



NEWSPA

Get pumped: NEWSPA 2015 draws near

by *Haley Walters*

NEWSPA PR Assistant

The 2015 NEWSPA conference will be one to remember. With a variety of new sessions, speakers from as far away as Bosnia and a keynote panel discussion that will inform you on your legal rights, students will learn about journalism and be inspired.

Once again, NEWSPA is giving students three keynote speakers for the price of one when a panel of individuals weighs in on newspaper censorship and prior review.

The panel will discuss the outcome of Fond du Lac High School's reaction to "The Rape Joke," which caused controversy throughout the nation.

Former Cardinal Columns Editor-in-Chief Rachel Spanbauer will share her experience dealing with the backlash from school officials and the national attention the story caused. Cardinal Columns adviser Matt Smith and executive director of the Student Press Law Center Frank LoMonte will join the discussion and offer their insights on what prior review and restraint is, talk about other recent examples and develop-

ments, and discuss what you can do right now to prevent or overcome prior review and restraint policies.

Before the keynote address, students will have the opportunity to choose from a variety of 40-minute sessions featuring media professionals, students and instructors.

New sessions include:

- "Careers in Journalism: Social Media" with Zak Thompson, Candeo Creative communications specialist

- "How to Shoot and Edit Compelling Video" and "Not Just a Photographer: Survive in a Newsroom as a Visual Storyteller" with Mike DeSisti, multimedia picture editor at the Milwaukee Journal Sentinel

- "Investigating Your School: A Crash Course in Understanding Standardized Tests, Student Crime and Secrets" with Nick Penzenstadler, investigative reporter at USA Today. (See Grace Riggert's story on page 10 to learn more about investigating schools.)

- "Not Just Newspapers: A Journalism Degree Offers Versatility" with Mike Cowling, UW Oshkosh professor and copy editor at The New York Times. (See Haley Walters' story on

page 14 for more on available careers for journalism graduates.)

- "Reporting from a War Zone After War" with Mirza Mehmedovic, Fulbright Scholar and former Bosnia and Herzegovina journalist. (See Nicole Kiefert's story on page 5 for more information on Mehmedovic.)

- "Should Your Major be Journalism?" with Ian Arthur and Sam Broughton, UW Oshkosh students. (See Darcy Thomas' story on page 7 to learn more about what studying journalism is like.)

If students are considering attending UW Oshkosh for college and would like to see more of the campus, UW Oshkosh admissions will be offering quick walking tours during the second and third sessions. Tour guides will show students Sage Hall, where the journalism department is located, along with the Student Recreation and Wellness Center and a residence hall.

Advisers also have the opportunity to pick up information regarding a summer advising workshop held at UW Oshkosh on June 17. The workshop will offer three sessions for professional development.

NEWSPA Throwback 2006



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Letter from the President

by Sara Marquardt

NEWSPA President

After a long, frigid, uncomfortable winter, spring is finally peeking around the corner. With the promise of sunshine and daffodils, regrowth and renewal, we also come with the promise of a great NEWSPA conference! The nicer weather reenergizes us as people; let the annual NEWS-PA conference reenergize you and your students as journalists.

The NEWSPA conference is always a high spot in my year. It says to me “the end is near!” to the hectic pace that a high school teacher and adviser must maintain. With the finish line in sight, this is a day to reflect on the year, to learn new strategies to implement the next year, and to invigorate our students with the excitement of journalism.

With the Brian Williams debacle still percolating through the fringe media, journalism has taken a bit of a hit. This is a great time to show students that journalists are objective and ethical...with Williams being an unfortunate exception to

the rule. With this conference, students can collaborate with some of the best journalists in the field, most right from our area. We have this great opportunity to showcase the wonders of journalism and to show by example that journalism is a field that is noble, heroic even. We have a duty to tell the truth, even if no one wants to hear it. Most journalists have an immense amount of integrity, and this conference goes a long way to proving that.

Hopefully you are planning on bringing your students to this amazing event...there is something here for everyone, from a newbie reporter to the editor of the yearbook. Students will learn the basics, meet with journalists in their field, and connect with peers who have the same passion. We look forward to seeing you there and enjoying this rejuvenating conference!

On a separate note, I'd like to extend my gratitude to everyone I've worked with during my tenure as NEWSPA president and as a board member these past 15 years. After this year, I



Sara Marquardt

I am taking a break from serving on the board to work on getting back to full health. I've really enjoyed everyone I've met and working together to promote the profession of journalism. I will most miss Barb Benish, the backbone of this organization. She works tirelessly to make us board members look like we know what we're doing! I've learned so much working with her and with many of you and I will cherish these memories. Thank you so much for giving me this opportunity.

Dates to remember

April 1 NEWSPA Scholarship deadline

June 10 Adviser workshop registration deadline

April 15 Conference registration deadline

July 1 Spring 2014 yearbook deadline

April 22 2015 NEWSPA Conference

Follow us on Facebook and Twitter to stay up to date on NEWSPA news!

NEWSPA revisits “The Rape Joke” for keynote panel

by Nicole Kiefert

UW Oshkosh Student

Last year, Tanvi Kumar, then a senior at Fond du Lac High School, reported a story that caused controversy not just in the school, but also across the state and nation.

The story was called “The Rape Joke” and it was about the casual or careless attitude people at her school have toward rape.

“The Rape Joke” included the story of three sexual assault victims, whose names were all changed to protect their privacies, and the idea of a “rape culture,” which is an attitude that exists when people make jokes or blame rape victims.

Matt Smith, adviser of the Fond du Lac Cardinal Columns, said Kumar tried writing the story the previous year, but dropped it when she couldn’t get in touch with sources.

“The next school year she started trying to touch base with people again and ended up connecting with people who had a lot to say,” Smith said.

Smith said Kumar wanted to write a story that would “help bring awareness to sexual harassment and rape.”

About one month after the story was published, Fond du Lac High School’s principal told the students that he would be implementing a policy subjecting student publications to “school guidelines determined by the principal.”

Fond du Lac’s superintendent also told the students they needed to coordinate with school administrators for stories.

Smith said he anticipated the shock the story would bring, but he had no idea the amount of backlash it would receive.

“I did, however, hear a lot of positive feedback from a wide variety of students, teachers, staff members and members of the community,” Smith said. “When I was called down to a meeting in the principal’s office nearly a month later that included the superintendent and at which I was handed the new prior review guidelines, that was, quite honestly, the first bit of negative feedback on the story I had received.”

Frank LoMonte, executive director of the

Student Press Law Center, said he thinks the students at Fond du Lac sent out a powerful message by defending the piece when it was attacked.

“The single best insurance policy against censorship is to do excellent journalism, because that’s the kind that will sustain censorship,” LoMonte said. “Students need to understand they do have legal protections their school can’t take away and it’s in their power to make their legal protections better.”

Smith said the publication guidelines became stricter throughout the rest of the 2013-14 school year, but negotiations over the summer made the current guidelines more reasonable.

“The prior review guidelines certainly led to prior restraint of elements in every remaining issue of the year,” Smith said. “Thankfully, over the summer we were able to work with the district to develop new guidelines that remove such administrative review and the possibility of administrative prior restraint.”

Although he doesn’t encourage people to fight City Hall just for the sake of the fight, LoMonte said people need to be brave enough not to be intimidated from “telling the truth of issues of public concern.”

“We saw that at Fond du Lac when ordinary students started protesting and meeting with the principal to ask why information was being censored; it was an incredible statement of not just journalist outrage, but public outrage for being given filtered information that was controlled by government authority figures,” LoMonte said. “The public really will not stand for that and student journalists need to know that they can fight censorship and win.”

Smith said everyone learned from the situation, which will continue to be a reminder to future students about how to defend publications.

“That was definitely a learning experience, and I think it will define the overall perception and make-up of the publication for several years, at least,” Smith said. “I have more students involved in the class now and many of the new staff members cited the controversy as a primary reason they wanted to get involved.”

Fulbright Scholar tells war stories

by Nicole Kiefert

UW Oshkosh Student

Mirza Mehmedovic was about 8 when the war broke out in his home country of Bosnia. What he remembers vividly about the war was being hungry. A lot.

As an adult, Mehmedovic has studied media coverage before, during and after the war. He went on to become a Fulbright Scholar and study media at UW Oshkosh. He will also speak at NEWSPA 2015 about the Bosnian War and his media findings.

Mehmedovic currently is doing research for his doctoral dissertation, *The Possibility of Applying the European Model of Media Policy in Public Broadcasting Services in Bosnia and Herzegovina*.

Mehmedovic says he thinks people will find his session interesting because many don't know anything about Bosnia.

The Bosnian war started in March 1992 as a result of the breakup of Yugoslavia, and lasted until December of 1995. Bosnia, along with Slovenia and Croatia, wanted independence from the Socialist Federal Republic of Yugoslavia. The war was mostly a territorial conflict, but as the war spread, so did an ethnic cleansing of the Muslim Bosniak and Croat populations.

"After Bosnia wanted to ... become a democratic country, war started because Serbia, Montenegro and Macedonia didn't want to let that happen," Mehmedovic said. "It was war between different ethnic groups."

Mehmedovic said in the years after war, media continued to report about interethnic problems and issues in Bosnia. "Twenty years after the war in Bosnia, media basically talked about everything that happened in the context of what is between different ethnic groups inside of Bosnia," he said.

While his session will start with a brief overview of the Bosnian war, the focus of Mehmedovic's presentation will be about nationalism in the media.

"I will have to mention some of the history, of



Mirza Mehmedovic is a Fulbright Scholar studying media at UW Oshkosh.

course, but most of my presentation will be about the media: how media reported on the every day events in ex-Yugoslavia, how they reported on events in the 1990s during the war, and how they report about political or other issues in Bosnia nowadays," he said.

Mehmedovic suggested anyone interested in learning more about the Bosnian war watch *Welcome to Sarajevo*, a movie about a journalist covering the Siege of Sarajevo. The movie uses real footage from foreign journalists to show the war scenes.

"It looks terrible, but I think it's good they used those kind of scenes in the movie because it shows what was actually happening there," Mehmedovic said.

While he was never a war reporter, Mehmedovic was a journalist before he started teaching communication studies at the University of Sarajevo. He said he appreciates the work reporters do and he is ready to enlighten people on the tragedies of the war and the impact it has.

"I believe that it should be the mission of people who were in war zones to tell (other) people," Mehmedovic said. "I really think (war) is something terrible, the most terrible thing that could happen to any human being."

Filak offers newspaper critiques

by Darcy Thomas

UW Oshkosh Student

NEWSPA's annual newspaper and yearbook competition provides written feedback on students' writing, photography, design, advertising and other work, but it is taking its feedback a step further.

For the third year, high school newspaper staffs can get that feedback in person with Vince Filak, a journalism professor with a passion for student media who also advises the award-winning Advance-Titan at UW Oshkosh.

During the 2015 NEWS-PA conference, Filak will sit down with a school's adviser and students for 20 minutes to discuss newspaper or website writing, editing, design, photography, headlines, and more.

"They need to know that they're doing a good job," Filak said. "The work that they are doing is on par with real work going on in the journalism field. This is an opportunity for them to ask questions, and hear what's working and what isn't from a voice other than their regular adviser."

Filak will create a guide that offers design and writing tips in order to help student retain

the information discussed in the session.

This year, he is adding a section on law to answer questions around censorship, prior review and other legal issues.

But the aim of the critiques is not to just tell students how to run their papers.

"I want it to be about the students asking questions," Filak says. "The first year most of the students didn't know what to expect, but they return every year ready to ask more questions, which is exciting."

While the onsite critiques take place only once a year, Filak and the A-T staff are willing to travel to schools for a more in-depth discussion on their work and publication management. (The visits are free; however, schools must be a NEWS-PA member.)

This program began last year, and Filak and A-T editors visited high schools in Plymouth, Berlin and Fond du Lac, to name a few.

"It's good for both the high school students and college students," Filak said. "The younger students get to connect with someone who is interested in what they are doing, and the university students get to feel like experts. It benefits both parties."



Scholarship

Need help paying for college? NEWS-PA can help with that. Each year, NEWS-PA offers a \$500 scholarship to a student planning on studying journalism or a journalism-related field. Applying is easy; simply fill out the form, available online, and write a 500-word essay about your experience with journalism.

Go to www.uwosh.edu/journalsim/newspa/scholarships for a copy of the form and more instructions.

Deadline is April 1!

To register:

- Go to www.uwosh.edu/journalism/newspa and download the form
- Pay the \$25 fee

To schedule a visit:

- Email Vince Filak at filakv@uwosh.edu

Should your major in journalism?

by Darcy Thomas

UW Oshkosh Student

Deciding on a major is the most difficult and daunting task of a college career. It's not unusual for someone to change his or her major one, two, even five times because it's hard to determine what major fits them best. However, with more and more media consumed every day, journalism is becoming a popular choice.

"Being a journalism major is a lot of fun." journalism major Sam Broughton said. "It's pretty cool to have such a unique group of students all studying journalism because you get to learn so much from each other."

So the question is: Who is right for the journalism major?

"Anyone who has any interest in any facet of media," journalism major Ian Arthur said. "If the career touches media in any way, there is a good chance a journalism major would be desired."

With the newspaper industry in decline, some people are afraid to try to enter the journalism field. However, there are still many jobs in the industry, that include areas such as writing, editing, public relations, advertising, photography and general media studies.

As for the coursework involved with studying journalism, it can vary depending on the emphasis of the student.

"The earlier classes students take are pretty straightforward," Arthur said. "You'll have lectures, group projects, papers and miscellaneous assignments. Later in your major courses will be heavily geared toward production."

For example, should the student chose to study photography they would first need to go through prerequisite courses that deal with journalism as an industry, and then move on to more focused photography classes.

"Students come to college to acquire a specific skill that they hope to get paid for once they graduate, and journalism courses

will teach them dozens of skills that will benefit them once they start working after college," Broughton said.

While choosing an emphasis is fun and exciting, the student must remain dedicated to doing the required work both in and out of class.

"The most important factor is to show up to classes and pay attention," Arthur said. "Some semesters I was only working on things for maybe an hour a day outside of class on average. More for papers and big tests obviously. Since this is my last semester, I've had to put in about two hours a night outside of class."

Another way for a student to be successful in their journalism studies is to take advantage of extracurricular opportunities the major offers. These help the student gain valuable real-world experience that will prove beneficial when searching for a job post-graduation.

"Student organizations are an amazing aspect as well," Brouthon said. "Working with the student newspaper and Public Relations Student Society of America for two years have easily been my greatest college experiences."

With the variety and freedom within the major, it is no wonder that a journalism major appeals to so many students.

Students can focus on other hobbies, such as sports or film, and make a career out of writing about them. Professionals may even have opportunities to travel the world. As exciting as those possibilities are, individuals must first learn the skills to communicate effectively.

The most important thing, however, is that students have passion for the major that they choose and feel that what they are doing is important.

"Media touches literally every facet of our lives. I'm learning how to make a career out of what I live with every day," Arthur said. "It is a really fulfilling experience."

More sessions to consider

Session One

Get the Most Out of Every Interview	Should Your Major be Journalism?
Great Photography, Limited Budget	Take Your Online Presence to the Next Level
How to Be a Graphic Designer in 40 Minutes	Working on a College Newspaper
How to Create Editorial Cartoons	Working on a College Radio Station
Photo Critique of Entrants	Writing Reviews

Session Two

Feature Writing for Publications	Keeping Your Publication Staff Motivated and Drama Free
Getting the Big Picture in Sports	Keys to Getting College Scholarships
How to Cover Controversial Subjects	Newspaper Editors' Roundtable
How to Survive and Thrive in Your First Year of College	Not Just a Photographer: Survive in a Newsroom as a Visual Storyteller
Journalism 101: Basics of Journalistic Writing	Photoshop: Tips and Tricks
Journalism Smackdown	Reporting from a War Zone After War
	Yearbook: Not a Popularity Contest

Session Three

Brainstorming: How to Find Features and News Stories	Journalism Smackdown
Careers in Journalism: Social Media	Newspaper and Yearbook Advisers' Meeting
Going Beyond Wikipedia: Finding the Best Sources	Not Just Newspapers: A Journalism Degree Offers Versatility
How to Shoot and Edit Compelling Video	Sports Writing
Investigating Your School: A Crash Course in Understanding Standardized Tests, Student Crime and Secrets	Writing Columns
	Yearbook Editors' Roundtable

Don't forget



* Students must sign up in advance for Photoshop Tips and Tricks with Kevin Rau. The session will be capped at 15 students. Students will meet by the Reeve Memorial Union stairs and walk over to Sage Hall as a group. The session is 1.5 hours long, so plan your day accordingly.

To register:

-Email your name and school to NEWSPA Executive Secretary Barb Benish at benish@uwosh.edu.

ASNE funds schools' trips to NEWSPA

by Grace Riggert

UW Oshkosh Student

The American Society of News Editors has stepped up to pay the NEWSPA membership fees for two schools as a part of their new initiative to educate future journalists.

Founded in 1922, ASNE “promotes fair, principled journalism, and defends and protects First Amendment rights,” according to the ASNE website.

In recent years, ASNE has made great strides to promote the importance of journalism, especially to younger audiences.

The ASNE’s Youth Journalism Initiative was created in 2000 to help teach upcoming generations about the importance of news. The ASNE started the website “schooljournalism.org” to help educators teach students journalism skills.

One of these educators making a difference in student journalism is Rachel Rauch, who teaches English and journalism courses as Homestead High School in Mequon and who also works as an adjunct professor at UW Oshkosh, teaching a dual credit course for high school students.

Homestead High School is able to be a new NEWSPA member this year, thanks to ASNE.

Rauch serves as adviser to Homestead High School’s yearbook “The Tartan” and the school newsmagazine, “The Highlander,” which is an online publication as of September 2014.

Rauch said she will not be attending this April’s NEWSPA conference because she is taking several of her students to the JEA National Convention in Denver, Colo.

In fact, she and her students have traveled to several conferences, including some which had more than 6,000 student journalists in attendance.

There are 24 students who work between the three publications at Homestead, but Rauch said that wasn’t always the case.

“When I arrived, the paper was a laughing stock,” Rauch said. “My goal was to transform the publication.”

Rauch set out to change the way the paper was published by switching it over to desktop publishing through InDesign and she had the paper printed in color.

She also set some goals for the publication such as winning a Pacemaker Award, which recognizes excellence in student journalism.

“I said that I would retire once we won,” Rauch said. “But we won one last fall so it was too soon.”

Instead, Rauch focused on a new goal: switching their paper to a newsmagazine at the students’ request.

Rauch said she has no problem getting her students excited for journalism once they realize the difference they are making.

“Our name stands for quality,” Rauch said. “The students stand for a quality product and have a sense of pride in their work.”

Rauch said it also helps that the community is involved with their publication.

“[The publication] acts like a mouthpiece for the community,” Rauch said. “Other people see our work and it matters.”

If advisers are struggling with low enrollment in journalism programs, show students examples of quality publications and reach out to other advisers whose students create quality work, Rauch said.

“Just last week we had someone visit our school,” Rauch said. “They reached out and said, ‘Can we look at your program, meet your kids and see your space?’”

Advisers can also help their students by keeping up with changes in everyday journalism.

“Journalism changes every single day,” Rauch said. “Your kids can benefit if you stay on top of everything like new technology.”

Rauch is now trying to do just that by practicing social media within the classroom and also attending conferences with her students to get updated on new yearbook technology.

“A lot of learning extends beyond classroom walls,” Rauch said. “Advisers always have to be learning.”

Student journal before invest

by Grace Riggert

UW Oshkosh Student

When a reporter gets a lead on a hard-hitting story about their school it can be intimidating to start an investigation. But knowing what can and cannot be done while realizing the rights of a student journalist is key when reporting on something big at school.

Nick Penzenstadler, USA Today investigative reporter and NEWSPA alumnus, will point students in the right direction in his presentation, "Investigating Your School: A Crash Course in Understanding Standardized Tests, Student Crime and Secrets" at the 2015 NEWSPA conference.

"A rock-solid investigative project is journalism at its core: righting wrongs, solving problems, protecting the vulnerable, holding officials accountable etc.," Penzenstadler said.

The first issue student reporters face is independence, Penzenstadler said, as the schools tend to fund most publications.

"Having an adviser who can serve as a conduit between the school and the publication is important," he said, "as is understanding clear boundaries on what's OK to cover and what's not."

When reporting, it is common for students to face re-

luctance from sources or problems with admi-

Mike Cowling, a journalism professor at UW said students might be looked down upon b their status as a student.

"Unfortunately, I think students are disa because the thought among adults is often are students; they may misinterpret what I say said.

Penzenstadler added, "You'll likely encor sistance from administrators if the results a vorable. You might run into problems with participation, sources may not be willing to talk, but you are entitled to public documents and data just like any other reporter or citizen."

Cowling said it s import- ant for students to realize they have the rig questions, just like any other reporter.

As if getting information from adults enough, another difficulty is correctly using dents as sources. That's where an understand Family Educational Rights and Privacy Act is i

"FERPA is the student privacy law that s protects student identity and records. It cover class lists, schedules, disciplinary records, cords etc.," Penzenstadler said.

When using students as sources, or even re a story involving students, it can often be diffi information.

"If you're trying to get information about any student under the age of 18 is going to m cult because they aren't considered adults in t the law," Cowling said.

FERPA doesn't protect all information tho zenstadler said.

“A rock-solid
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“Investigating your school: A crash course in understanding standardized tests, student crime and secrets”

Reeve 307

10:10-10:50 a.m.

Journalists: Know the laws investigating your school

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Nick Penzenstadler
USA Today Investigative reporter

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“It’s more important to note what it DOESN’T cover: law enforcement records, alumni records and aggregate data that does not include personally identifiable information,” Penzenstadler said. “It’s also important to know that a student or parent can grant control of their records to a reporter.”

Another useful tool for student reporters is a Freedom of Information Act request form.

This form, which can be submitted online, allows any person to make a request to the federal government for their records.

“The more specific the request is, the more likely you are to get some information,” Cowling said. “If you make a general request, it’s going to make it more difficult to get that.”

Like FERPA, a FOIA request also has its limits.

“If it has to do with internal hiring or firing, sometimes part of that information is not disclosed as part of the public record,” Cowling said. “It was not part of a public meeting so there are limitations, but certainly you can file a request.”

Cowling suggests going the traditional route and interviewing people first, before jumping the gun and submitting a FOIA request, is the best way to start an investigation.

“Use the traditional reporting techniques and see if you can get what you want,” Cowling said. “But if that doesn’t work or if people are stonewalling you, a FOIA request is the way to go. It’s not going to make you the most popular to some people, but it’s a right you have and it’s part of the learning process.”

Above all, remember that a student journalist has the right to question what they want, but it is important to use tact and professionalism with any investigation.

Fast Facts

Freedom of Information Act request (FOIA): Allows any person to request records from the federal government. The form is available online at www.foia.gov/report-makerequest.html.

- Make requests very specific
- Allow one month for processing
- Check the agency’s guidelines before submitting a request

Family Educational Rights and Privacy (FERPA): A student privacy law that protects their identities and certain records.

- Under FERPA the following information cannot be disclosed without a student’s consent:
 - Grades
 - Class lists
 - Student course schedules
 - Disciplinary records
 - Student financial records
 - Payroll records for student employees

Adviser Profile

Lisa Hutchinson

by Darcy Thomas

UW Oshkosh Student

When Oshkosh North High School was looking for a new adviser for their newspaper, the North Star, Lisa Hutchinson stepped up to the plate this school year.

Hutchinson teaches English courses at North including CAPP Speech, which students can take for college credit, English 3 and English 1 Honors. She also teaches TV9, a class where students film and produce the daily announcements.

Previously, Hutchinson advised other newspapers such as the Sheboygan North newspaper for seven years and the Oshkosh West High School paper for one year.

"I love being a newspaper adviser because students get opportunities to communicate both verbally and in writing to an authentic audience," Hutchinson said. "Plus, it's a heck of a lot of fun hanging out with my staff outside of class time."

Thus far, she has cited her experience as being a positive one, though she has run into some challenges.

"It has been hard to communicate with editors who have very busy schedules," she said. "They are talented student leaders to work with, but we need to improve communication and recruitment for new writers and photographers."

Despite these hardships, Hutchinson is optimistic about the future of the paper and the students running it.

North Star is currently composed of column writing and student interest pieces. While she is glad the students are finding their niche, Hutchinson wants them to experiment with writing different stories and work on other skills within the industry, such as photography.

"My goals for North Star are to increase interviews/quotes for better personality profiles



Lisa Hutchinson is the new adviser of Oshkosh North High School's student newspaper, the North Star, and a new member of the NEWS-PA Board of Directors.

"I love being a newspaper adviser because students get opportunities to communicate both verbally and in writing to an authentic audience."

— Lisa Hutchinson

and more in-depth news stories," Hutchinson said. "I would like more staff photographers to join and increase the number of original images we have in the paper versus online images."

Hutchinson hopes that the upcoming NEWS-

PA conference will inspire her students to step out of their comfort zone and try different aspects of the journalism field.

Hutchinson also hopes to generate more interest in the journalism field by

offering new classes and opportunities to students.

"I look forward to expanding the journalism program through a community partnership class called 'Communication in the 21st Century.' I hope enough students sign up for the class for next year, so there will be an increase in students learning excellent communication and media skills, and possibly earning an internship in this career field," she said.

Hutchinson hopes the students pursue their interests and follow them into college. "Learning technology and marketing skills makes journalism an excellent opportunity for college and career readiness," she said.

Workshop enriches adviser education

by Haley Walters

NEWSPA PR Assistant

NEWSPA isn't just devoted to educating students. It's also committed to adviser development. That's why NEWSPA will be offering a daylong workshop in June for newspaper and yearbook advisers who want to learn skills to bring back to their publications.

The workshop will be held on June 17 in Sage Hall at UW Oshkosh. The day will be filled with three sessions covering writing, social media and publication design. Advisers will learn from experts in journalism who also teach at the collegiate level and have professional experience.

The first session will begin at 9:30 a.m. following a continental breakfast. UW Oshkosh journalism professor Miles Maguire, former Washington bureau chief of the American Banker Newsletter, will focus on writing and editing skills necessary in journalism.

"Writing and editing remain at the core of almost all journalism jobs, even in today's high-tech environment," Maguire said. He will teach instructors strategies and techniques that can be used to teach students the technical aspects of grammar without overwhelming them.

Following Maguire's session, attendees will enjoy lunch before moving on to learn about social media in "Everything you need to know about

social media but were afraid to ask," presented by UW Oshkosh professor Sara Steffes Hansen, a former internet strategist and marketing director, and Kayde Kempen, a web content and new media specialist at UW Oshkosh.

The two will explore different applications and challenges that arise when using social media.

The session will also include hands-on elements that will showcase Twitter use.

"The session will cover cross-platform content sharing and how it can help

increase reader interaction and expand a publication's audience," the presenters said.

The final session will be on publication design presented by UW Oshkosh instructor and owner of rauhaus design, Kevin Rau.

"I'll cover some production-oriented material, like how to use Photoshop to make photos look better," Rau said. "I'll also talk about some design and typography issues, such as using a grid and how to pair fonts."

The workshop will conclude with a networking session meant to bring advisers together to discuss what they learned or other issues.

To sign up for the workshop, download a form online found at www.uwosh.edu/journalism/newspa. Fill out the form on the back of the brochure and mail it in, along with a check made out to NEWSPA. The cost is \$50 for NEWSPA members and \$100 for non-members. The workshop is limited to 15 participants.

“Writing and editing remain at the core of almost all journalism jobs”

Miles Maguire
UW Oshkosh Professor

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Busting myths about journalism careers

by Haley Walters

NEWSPA PR Assistant

As a college journalism major, I find myself sometimes defending my future degree when the question of “So, what’s your major?” is asked.

I’ve heard it all, from “You can never get a job at a newspaper anymore” to “what’s your backup plan?”

The misperception that journalism is a dying field is in part due to peoples’ understanding of what a journalist is. Journalism in 2015 is vastly different than what it was 10 years ago, or even five. However, many still hold on to those antiquated visions of reporters plucking away at typewriters while an editor is screaming about a deadline across the newsroom.

When newspapers began laying off hundreds of reporters, parents everywhere told their college-bound kids not to major in journalism. According to a study conducted at The University of Georgia, enrollments in journalism and mass communication programs in 2013 declined for the third straight year nationwide.

Let’s get a few things straight here. Journalists are not meeting their demise due to technology the way milkmen and chimney sweeps did. And no, I don’t have a backup plan for when I can’t find a job after college. Here’s why.

Last year, the Bureau of Labor Statistics announced a 7 percent job growth in media careers between 2012 and 2022. Seven percent may not sound like a lot, but that translates to thousands of jobs nationwide

But job growth isn’t the only story to be told. Journalism is growing in more ways than just employment numbers. Careers available to journalism graduates are becoming more diverse as effective strategic communication becomes a vital tool in a media-driven society.

In Mike Cowling’s upcoming NEWSPA session, “Not Just Newspapers: A Journalism Degree Offers Versatility,” the UW Oshkosh professor will explore unexpected journalism careers.

“There’s a lot of talk out there that print is dead and journalism is a dying profession, but you need to realize that every generation has a new set of platforms to communicate,” Cowling said.

As some argue that the Internet is becoming a

replacement to journalists, Cowling points out that today’s journalism school curriculums focus on how to utilize those new and emerging technologies to tell a story. This also happens to be an important set of transferable skills applicable to many professions.

“There are a lot of new opportunities today for journalism graduates; probably more so than in the past because of new technology,” Cowling said. “You don’t have to go into news or broadcast once you graduate. Journalism prepares you for many different areas.”

Cowling will discuss a few of these areas, but not the ones many would expect.

These may include careers in publishing, social media, public relations, advertising and forms of specialized writing.

So what are some of these exactly and how do they work?

One example is grant writing. In order for organizations, especially non-profits, to earn money they need to provide services, they can apply for grants. According to the Bureau of Labor Statistics, journalism graduates can be paid \$20-\$100 per hour for writing grant proposals. These writers must have strong writing and research skills, which are vital parts of journalism school curriculums.

There are also careers that focus on social media and website content, which are not going away any time soon. Journalism grads can write, edit and design for companies and their websites. With the growing demand for up-to-date web content, these jobs are not only available, but are also growing.

Newsletters, like this one, also employ writers and photographers to produce content. Organizations tend to hire applicants who understand journalism because the content needs to be easy to understand and convey the company’s brand.

Another growing field is technical writing. According to the Bureau of Labor Statistics, technical writing jobs will grow by 15 percent between 2012 and 2022, faster than the average for all other occupations. These individuals write copy for manuals, journals, catalogs and supporting documents.

Of course, a journalism degree won’t pay off if graduates aren’t willing to work hard, job hunt and network with other professionals. Being proactive and actively seeking out opportunities is a major step to finding success with any degree.

uwosh.edu/journalism/newspa

Speaker Profile

Shane Nyman

by Haley Walters

NEWSPA PR Assistant

Appleton Post Crescent resident review writer Shane Nyman will speak at this year's NEWSPA conference, bringing along tips and tricks he has picked up from years of critiquing music, movies and more.

Nyman has been writing reviews in the Appleton Post Crescent and for his college newspaper for seven years. He said his love of pop culture keeps him interested and motivated to review new things every day.

"It's great when you read somebody's opinion of something and you check it out and you really actually like it," Nyman said. "It's a thrilling thing to have happen and I enjoy sharing things that I'm passionate about with other people."

He says his career as a professional critic with the Post Crescent has taken him throughout the area to review live performances.

"One of the best parts of my job I've had was reviewing the Mile of Music in downtown Appleton," Nyman said. "There were 200 bands downtown over the course of the weekend. I got to share my opinion on the different aspects of the festival and enjoy gorgeous weather and music."

In his session, Nyman will illustrate different reviewing styles by providing examples he has written or found. He hopes that the examples will help students understand the different ways reviews can take shape.

"I'm going to mix it up," Nyman said. "A lot of the examples are movies or concerts because those are the things I've reviewed the most so I have stronger opinions on them."

Nyman will also go into what not to do in a review, specifically writing about an experience objectively without inserting too much of the writer's viewpoint into the piece.

"One of the big things young writers tend to do is insert themselves into the review, which is usually not a good idea," Nyman said. "Some-



Photo courtesy of LinkedIn

Shane Arman will share reviewing tips in his upcoming NEWSPA session.

times people say 'I don't like rap, but I'm reviewing this Kanye record.' You don't want to tell your readers that."

He will teach students to present themselves as an "all knowing critical entity" and express their views intelligently. He says one way to do this is by removing "I" statements from writing.

"The last two year's I've critiqued reviews from high school students I've run into a lot of reviews full of 'I' statements," Nyman said. "They kind of clutter up the writing because when you go into the writing you know that you're getting this person's criticism and putting in an 'I' statement takes the focus off the work being discussed."

Another way students can strengthen their reviews is by doing research beforehand in order to understand the context of the work.

"Say you're going to see a musician perform. You should go into it knowing as much as you can because there might be something said on stage or they play a rare song. You want to know what they're referencing, playing and talking about," Nyman said. "You can't learn that stuff afterwards."

One final piece of advice Nyman offers is to read others' work.

"Reading helps with writing and people who want to be writers, no matter if it's reviews or not, should be avid readers," Nyman said. "You just absorb information the more you read and you'll become a better writer."

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