



A changing conference to celebrate the Pulitzer Prize's 100th anniversary

By Barbara Benish

NEWSPA Executive Secretary

In 1917, the Pulitzer Prize was first awarded to provide an incentive for journalism excellence. Nearly 100 years later, NEWSPA will celebrate the Pulitzer's contributions to our society and encourage high school students to pursue writing excellence into the next century.

Thanks to a grant from the Wisconsin Humanities Council, NEWSPA's keynote speaker at the April 20, 2016 conference will be a Pulitzer Prize-winning journalist. But to keep the celebration going into the next year, NEWSPA, again with WHC support, will also unveil a new writing contest that will encourage students to report "in the Pulitzer tradition," all while having a chance to win \$1,000 in prize money. The winning entries will be honored at the 2017 NEWSPA conference.

Not only will the keynote speaker be a big name in journalism for 2016, but the conference will also see big changes. Most noticeably will be the location. Since Reeve Memorial Union is undergoing renovation, the conference has been moved to the Alumni Welcome and Conference Center and Gruenhagen Conference Center, which are located across from each other on the southeast side of campus. Their proximity to Wisconsin Street and its many restaurants will also make it easy and quick for students to get off campus and get something to eat during the lunch break.

A change in location doesn't mean that favorite sessions will be gone, however. "How to Cover Controversial Subjects," "Journalism Smackdown," "How to Create



The NEWSPA board met on Oct. 30 to plan the 2016 conference. Clockwise from left are Jason Cummings, Lucas Cleary, Aaron Ramponi, Barb Benish, Cindy Schultz, Jeff Carter and Matt Smith. Below you can also see Amy Karoses.

Editorial Cartoons" and other favorites will be back. However, the "Pulitzer tradition" will be a theme throughout the conference, with sessions planned such as "Writing in the Pulitzer Tradition," to "Promoting and Protecting a Free Press at Your School," to "Multimedia Storytelling" and more.

Other new sessions being planned include "Tips to Write Better Leads," "Editorials that Make a Difference," and "You're online. What now?"

At the NEWSPA Board of Directors meeting held on Oct. 30, the group also decided to hold an advisers' workshop at UW-Oshkosh on Aug. 10, 2016. They picked the date of a few weeks before school starting, thinking it would help get advisers ready for the new year. Tentative topics to be addressed at the workshop include "How to Finance Your Publication" and "How to Get Your Newspaper Online: Making it Easy and Engaging." If there is a topic you'd like covered at the workshop,



please email your idea to benish@uwosh.edu. Lastly, if you haven't renewed your membership, do it soon and save. Dues will increase \$10 to \$65 on Dec. 1. For information, go to <http://www.uwosh.edu/journalism/newspa/membership>.

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Letter From The President

By Trent Scott

NEWSPA President

I am proud to return and serve NEWS-PA as president after what has been a long and winding road these past few years. In 2011, I went on a bit of an adventure and moved to California to take on a position as an AP Literature instructor at a Christian college prep academy in San Jose. Although the work itself was sublime (AP students in a private school environment? Please...), California was most definitely not my cup of tea.

Heavy traffic, heavy cost of living, heavy heart as I was missing family and friends back in Wisconsin. I returned to Oshkosh West High School in Fall 2012 as both English teacher and newspaper adviser. The past four years have been filled with challenges personally and professionally. I lost my mother in 2012. My wife had major surgery this past summer.

My father is currently battling bladder cancer (I am typing this from the hospital as his post surgery stay fell on the same stretch as our fall board meeting). Why all the personal information? I think it speaks to the importance of what we do as advisers. My newspaper staff (from the editors to the staff) has always been so much more than just an extra-curricular. They are family, and family stands tall in times of crisis. My editors have supported me

and gone the extra mile to ensure that the paper goes to print (no matter the emotional mess their adviser happens to be in). Their ability to self govern and work autonomously never ceases to amaze me and it strikes me just how important this “elective” is in the lives of students. They support me personally because they know me intimately and, despite the Christian and college prep atmosphere in San Jose, that’s what I was missing during my time “abroad.”

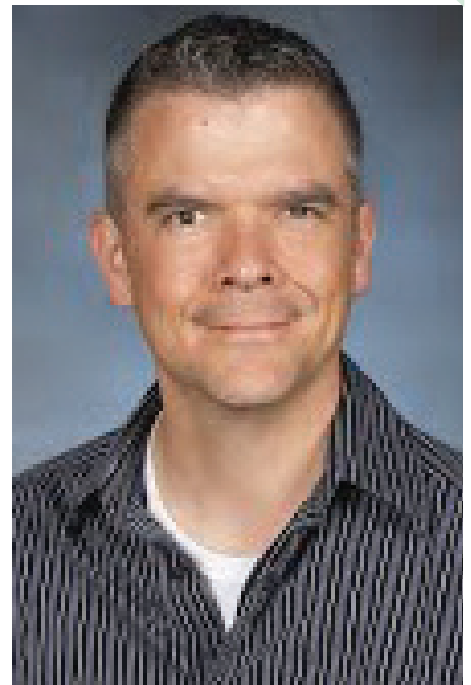
When I had the opportunity to attend the Reynold’s Fellowship program at Kent State University, one of the professors called journalism “Common Core 101.” What a perfect description of a discipline that synthesizes pretty much every important skill in a meaningful fashion, for

a meaningful audience. However, there is no CCSS to measure heart, empathy and family. That’s what keeps me coming back (even after two decades of pushing this rock up a hill!).

That is a two-way street, of course. One of my seniors who graduated a couple of years back revealed to me just how dark her psychological state had fallen. Though I knew there were issues with anxiety and depression, she revealed that the newspaper, and our family and its quirky demands, gave her a reason to come to school and keep pressing forward, even when the rest of her wanted to give up. I have had my share of honors and whatnot over the years, but none of them matter, all pale in significance, to hearing

Their ability to self govern and work autonomously never ceases to amaze me and it strikes me just how important this “elective” is in the lives of students.

Trent Scott
NEWSPA President



Trent Scott

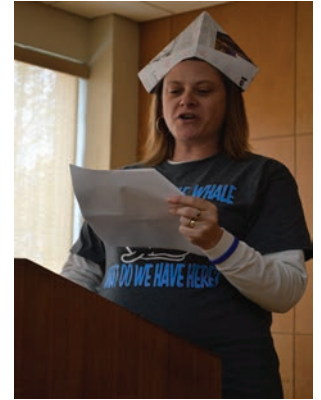
that this simple task of “putting out the paper” helped to possibly save a life.

So, I apologize in advance if you were hoping to see a review of changes in Photoshop or the latest tips about getting your newspaper online. Yes, we teach those skills. But we are so much more significant than that, and what this work offers is so much more important. We on the board can’t wait to see everyone in April for another fabulous conference filled with sessions ranging from digital storytelling to interviewing to layout and design to the ever popular Journalism Smackdown! Additionally, we will have more resources, more training and more opportunities for folks to get involved.

Thanks for reading and we’ll see you in April!



Sara Marquardt, the 2014-2015 NEWSPA president, wears a newspaper hat to announce the winner of the 2015 NEWSPA scholarship.



20 Confere



Students look at each other's yearbooks to share ideas.



15 ence Recap



Keynote speakers Matt Smith, Rachel Schneider and Frank LaMonte discussed how to combat prior review.

A student asks a question at the keynote dicussion.



Award time!

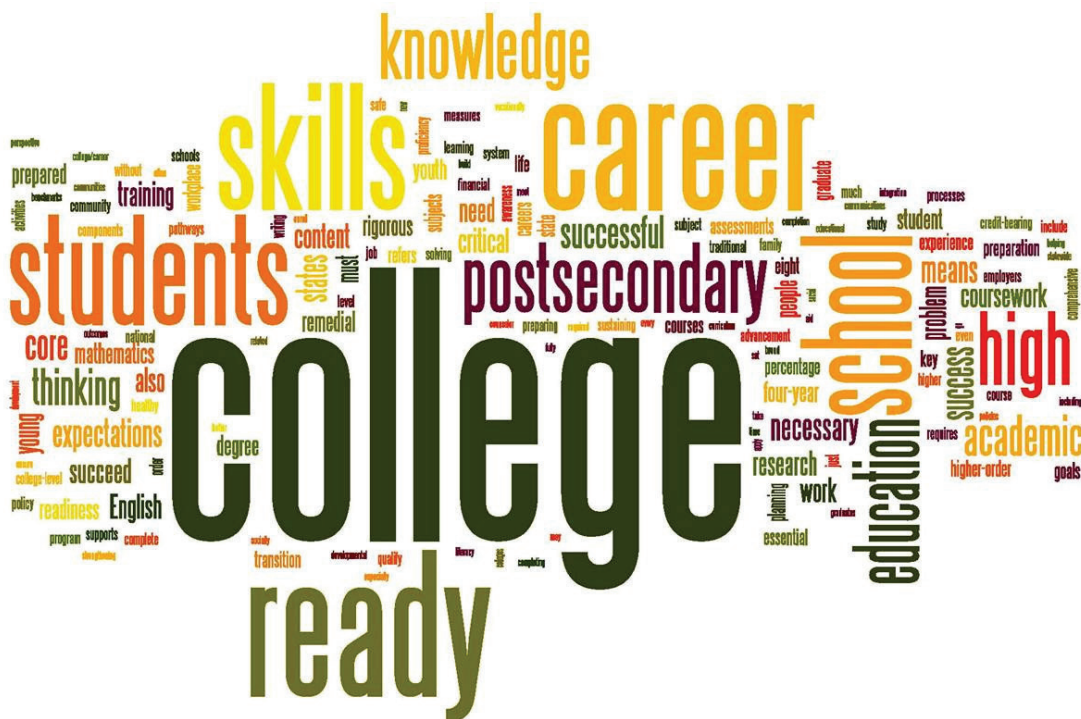


Mirza Mehmedovic and Barb Benish. Mehmedovic was a NEWSPA speaker and Fullbright Scholar.

By Megan Esau

"As an editor, it's a little bit more work," Knox said. "You are down here Monday nights when we have our editorial meetings, and then depending on how much you want to get done before Wednesdays, you could be

"I guess my main reason why I possibly wanted to pursue journalism is because I see how much of an impact you can make just in my high school," Schacherl said. It's important to give people a voice and let others know about events and things people are doing.



Dates to remember

Nov. 30 Register for reduced price
NEWSPA membership

April 13 Conference registration deadline

Mar. 2 Newspaper contest deadline

April 20 2016 NEWSPA conference!

April 1 NEWSPA scholarship deadline

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Getting involved brings college success

By Hilary Shandonay

High School students who are planning on going off to college learned how to get involved on the campus of their choice at the 2015 NEWSPA conference in Reeve Memorial Union at UW Oshkosh.

Melanie Cross, public relations and social media director at UW O's admissions office, and Baylei Schmit, a senior at UW O majoring in Communications and minoring in Spanish, said students who are involved on their campus will most likely have a better college experience.

Cross and Schmit asked the audience why they might not get involved on campus. Various students in the audience said they might not have enough time, they would not know anyone there, they are planning on commuting, or they are too shy.

"I commuted and lived on campus so I know the struggle of being a commuter and going home, putting on pajamas and not having any motivation to go back to campus at 8 p.m.," Cross said in the presentation.

Even though the stress of college can get in the way of getting involved on campus, Schmit said the audience should get involved in various clubs and organizations because students can make connections with people they might not usually talk to.

"You might feel tired, have a lot of homework, or feel stressed," Schmidt said. "But everybody is really going through those things when you start college and you should

get involved because going to a club or an activity on campus really helps you relieve stress. It gets you out and about and gets you out of your room."

Taylor Greening, Natalie Speers, Melanie Haetd, and Lindsey Vang from Berlin High School attended the presentation to learn more about getting involved when they go to college.

Greening and Speers are both planning on attending UW-LaCrosse and they said once they go to college, they would like to be involved in clubs and organizations on their campus.

"I am interested in joining student council and I want to volunteer," Greening said.

Haetd is attending Berlin College in Green Bay and said she is very interested in getting involved on her campus as well.

"I went to this presentation because I wanted to see what kind of advice the speakers had because I'm scared for college," Haetd said.

"Sometimes your freshman year you might feel a little overwhelmed, college courses are more difficult than high school and you will have to study more," Cross said. "Some of you are helping to pay for college, you might have to get a job, so you might not want to join 50 clubs your freshman year, then you will probably find yourself being stressed out. So find a good balance of clubs and things you can get involved in."



Scholarships: Apply early and often

By Jennifer Goldade

Anne Haverland, scholarship committee member, and Haley Walters, a UW Oshkosh journalism student, informed high school students of the key to getting college scholarships at the 2015 NEWSPA conference on April 22 at UW Oshkosh.

Haverland said students should start getting ready to apply for scholarships now, even if they are only a freshman in high school. She said students should start keeping track of things they are involved in, keep hard copies of things colleges may ask for and keep track of people's names and contact information for possible references.

Walters said students should tour colleges with their parents and decide if they are going to fill out the Free Application for Student Aid, which could include getting grants, loans or work studies.

Haverland said it is important that students have a talk about finances with their parents before they apply for scholarships.

"Many people don't want to talk about finances, but this is a discussion you have to have because what (your parents) earn is going to affect what you might be able to get in scholarships, grants or other financial aid," Haverland said.

Students can get scholarships based on financial need or merit, which looks at various things such as academics and extra-curricular activities. Haverland said it is important for students to get their college applications in early.

"Get (your application) in as close to when they start, because once they start accepting people, they also start looking at that pool of money and matching that pool of money to their accepted students," Haverland said.

Haverland said students should read through scholarship qualifications carefully before completing an application in case they realize they do not meet a requirement.

"You want to look for getting the most bang for your buck," Haverland said. "How much time is invested in the application: don't waste it. Don't apply for scholarships that you're not going to be able to get...Read through it before you spend all the

time putting it all together."

Haverland said students should go for scholarships where their odds of getting them are greater.

"Think about those scholarships where the application pool is much smaller," Haverland said.

Haverland said students should not be afraid to apply for smaller scholarships. If every student thinks it's a small amount, so it's not worth it, you could do it and have a better chance of getting it. She said students also shouldn't be afraid to apply for scholarships where an essay is required.

"Apply for scholarships where essays are needed, because if people don't want to do it, that lowers the application pool," Haverland said.

High school student Lauren Sassi said she has not been applying for scholarships, but she should probably be thinking about it.

Haverland said when applying for scholarships, students need to show what makes them unique.

"What experiences have you had that have made you grow... that make you unique," Haverland said. "Are you a scuba diver? Have you gotten that kind of certification? Have you

gone above and beyond and got your CNA (certified nursing assistant) certification before you graduated from high school?"

Walters said students should have someone proofread their applications before they are submitted for any missed errors and to keep papers organized if they are reusing them for multiple applications.

"Keep everything really organized so you're not scrambling at the last minute," Walters said.

Haverland said students should keep applying for scholarships.

"Don't leave money on the table and not apply for it," Haverland said.



Haley Walters, left, and Anne Haverland gave tips on how to get scholarships.

Look for scholarship opportunities on Page 11.

Keeping your publication drama free

By Brenna McDermot

Sara Marquardt, the yearbook adviser at Oshkosh North High School, presented "Keeping Your Publication Staff Motivated and Drama Free" at the 2015 NEWSPA at UW Oshkosh.

The session focused on teaching students icebreaker activities that could help their staffs quickly bond. Activities included 20 questions, competitive cotton ball blowing with a straw and the creative use of toilet paper to share fun facts about oneself.

Marquardt said that the biggest motivator for her staff is food. Every Friday, one staff member brings in a treat for the rest of the staff, and the time spent eating is a great opportunity for the students to socialize with each other.

Marquardt said personal accountability is a major motivator.

"I have it set up as a class, so they do get graded for it, but also they go through a process for editing and their peers really make a great motivation to do well," Marquardt said. "Also, their names are on the pages and they know the whole school will be looking at it, so that helps."

Marquardt said she sets up her yearbook like a business in order to prevent conflicts.

"I let them know that while they do not have to like everyone they work with, they do need to act professionally," Marquardt said. "They each have a job title that has the duties for it posted, and they must apply for positions and go through an interview process for editorial positions, which helps with the professionalism aspect."

If there is a conflict among staff members, Marquardt said privately discussing the problem with a student is typically the most effective way to resolve it.

"Because the class is adviser signature, meaning they have to have my permission to take the course, they can be asked to drop the class if they are not performing to the standard we have set," Marquardt said. "Usually just one discussion about expectations, and students step up."



Sara Marquardt, below right, taught students team building activities to help their newspaper and yearbook staffs get along.



Apply for the 2016 NEWSPA Scholarship.

Visit www.uwosh.edu/newspa
for application instructions.

\$500



Deadline is April 1.

Sports Photography

By ERIK BUCHINGER

Evan Siegle discussed his experience as a photographer for several major sporting events with a group of students during the 2015 NEWSPA conference at UW Oshkosh on April 22.

As a staff photographer for the Green Bay Press Gazette and USA Today, Siegle has covered Green Bay Packers' home and away games since 2003, the Super Bowl, Olympics, Frozen Four, PGA U.S. Open and more.

Siegle said 85 percent of his work is in sports and a big pointer for taking good pictures in sports photography is the equipment. he uses a 400-millimeter lens.

"For sports photography, gear is huge," Siegle said. "My lens is probably \$10,000, so I basically drive around with more money in my trunk than my car is worth."

Another important aspect of photography is being prepared, knowing the sport and anticipating what could occur, according to Siegle.

"You should always be aware of what might happen," Siegle said. "When I cover Packer games, I know which way Aaron Rodgers rolls out. I know what some of the more popular routes are, and I know where to line up on the field."

Siegle also attributed timing and luck as important features of sports photography.

Although Siegle said peak, action shots are cool, his fa-

vorite photos are the shots that tell a story. He used a high school football team as an example.

"[The team] hadn't won a football game in forever," Siegle said. "I covered the team, and it was everything except action on the field, so I did more behind the scenes."

In the second of the four slideshows Siegle presented, the photos included various high school sports as well as Hank, the Milwaukee Brewers' ballpark pup.

"That was actually one of my favorite assignments," Siegle said. "I got to go down and follow Hank for the day at Miller Park. It was kind of cool because he's an icon down there."

Siegle spent three weeks in Italy to cover the Olympics in 2006 for USA Today covering long track figure skating and men's and women's hockey.

He also went to the snowboard cross and covered the event when American Lindsey Jacobellis attempted a trick on the second-to-last jump of the race and fell to miss out on the gold medal.

Clare McNerney, a student at Sevastopol High School, came to see Siegle's session for tips on putting together the high school yearbook.

"The presentation was really helpful because we all have to go out and take photos, and it's really tough to get the sports photos," McNerney said. "They're blurry most of the time, so it's helpful to learn how to set those up."

Journalism Smackdown

By Alison Hermann

Students competed for prizes when they attended UW Oshkosh professor Miles Maguire's session Journalism Smackdown at the 2015 NEWSPA spring conference.

Journalism Smackdown is an interactive jeopardy-styled game that consisted of five rounds. Each round had questions that pertained to a specific topic. This year's topics were: famous Wisconsin names in journalism, comma questions, news about the news, AP style questions and grammar questions.

Rachel Flom, a junior from Appleton North, was a part of the winning team for session two.

"I love the title," Flom said. "I like things that can be competitive. It's better than just sitting around and listening to a lecture."

Journalism Smackdown was offered for session two and three at the 2015 NEWSPA conference. Each session is limited to a total of 30 students. Maguire said that the number of students is limited because in the past, Journalism Smackdown would get overcrowded.



"I think it's usually over crowded because it is the only session where you win prizes and I think that high school students see that and get excited," Maguire said.

Retired UW Oshkosh professor and founder of NEWSPA Gary Coll helped out at the sessions.

"It went well," Coll said. "Usually it is pretty crowded and we usually have five groups. We always have a lot of fun."

Sofia Voet, a junior at Appleton North, said that she enjoyed attending Journalism Smackdown.

"I like that you get to learn about journalism, but that it is still interactive," Voet said.

Maguire said he enjoys hosting Journalism Smackdown because "students get to jump around and have fun."

uwosh.edu/journalism/news-

Integrating variety in reporting makes for better sports stories: Berg

Brandon Berg spoke to a group of students about his career experience and provided tips on sports writing at the 2015 NEWSPA conference.

Berg graduated from Oshkosh in 2010 and worked for the Advance-Titan for a year as the assistant sports editor.

Now the sports editor of the Chippewa Herald, Berg said his experience with the campus newspaper helped him land a job out of college.

"A big factor that got me to where I am is the fact that I already had experience in a newsroom environment," Berg said.

According to Berg, integrating a variety of writing styles can make a newspaper more appealing.

"Altogether, you can use different things to create a bit of a diverse sports page," Berg said. "Nobody is going to want to read the same things each and every week because it gets boring."

Berg said writing game recap stories can be difficult, especially when the game is a blowout, but a story can still be told.

"Never go into a game thinking there's nothing you can write about because there's always something," Berg said.

In addition to game recaps, feature writing is a more interesting way to gain more readers' attention, according to Berg.

"Feature writing gives you a focus more on the athletes or people involved," Berg said. "That's never a bad way to go because a person is going to be a lot more interesting than a 42-0 football game if you're on the wrong side of it."

Berg said another way to keep readers interested is to utilize column writing.

"Column writing gives you a chance to incorporate your opinion," Berg said. "Generally, you want to keep your thoughts and ideas out of game stories and features. Column writing is your way to incorporate your ideas, whether it's something you've seen or something you believe, and you can hopefully back it up with a fair amount of information."

Berg said he wished he would have gotten involved with the Advance-Titan sooner.

De Pere High School student Morgan Van Lanen was in attendance and has experience as a freelance writer with the Green Bay Press Gazette, where she will also be interning this summer.

Van Lanen said she learned some good tips from Berg's speech, including covering games in general as well as writing about bad teams.

"At my school, the football team is terrible, so that gave me some good ideas about how to cover them," Van Lanen said.

Van Lanen said it's exciting to see somebody from the UW Oshkosh journalism department doing so well after college.

"He's an inspiration because I'm going to come to [UW Oshkosh], so it's cool hearing about how he found a good job in journalism, especially since this is a dying field," Van Lanen said.

Van Lanen said her dream job is to cover the Green Bay Packers and she plans to be a sports writer for the Advance-Titan in the fall.

Journalism Scholarships

NEWSPA Scholarship

\$500

April 1, 2016

For high school seniors planning on studying journalism in college and who have attended NEWSPA. Submit an essay and application form.

For more information visit www.uwosh.edu/newspa

SPJ High School

Essay Contest

\$300 - \$1,000

Feb. 24, 2016

For all high school students. Write 300-500 words on the topic of "Why is it important that we have news media that are independent of the government?" For more information visit <http://jea.org/home/awards-honors/high-school-essay-contest/>

Zimmerman

Scholarship

\$5,000

Feb. 1, 2015

For high school seniors pursuing a career in journalism. Must have a 3.0 GPA, three letters of recommendation and college acceptance letter. For more information visit <http://www.press.org/about/scholarships/zimmerman>

How to be a graphic designer in 40 minutes

By Madeline Fisher

UW Oshkosh adjunct professor and graphic designer Kevin Rau said being a successful graphic designer means having a good understanding of design elements and typography to create powerful and professional work.

"A design mercenary is what I call myself," Rau said. "Basically I've been involved in the graphics industry for a really, really, really long time."

Rau said he has been working in the graphics design industry since 1979 after earning his Bachelor of Science in Art and Master of Fine Arts from UW Madison.

Rau started off the session by clearing the air about the title of his presentation, "How to Be a Graphic Designer in 40 Minutes," and said the time element might be a bit misleading.

"It's not possible," Rau said. "I'm still learning how to design - how to be a graphic designer."

Rau focused on several different design elements throughout his presentation including composition, color and typography.

"We're working with type and words all day every-day," Rau said. "Type can be a really different thing and can speak to us on many levels."

Rau shared a CollegeHumor YouTube video entitled "Font Conference" that personified different typefaces in a humorous and engaging way, earning laughs from the audience and helping explain his point on choosing the right font.

"If the thought of reading a paragraph in that type of font makes you want to vomit, it's probably a decorative font," Rau said. "If you're a graphic designer, you should

hate Comic Sans."

Rau said that students aspiring to have a career in graphic design should remember four key points: stay informed, know your history, do pro bono work and be able to discuss your work.

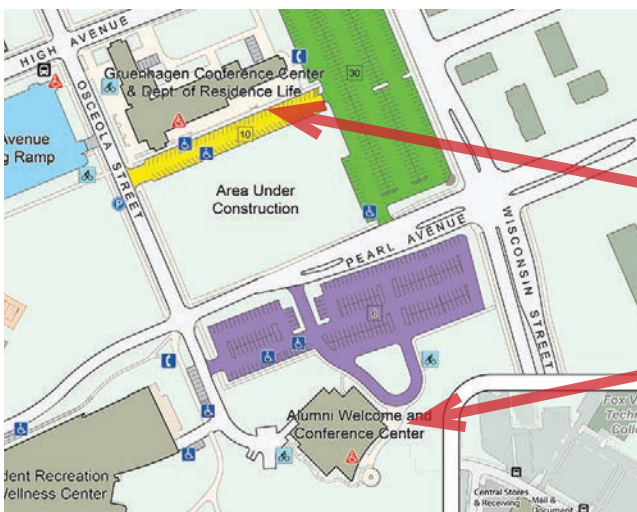
"Some knowledge of historical trends should inform your design," Rau said. "And you will be asked to defend your work."

Briah Larson, a freshman at Ashwaubenon High School, said she wasn't sure about pursuing a degree as a journalist, which is why she chose this particular session.

"I'm not really big on journalism," Larson said. "But I am interested in graphic design."



Kevin Rau stresses not to use personified fonts, particularly those that make you want to vomit.



The 2016 NEWSPA Conference will be held in Gruenhagan Conference Center and the Alumni Welcome and Conference Center since Reeve Memorial Union is now under construction.

Wikipedia: 'An excellent starting point'

By **CORISSA MOSHER**

A UW Oshkosh journalism professor discussed all things Wikipedia in a session titled "Going Beyond Wikipedia: Finding the Best Sources."

"I think (finding the best source) is just something everyone should know about," Marissa Hart, attendee and sophomore at Neenah High School, said. "It's just a skill everyone should be aware of."

Sara Steffes Hansen, UW Oshkosh journalism professor, said Wikipedia is an excellent researching tool for all students.

Hansen discussed the five pillars of Wikipedia: it is an encyclopedia, a neutral point of view, free, editors treat others with respect, civility and there are no firm rules to the site.

Hansen pointed out that there are accredited editors all around the world editing Wikipedia for free.

Hansen also warned students that since almost anyone can use, edit, modify or distribute content on Wikipedia, people can be both truthful and malicious on Wikipedia pages.

Hansen said information found on Wikipedia pages should not be disregarded as false right off the bat. In fact, there are many cases where Wikipedia may be the most credible source.

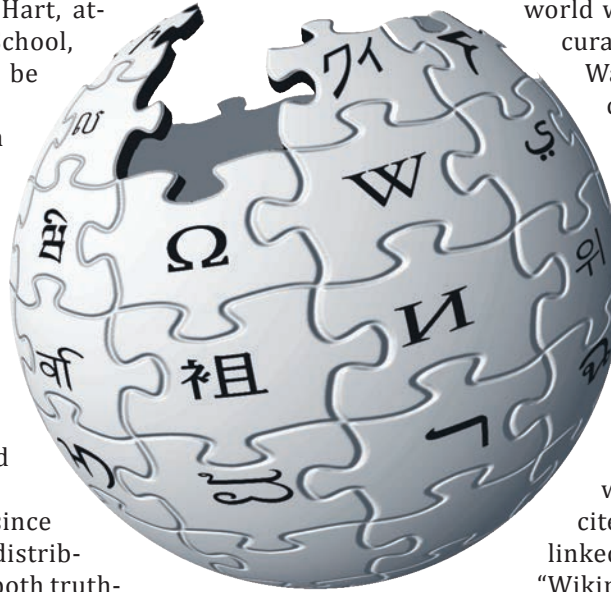
Hansen quoted Tom Worstall, contributor to Forbes magazine, saying, "It's an interesting world where Wikipedia is more accurate than both the CIA and the Wall Street Journal" in an article he wrote.

Hansen taught attendees how to track all edits to Wikipedia pages they visit and research off of.

"On every single Wikipedia page you can compare every single edit," Hansen said.

Hansen said students should avoid citing Wikipedia in any of their work, but should instead cite accredited pages that are linked from Wikipedia pages.

"Wikipedia is an excellent starting point," Hansen said.



You can get a dream internship, too

By **HILARY SHANDONAY**

UW Oshkosh students Andrea Larson and Isaac Haight discussed with high school students at NEWSPA on Tuesday on how they both got their dream internships. Larson was an intern at GenArt in Los Angeles, CA and Haight was an intern at National Sports Center in Blaine, MN.

"I hope they are motivated to start preparing for the future," Larson said. "As an incoming college freshman it is beneficial to have the mindset of getting involved and gaining experience."

Larson said she felt lucky to explore a new city and work on two business proposals for a clothing line and film festival during the internship.

"If they are lucky enough to know what they want to major in and do when they graduate, they can start looking into internships and note the qualifications and skills so they can start working toward them," Larson said.

Haight said he found the internship on Titan Jobs and had an interview over Skype.

"The best thing to do is build a relationship in that. Try to find some personal connection with the hiring person," Haight said.

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Haight said that he submitted eight writing samples to the National Sports Center.

"I can't stress enough how important it is to have a lot of writing samples," Haight said.

Larson said she had two phone interviews for her internship and the application process included sending in her resume and cover letter.

"I hope they are excited to get involved in school and follow their dreams," Larson said.



Isaac Haight and Andrea Larson encourage students to get internships while in college.

Get the most out of every interview

By **CORISSA MOSHER**

The adviser and the managing editor of The Index, Oshkosh West High School's newspaper, discussed tips and tricks of interviewing at the 2015 NEWSPA conference.

"The art of an interview is everything," Trent Scott said.

Scott and Taylor Ferrere, managing editor of The Index, broke down interviewing into three steps: preparing for the interview, conducting the interview and writing after the interview.

Scott said that preparing for an interview includes doing extensive research and setting up the interview in advance.

Scott said when setting up an interview it is best to inform the person you are interviewing what the subject matter is and exactly how much time you will need with them.

"If you are asking for someone's time, you are asking for a valuable resource," Scott said.



Scott said during an interview, one should make it conversational and have the ability to jump around from question to question as discussed instead of just reading all of the questions in order as written previously.

"Life doesn't happen in a straight line; interviews don't happen in a straight line," Scott said.

Scott said after the interview is conducted one should review their

notes immediately and if possible, write the story on the spot.

Scott used his knowledge and experience as a previous sports string reporter to create examples for the students.

Scott advised students to avoid email, twitter or phone interviews because they generate inorganic responses.

Aliza Hitz, attendee and Oshkosh West High School freshman, said she came to this session in order to get quotes that capture more details to create a better story.

"I wanted to be able to get better quotes out of people," Hitz said.

Scott said interviewing is vital to journalists because telling what other people say is what journalism is all about.

"We're tape recorders, that's our job—to record what people say," Scott said. "Our job is to represent that in its purest form."

Journalism 101

By **SARAH ZANDER**

Lisa Hutchinson, 2014-2015 adviser of Oshkosh North's The North Star student newspaper, taught high school students about the basics of journalism. She used the Missouri School of Journalism faculty's "ten basic tips for good reporting" to outline her presentation which included things like the necessity to be accurate, avoid biases and present multiple viewpoints among others.

Hutchinson said the best writing is direct, clear, concise, lively and accessible.

"Easily accessible means that people should be able to read the headline and the first paragraph and know everything they need to know," Hutchinson said. "Hopefully because of your lively lead, they'll want to read the rest, but if they don't finish the story, at least they have the basics of what they need."

Hutchinson also talked about the importance of pursuing the truth.

"You are the historians for your school," Hutchinson said. "You are leaving your mark in terms of your class, your generation, and the trends that were happening during your time in high school. "This makes being accurate extremely

important."

She also explained that as a reporter, you're able to hold your school accountable for your learning.

"Have you ever thought about that?" Hutchinson said. "You have the ability to constructively criticize your school and education and hold them accountable. As a journalist, you get to present both sides of an issue and get that student voice out there."

Hutchinson said that if you communicate effectively, the pressure that you put on administrators will be heard.

Aliza Hitz a freshman at Oshkosh West and writer for The Index, said the presentation was extremely informative.

"It went more in-depth about what journalism really is and what you're supposed to do," Hitz said.

"[Lisa Hutchinson] said that journalism has changed a lot in the past five years and so her presentation really helped show what journalism is today," said another writer for The Index, Katie Landolf.

Photoshop tips and tricks



By ALISON HERMANN

Photoshop Tips and Tricks was an hour and a half long session where UW Oshkosh adjunct instructor Kevin Rau walked students step-by-step through important parts of Photoshop.

Students worked through dimension and resolution, shadows and highlights, color correction, retouching, converting RGB files to CMYK, grayscales and duotones, blending and layers.

Photoshop Tips and Tricks is open for Yearbook and Newspaper students. Erin Williams, a junior from Oshkosh West who is on her school's yearbook staff, said she chose to attend because she thought it would be beneficial.

"I picked it cause it sounded the most interesting to me," Williams said. "I liked learning about the shades and tones the most."

Morgan Stinemates, a senior from Oshkosh West, said she picked Photoshop Tips and Tricks because she wants to improve her knowledge of the program.

"I'm really bad at technology," Stinemates said. "I liked learning about the cloning tool. I thought it was really help-

ful."

Rau said that even though Photoshop is a nice program to use, there are many ethical issues that students need to be aware of.

"There's a whole ethics issue with Photoshop especially with the clone tool," Rau said during his lecture. "You need to be careful. Ask yourself, 'Do you know where to draw the line?'"

Rau said that he is always trying to sneak in ethics when talking about Photoshop because with younger generations, they may not realize how problematic Photoshop can be.

"I think it is a generational thing," Rau said. "I've always accepted all photos to be realistic, but now that has changed with Photoshop. I think that there are still people who think all photos are realistic, and sometimes it's just not true."

Rau said he enjoys working at NEWSPA and giving high school students the ability to expand their knowledge.

Since the folks who give the presentations are well versed in what they do, NEWSPA is really beneficial. Rau said. "I think it speaks volumes to the level of knowledge we have here."

Journalism Jobs: Not just newspapers

By JENNIFER GOLDADE

Tim Gleason, UW Oshkosh journalism department chair and professor, informed high schools students of jobs journalism majors can get in the session "Not Just Newspapers-A Journalism Degree Offers Versatility" at the 2015 NEWS-PA conference on April 22 at UW Oshkosh. Gleason said when people think about journalism, they may be thinking about it in different ways.

"For me (journalism) is very broad, because I think of journalism as part of this larger media field and that's how we think about it in our department," Gleason said.

The five journalism degrees you can get at UW Oshkosh are advertising, public relations, writing and editing, media studies and visual media. During this session, students tried to write down as many jobs as they could think of for each of the five journalism degrees. Then, the students shared what they came up with and Gleason also shared jobs they did not think of.

Advertising jobs mentioned were a creative director, media buyer or designer, account executive and copywriter. Gleason said copywriters are needed in advertising, because someone needs to write the words you see on ads.

"Copy writing is one of those sub-fields of journalism," Gleason said. "Journalism is about teaching people how to write in a very tight fashion."

For public relations jobs mentioned, there are client-based public relations people, event planners, people who work in fundraising, spokesperson, social media expert or writer and media outreach coordinator. Gleason said a spokesperson would be someone who could talk to people and become the face of an organization. He said a media outreach coordinator is someone whose primary job is dealing with the members of an organization.



Tim Gleason

Writing and editing jobs mentioned were a journalist, reporter, TV writer or reporter and technical writer. Gleason said technical writers write things such as manuals, instructions and rules, and it is one of the most high paying writing jobs out there.

"Some people find this a very tedious kind of writing, but it is actually very difficult," Gleason said. For media studies jobs mentioned, people can go into law, ethics or history of how the media operates.

Visual media jobs mentioned were photographer, web designer, digital researcher, print designer and photo editor.

High school student Laura Zornosa said she thought of journalism as just journalists, editors and writers, so this session gave her a different feel of journalism.

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