Oshkosh in 2008 with a major in journalism and a minor in political science. He first experienced NEWS-PA in 2003 when he received an award for a movie review he wrote while he was a junior at Oshkosh North High School. He later attended the conference twice while attending college, once for a class and then again as a speaker when he was managing editor for the campus newspaper, the Advance-Titan.

Since graduating from college he has become senior editor of content at Vinyl Me, Please, a monthly record-of-the-month club and music blog.

Recent articles written by Winstorfer include “The 10 Best Prince Albums to Own on Vinyl” and “Album of the Week: Bruno Mars’ 24K Magic.”

During his upcoming session Winstorfer said he would talk about what it takes to make a living as a music, film or culture writer. He will also discuss how

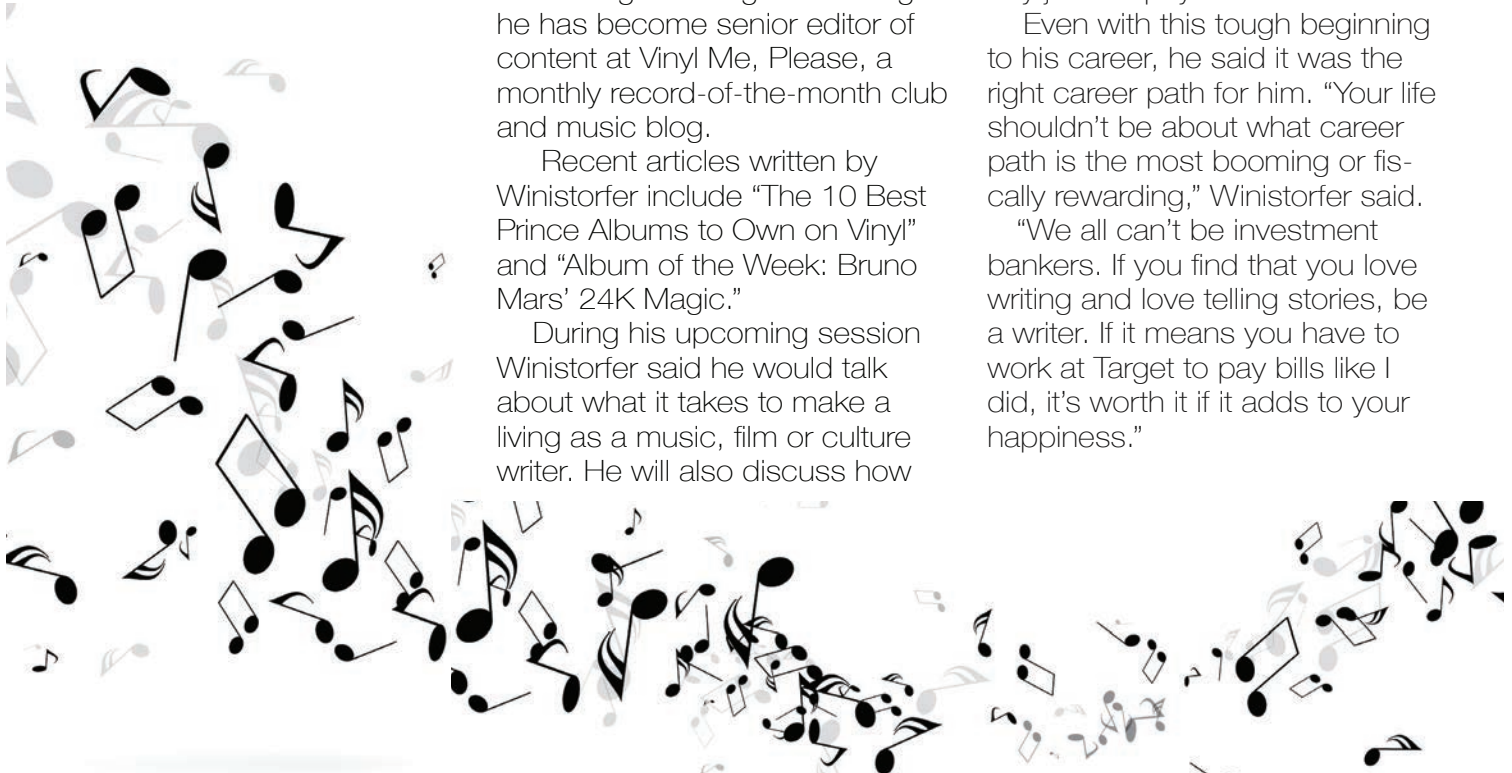
it is considerably more difficult to be a music writer compared to a news writer in 2017.

“Music writing has to be something you love in order to try to chase it as a profession,” he said. “Perseverance is basically the only way you’re going to be able to do it.”

Winstorfer, himself, wasn’t able to write about music fulltime until January 2016 when he was hired at Vinyl Me, Please. Before that he was a freelance writer for various publications and worked several day jobs to pay his bills.

Even with this tough beginning to his career, he said it was the right career path for him. “Your life shouldn’t be about what career path is the most booming or fiscally rewarding,” Winstorfer said.

“We all can’t be investment bankers. If you find that you love writing and love telling stories, be a writer. If it means you have to work at Target to pay bills like I did, it’s worth it if it adds to your happiness.”



Learn how to use social media professionally

Claudia Beckman
UW Oshkosh Student

Social media isn't just a way to connect with your friends. It's a way to connect with your readers.

Rachel Rauch, adviser of Homestead High School's The Highlander newsmagazine, The Highlander Online and the Tartan yearbook, will present "Social Media for Students" at the 2017 NEWSPA Conference.

She said she wants "participants to identify the ways social media can enhance their connections with readers by showing them different ways various staffs use social media." As an integral part of everyday life, it is important for students to learn the proper ways to use social media, Rauch

said.

The session will cover the proper way to use social media to reach readers on a larger professional scale, and not just for personal use. Rauch said she would also teach students how to effectively communicate to promote their brand and network professionally.

"Social media is a huge part of our world today, and many of the people in our readerships are going to social media for information and interaction," she said. "We can harness these free platforms to share stories and information with our readers, which will broaden our publication's reach and create a conduit from publication to readership."

That, in turn, reinforces the importance of creating informed,



responsible, and professional consumers and users of media, she said.

More simply, Rauch wants students to know the different ways social media can broaden their connection and interaction with readers by showing them the many ways staffs use social media.

Her session begins at 10:10 a.m. in Room 201 of the Alumni Welcome and Conference Center.

Anytime, anywhere, to anyone: How to break stories first

Claire Pytlik
UW Oshkosh Student

Gone are the days when you waited until tomorrow to read about what happened today in your local newspaper. The internet and social media have changed the way people consume news. But it's also changed the way media cover the news.

In "Breaking Stories First Online and on Social Media," Judy Steffes of WashingtonCounty-Insider.com will teach students what it takes to get news out in real time, how to work around the

clock, seven days a week, and how to tell an audience what's going to happen before it happens in their school or community. Her session begins at 9:20 a.m. in Room 201 of the AWCC.

Through Steffes' session, students will develop a wider understanding of how news is consumed differently today because of the web and learn how to morph traditional news into media for the future through online and social media platforms. She said journalists need to be ready to deliver news anytime, anywhere and to anyone — all while being tech savvy and incorporating mul-

timedia skills.

Steffes will share tips on how to be successful in this era of media. She said, "You have to be fast, accurate, hardworking and balanced."

She will also uncover her huge success story about the growth of her page in one year and how she's growing the page for the future by teaching in high schools. In addition, she will give students an opportunity to grow their own portfolios by writing for her page.

Previous students have posted videos from the presiden-

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tial inauguration in Washington, reported on their basketball and snowboarding seasons, and a fourth grader from 4-H even published a story about raising chickens.

As the owner and operator of her own news network, WashingtonCountyInsider.com, Steffes has more than 3.3 million web page views with an audience of nearly 600,000. Steffes said the internet allows her to post stories instantly; she doesn't need to wait

for a press run or for the hand on the clock to sweep to a 6 p.m. newscast.

"I've had a 32-year career in radio, TV and print and I've morphed all my strong points and taken the lead in news on social media," Steffes said. "Once my stories post to WCI.com they also link to FB, Twitter and YouTube."

She also made it to ESPN for 10 years covering the Brewers, Bucks, Badgers and Packers. "I made it to TV and had a great career in radio," Steffes said. "Now

I'm showing students how they can do that, too— and be ahead of their peers once they reach college."

By attending her session, students could potentially end up working for Steffes as she is looking to hire aggressive and balanced reporters down the road. "I am going to have reporting/editing/photography/sales jobs in the near future," she said, adding that she hopes students come willing to learn, listen and are able to see the opportunities available.

You've got to fight ... for your right ... to publish!

Erica Watts
UW Oshkosh Student

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.

Most everyone knows that the First Amendment protects freedom of speech and of the press, but what does that mean to high school journalists?

Matt Smith, teacher and adviser to Fond du Lac High School's Cardinal Columns, will educate students about what actions are protected under the First Amendment in his session "*Fight for Your Right to Publish*," which begins at 9:20 a.m. in the Badger State Break-off Room in Gruenhagen Conference Center.

Smith recently helped students at the Fond du Lac High School

overturn restrictive student publication guidelines put in place by school administrators after the school newsmagazine ran a story about rape jokes.

According to Smith, restrictions on student speech hinder students learning. "Students who are not allowed to make their own decisions or own their own work are not actually getting to practice ethical decision-making," he said.

Smith said that transparency is the best policy for students who work on their high school publications.

"Students can protect and practice their rights by being open and transparent with their adviser and administration," he said.

Smith is one of many calling for New Voices legislation in Wisconsin that will protect student speech and press. If passed, the legislation would have three effects on the First Amendment rights of students in the state, he said.

First, the legislation would restore the Tinker standard, which protects student speech unless it is libelous, an invasion of privacy



or creates a clear and present danger or a substantial disruption.

Secondly, the legislation would also protect public colleges from court interpretations of the Hazelwood standard, which restricts the speech rights of students who write for school publications.

Lastly, the legislation would extend rights of expression and speech in private colleges in Wisconsin.

Keynote speakers: Mark Johnson and Gary Porter

Taylor Radtke
NEWSPA PR Assistant

Reporter Mark Johnson and photographer Gary Porter will be the keynote speakers for the 2017 NEWSPA Conference on April 26.

Their team won the Pulitzer Prize for their series “One in a Billion.” They plan to share how the story came about and what role each played in the process.

“The story described the medical journey of a very sick little boy named Nic Volker and the decision of doctors in Wisconsin to treat him with a technology never used before in this situation,” Johnson said. “Doctors examined his genetic code, looking at all of his genes in order to figure out what was causing his illness. Whenever he ate real food he would develop holes in his intestine. As a result, he had to receive all of his nutrition through a tube.”

Once they figured out the problem in his genetic code, doctors were able to cure the boy, Johnson said.

Porter and Johnson hope that students will take away key messages from their presentation: the important need for objective news gathering and credible sources, the fact that journalism is a wonderful profession, and lastly, that hard work and dedication are just as important as talent.



Mark Johnson

Although Johnson said he initially wondered how winning a Pulitzer Prize would affect him and the others, it turned out to be a great reward for all. “I thought winning might drive away that voice that tells you, ‘You’re a fraud. You’re not good enough,’” Johnson said. “But that wasn’t what happened.”

Porter agreed. The credibility and drive that the team put forth will always be recognized and appreciated, he said. “Winning a Pulitzer has been a nice capstone to a very rewarding career, and definitely gives me some credibility.”

Johnson said winning a Pulitzer Prize influenced him in his everyday life, as well as his writing career.

“I think the Pulitzer became something I will spend the rest of my career trying to live up to,” he said. “I think it means that I will always be learning, and always trying to get better as a reporter.”

Going to the awards in New



Gary Porter

York filled him with awe at the accomplishments of the other journalists who had won the Pulitzer award over the years. “I think about the editors at small town newspapers who stood up to the Ku Klux Klan, or risked their lives uncovering corruption,” he said.

Both Johnson and Porter said they would encourage students to pursue a career in journalism, if that is their dream. Porter said, “You really have to have the passion to pursue your love of the work over a growing number of obstacles, and remain flexible and relevant in a rapidly changing field.”

Johnson added: “Make sure you love it. It doesn’t pay a lot of money. It requires a lot of work. But if you do love this job, there’s no other work like it. It rewards you in other ways. You will always be learning, and that makes you feel wonderfully alive each day.”

Their presentation begins at 11 a.m. in AWCC Ballroom AB.



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