



## UW Oshkosh hosts a new kind of NEWSPA conference

*Nikki Brahm*  
*NEWSPA PR Assistant*

The Northeastern Wisconsin Scholastic Press Association will celebrate its 49th anniversary of the organization's beginnings by featuring 10 NEWSPA alumni with experience in different areas of the journalism field.

The NEWSPA alumni are returning to campus to host individual sessions, along with a keynote panel, "NEWSPA Alumni: Oh, the Places You Could Go," (See page 4). The individual sessions include a variety of topics within journalism such as "Alternative Story Formats," (See page 14) "How to Thrive in this New Age of Multimedia Journalism," (See page 12) "Storytelling in Advertising," (See page 10) "Visual Design Trends: Making Your Pages Pop," (See page 13) "What You Can Do with Google Analytics" (See page 9) and many more.

Many favorite sessions will be returning as well, such as "Getting the Big Picture in Sports," presented by Evan Siegel, the team photographer for the Green Bay Packers. Other popular returning sessions are "You Can Get a



*Photo by: Nikki Brahm*

**NEWSPA will be back at Reeve Union for its 2018 conference April 18.**

Dream Internship, Too" and "Journalism Smackdown."

The conference will once again be held in Reeve Memorial Union. Its newly renovated rooms were finished in October. The building includes a modernized entrance and innovative design, such as updated offices and large conference rooms on the second floor that will create a welcoming environment for the conference.

NEWSPA has also gone digital with the ability for students to submit entries online as well as receive the critiques online after the conference.

Advisers should contact NEWSPA Executive Secretary Barb Benish at [benish@uwosh.edu](mailto:benish@uwosh.edu) if they are interested in scheduling an in-person or online critique from Advance-Titan Adviser Vince Filak.

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# Letter from the President

Jeff Carter  
NEWSPA President

At my school today, a group of about 50 students walked out of their third-period classes in support of the students of Parkland High School. Members of the community showed up to support the cause, the police were present to monitor the demonstration, and the local media was there too.

As the advisor of our school's student newspaper I used this opportunity to discuss the role of the journalism and the students' role in how to cover this situation.

The first thing we discussed is does it need to be covered. The answer is a resounding yes. This is an event that is topical, affects the students, and has conflict. It is news, it needs to be covered.

The next step is determining who to cover the event. In our case, the paper had to avoid conflict of interests. We have several staff members of the newspaper who are friends with those who organized the walk out. These students cannot write the story because they would have a difficult time fairly interviewing the students and fairly discussing the event. A news story needs to state the facts and let the audience form their opinions.

Next was getting fair coverage. Covering the event needs to have the voices of the students and the voices of the teacher or administrators. Even if the principal

makes no comment, that person must have the opportunity to have a voice present in the article.

What should you do if the principal tells you and the students that they cannot cover the walk out or print a story about it. Suppressing information because it makes the school look bad is a violation of the students First-Amendment rights. If they try to, contact us, and we will help you fight.

The same is true in regards to writing an editorial or column about the event. A student has the right to comment on these the event. This could take the form of a criticism, praise, or suggesting other ways to express support.

This has been a great learning experience for the student journal-

ists, and I encourage you to bring these issues into your class and your publications.



NEWSPA President Jeff Carter reading an issue of the high school newspaper he advises *The Hartford Chronicle*.  
Photo by: Nikki Brahm

# Journalism alumni return for keynote session: NEWSPA Alumni: 'Oh, the Places You Could Go'

Sloan Tackett  
Journalism Student

There are opportunities in journalism. Just a look at the profiles of the 10 NEWSPA alumni coming back to the high school journalism conference as keynote speakers shows that.

The 10 alumni will present "NEWSPA Alumni: Oh, the Places You Could Go" at the 2018 North-eastern Wisconsin Scholastic Press Association conference on April 18. The alumni have taken different paths with their careers in media-related positions.

Kampal Cheema, Berlin High School, is one of the returning alumni who works close to home as a content specialist. His love for journalism started when he participated in his high school newspaper, which eventually resulted in a major in journalism, as well as a major in anthropology and minor in Arabic.

Returning alumnus Alex Gelhar, Oshkosh West High School, first started working as a writer and editor for the NFL as part of the Digital Features team, but he now works with a team on the fantasy football side of the NFL. Gelhar said he has seen a lot of growth with himself and the fantasy football brand since he started working in that department.

"I resurrected the defunct NFL Fantasy LIVE podcast by producing and editing it myself when the company said they couldn't afford a designated producer, and we've grown that podcast into the second most downloaded pod-

across NFL media," Gelhar said.

Alumna Madison Goldbeck, Plymouth High School, writes for numerous magazines such as *Media Milwaukee*, *Taylor Magazine* and *Superhero Magazine*. She is currently finishing school at UW-Milwaukee with a major in journalism, a minor in English, and an emphasis in creative writing.

Oshkosh North High School alumna Hannah Jean works as a part of the E-Power Marketing team in Oshkosh. She graduated from UW-Whitewater and interned on the East and West coasts. Also an Oshkosh North High School alumna, Emily Miels started working as an entertainment editor at the Eau Claire Leader Telegram and now works as a content specialist at E-Power Marketing.

Alumnus Amberlee Peery, Berlin High School, found interest in journalism by helping with her high school newspaper and turned that interest into an English degree with an emphasis in communications. She works as content specialist at DealerSocket.

Tyler Rummel, alumnus of Hartford Union High School, earned a degree in journalism and sports communication from Ashland University. He is the lead page designer for the *Detroit Free Press*.

Joel Thomas, Oshkosh North High School, earned a bachelor's degree in communications and media studies from UW-Madison. He works as a copywriter for Tom, Dick, & Harry Creative Co. in Chicago.

Hartford Union High School alumna Haley Walters started her career as a city, crime and county reporter for *Today's News Her-*

*ald* in Lake Havasu City, Arizona, and now works as a reporter for the *Greenville News* in Greenville, South Carolina. Walters has had a lot of experience working as a reporter and can offer valuable information pertaining to that.

"Don't expect all the hard work to pay off immediately," Walters said. "Many journalists often start off at small companies and put in lots of work there before bigger companies even consider them. Coffee helps."

Andrew Winistorfer, Oshkosh North High School, started by writing movie reviews for his high school newspaper and continued to write music reviews in college for UW Oshkosh's *The Advance-Titan*. He is now head of editorial at Vinyl Me, Please, a vinyl record subscription company.

Four of the returning alumni attended Oshkosh North High School, which is where Jason Cummings is a teacher and the school newspaper adviser. Cummings recognizes the importance of attending an event like NEWSPA, especially for individuals interested in a career path that follows some aspect of journalism.

"Attending NEWSPA can ignite excitement and ideas that can go beyond working on a school publication. It can launch prospective students on a path of success that might last a lifetime," Cummings said. "I am very proud of all of the former NEWSPA participants. I am glad that many of them found success in life that's tied to writing and journalism."

The keynote panel presentation will begin at 11 a.m. in Reeve 227ABC.

# NEWSPA moves to online contest submissions

*Zackry Wiese*  
*Journalism Student*

The Northeastern Wisconsin Scholastic Press Association fully implemented an online submission process for both newspaper and yearbook contest entries this year that aims to make the submission process simpler and more cost-effective.

Instead of the lengthy and resource-consuming process of years past, NEWSPA went digital (except for publication entries), which will save postage costs for schools, NEWSPA and the many judges. The process should also save time and create less confusion than the former system.

The previous process of submission for the yearbook and newspaper contests included mailing in print issues of the newspaper or yearbook with the actual submission circled in red, then those issues were sorted and sent out to the judges. The judges would critique them and mail them back to the journalism department, which would then create certificates for the winning entries and sort them by division and school so they could be returned to the students.

This may sound simple, but when you have hundreds of submissions, some things usually don't go as expected. Cindy Schultz, academic associate to the Journalism Department, is responsible for the NEWSPA contests and she is the one who had to deal with the issues that arose with the submissions.

"Many times, the entries were not circled, and it was up to me to guess which story they were truly

submitting," Schultz said.

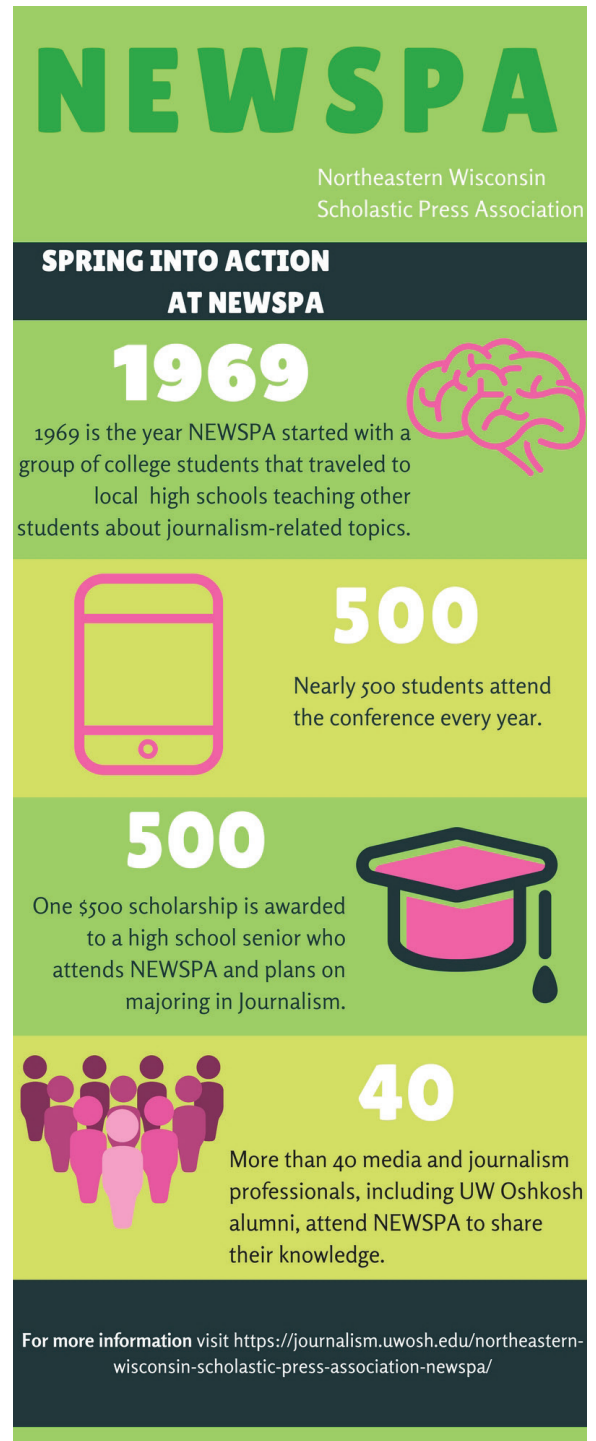
With the new submission method this will no longer be an issue, since schools must submit a PDF of the pieces they are submitting by email. No more confusion and red circles.

Another issue that the new submission method solves is the cost. Instead of the expensive and complicated process of mailing the submissions to the university, then to the judges, then back to the university and eventually back to the schools, all the submissions are now emailed to the university and put into a database as they are sorted. NEWSPA Public Relations Assistant Taylore Radtke said the new method is a lot simpler for the newspaper and yearbook advisers.

"It is a lot cheaper for the entire organization; there's no mailing or printing, which was a lot of the cost. The new method takes a lot less time," said Radtke. "After talking with advisers, they said that it is a lot easier to submit things rather than hand-write everything and send it to us, (and) then the judges."

Submitting the work by PDF over email will benefit the participating students as well. Instead of waiting a few weeks for their awards to be mailed to them, they will have instant access as soon as the conference is over.

"We will generate certificates to the various place winners, and then we will put together emails with judge's comments that will go directly back to the students as soon as they get on the bus after the conference," Schultz said.



Infographic by: Tristan Groth



# How to prepare for a job that doesn't exist yet

**Tristan Groth**  
*Journalism Student*

**D**o you Instagram your meals or outfits of the day? Do you write clever tweets? If so, maybe it's time you turn these obsessions into a paycheck.

If social media is your addiction, wouldn't it be great to use that addiction to design and implement campaigns for a company and get paid? That is what UW Oshkosh alumna Reagan Wallander did when she was hired as the social media community engagement adviser for Kohl's.

She will speak at the 2018 NEWSPA conference on April 18

about finding a career in an unknown field, while also encouraging others to take a leap of faith to find their niche in the ever-changing field of social media. Her session begins at 10:10 a.m. in Reeve 221.

"Even if it's just one person, I'm most excited about that possibility to inspire someone to consider a career in social media," Wallander said. "I am very passionate about what I do and I hope my session can light a spark in someone to look into professions within this field."

During her session, she plans to explain some of the options that are available within social media. One of the biggest hurdles for anyone choosing a social media career is trying to explain it and get people to wrap their minds around

what it entails, Wallander said.

"There are going to be people who scoff or don't think it's a serious job that could lead to success," she said. "Ignore those people and do what makes you happy." According to Wallander, it is important for students to realize their education is in their own hands.

Social media is constantly changing and updating, and Wallander said it is crucial to be on top of trends and events as they impact whatever industry they are in.

"A lot can happen in five years, especially in the highly innovative world we live in," Wallander said. "I predict we'll be seeing a lot of crossover among social platforms as they continue to compete with each other and try to be ahead of the game."

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## Meet NEWSPA board member Beth Plankey

**Andrew Shea**  
*Journalism Student*

**B**eth Plankey has used her NEWSPA experience as a board member, as a presenter and just as an attendee to help increase her knowledge and skill in the ever-changing journalism field.

Plankey is a teacher and adviser for the Neenah High School online newspaper, the *Satellite*.

She graduated from UW Oshkosh in 1992 as the first journalism education student, and has taught speech, English and journalism at Neenah High School for the past 25 years.

Plankey said she first presented at the NEWSPA conference in 1991 about the results of an independent study in which she sur-

veyed journalism advisers across Wisconsin to determine the level of censorship as a result of the famous Hazelwood case. She has presented

at the annual NEWSPA conference numerous times since then on a variety of topics.

Plankey said she owes her involvement in NEWSPA to Gary Coll, who founded NEWSPA nearly 50 years ago, to Gene Hintz and Skip Zacher. All three were journalism professors at UW Oshkosh.

Plankey said she will bring her



*Photo courtesy of: NEWSPA*

staff to this year's conference. "The staff is motivated and many fresh ideas are a result of the feedback we receive on our work," she said. She also said networking with other NEWSPA school members strengthens their scholastic journalism program.

"NEWSPA fills the valuable role of collaborator and resource of local districts who support scholastic journalism," she said.

Plankey said she's been amazed by the growth of NEWSPA and the conference since her involvement. "The innovation of the organization to gain members, increase participation and offer support to local school districts is exceptional," she said. "NEWSPA has always featured leaders who are budget savvy, resource rich and student centered."

# There's no place like home

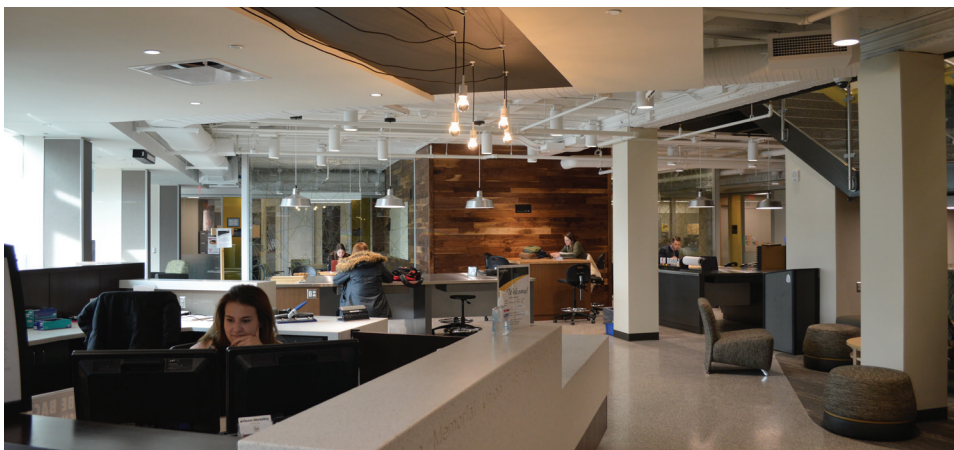


Photo by: Nikki Brahm

Reeve Memorial Union recently renovated the front entrance of the building, where students coming for the conference will enter from.

*Shannon Gaffney*  
*Journalism Student*

**D**orothy may have made the line famous in *Wizard of Oz*, but organizers for the Northeastern Wisconsin Scholastic Press Association conference share her sentiment: There is no place like home.

After a two-year stint away, NEWSPA will return to Reeve Memorial Union at the University of Wisconsin Oshkosh for its annual high school journalism conference on April 18. This year brings even more excitement with a newly renovated space including welcoming meeting rooms and creative space providing upgraded technology and WiFi capacity.

According to Sarah Suwalski, associate director of operations at Reeve Memorial Union, and Barbara Benish, NEWSPA executive secretary, there are many benefits to the conference being held in the student union.

The entire conference — except for a PhotoShop session — will be held in the same building, making

it easier and quicker for students and advisers to move between sessions and for people to find speaker locations.

The Reeve location will also be more convenient for attendees of the conference.

“The last two years the conference had been located at Gruenhagen Conference Center and the Alumni Welcome and Conference Center because of Reeve’s construction,” Benish said. “While both are beautiful facilities, it just wasn’t as convenient if people had to run to different buildings for sessions since there is only 10 minutes in between presentations.”

Holding the event at Reeve Union also exposes students to a taste of college life. Conference attendees are immersed in the college setting and have the chance to interact with peers, mentors and others with similar interests.

The student union is the primary community gathering place for this university, full of spaces to relax, meet with others or even charge your devices.

Reeve Union also offers a variety

of food options. Guests can visit the Marketplace to enjoy salad, Mexican, grill, pizza, sandwiches or grab/go food items. The Titan Underground offers freshly made panini sandwiches and appetizers. On breaks, guests can stop by the Convenience Store or University Bookstore to grab essentials or Titan gear.

NEWSPA offers a day of learning from mass media professionals, as well as sharing with other students and advisers. Students and advisers can choose from nearly 40 sessions on topics as varied as the basics (sports writing, feature writing, interviewing, etc.), to fun (Journalism Smackdown, where teams that are first to the buzzer can win sweet prizes for answering journalism, grammar and AP Style questions), to trends in the field (social media for students, alternative story formats, what you can do with Google Analytics, etc.).

The NEWSPA conference is also about celebrating successes of students with the annual newspaper and yearbook competitions, Benish said. The day’s activities end with awards ceremonies where students receive certificates and ribbons for their quality work.

“Judges give written comments on how they can improve, and that’s valuable for both schools and students who want to do better for the following year,” she said.

Journalism is much more than just writing for newspapers and NEWSPA tries to showcase the many job opportunities that exist in the field. “It really is a fun day, a day to learn, network and to get excited about how students and advisers can improve their publications,” Benish said.

# Life behind the scenes of news

Drew George  
*Journalism Student*

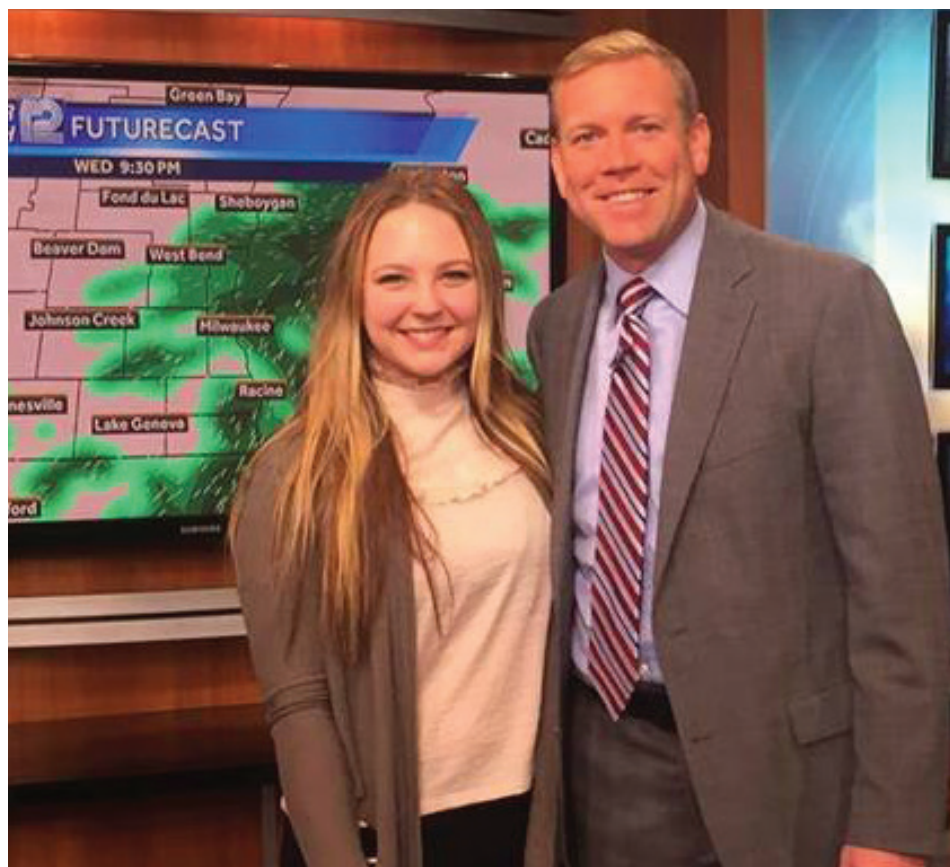
Imagine growing up and being a part of one of your favorite shows. That dream came true for UW-Milwaukee senior Madison Goldbeck when she first got to intern at WISN-12 in late January 2017.

"I grew up watching WISN 12 so it was really surreal to me to be interning with them!" she said. "I recognized their faces since I was in elementary school."

Goldbeck's ideal internship would soon become an even better opportunity after working with Mike Anderson covering the March Madness tournament in Milwaukee. The work Madison did that day impressed Mike enough that he told the producers about her; she said that's when the producers really started to notice her. After her internship ended in mid-May 2017, she went back to her campus job at UW-Milwaukee's school paper.

But shortly after, the executive producer and assistant news director of WISN 12 contacted her and encouraged her to apply for an open assistant producer position. After her interview, she was offered the position at WISN 12 where she works 30 hours a week.

Goldbeck will speak at the 2018 NEWSPA conference about her experiences at WISN 12 and will give advice for students looking to pursue broadcast. Her session begins at 9:20 a.m. in Reeve 227BC. Goldbeck assists the other WISN producers for the 5 p.m.,



*Photo courtesy of: Madison Goldbeck*

**Madison Goldbeck (left) and newscaster Michael Anderson at WISN.**

6 p.m. and 10 p.m. newscasts during the weekdays and also the Saturday and Sunday evening news. She is also in charge of editing voice-overs, sound over tape and packages. Plus she creates the graphics and banners you see on the screen during the news. "I just help edit the show and make sure everything runs smoothly and that things will be done before we go live," she said.

Broadcast news is a fast-paced environment with a hectic schedule. Goldbeck recommended students who want to get into broadcast have a thick skin and be prepared to work long, odd hours including weekends and holidays. She also said students who want

to get involved with broadcast should get involved as early as they can. Getting involved on their college campus will help them meet professionals in the field who can help them grow, as well as build a strong network of professionals. Broadcast journalists need to be ready to work in a fast-paced environment and be able to meet deadlines or else the show could suffer, she said.

Goldbeck said she is excited to be back at NEWSPA as a speaker, after she attended the conference as a student from Plymouth High School. (NEWSPA is a way) "to meet people in the field and learn from professionals in the areas you are interested in," she said.



# For the love of feature writing

**Heather Tice**  
*Journalism Student*

**Y**our writing can change the world. It was that simple realization that made Noell Dickmann decide to pursue journalism as a career.

Journalism is more than just writing fast-paced, breaking news stories. Journalistic writing can include everything from coming up with funny slogans to writing heartfelt stories about people.

Dickmann, a UW Oshkosh alumna, will speak about how to write feature stories at the April 18 NEWSPA conference.

As a high school student, Dickmann said she never considered a career in journalism for herself. "I was super into the music scene,"

she said. "My writing was mostly with music and songs."

Once she reached college, though, her plans changed. She changed her major to journalism and became active with the "War: Through Their Eyes" project, a multimedia project that gave UW Oshkosh student soldiers a way to tell the world their stories from the front lines of the Iraq War.

She said she thoroughly enjoyed working on the project because it gave her the opportunity to really get to know her subjects. "Most of the projects we did were in-depth, months-long projects where we'd meet with our interviewees multiple times and fill books, podcasts and videos with their stories. I loved the process of digging to a deeper level."

Dickmann's love of feature writing has changed not only the lives

of the people in her community, but has also impacted way she lives hers. "I learned so much about life from listening to other peoples' experiences and it helped shape who I am now," she said.

Dickmann said she hopes her presentation will inspire people with their writing. "I have had a few experiences where my stories had a greater impact than just something for someone to read on a Sunday morning."

Dickmann said she wants to share her love of writing with students and show them that their writing can make a difference in the world. "I really felt like I was doing my part to change my little corner of the world while I was a journalist, and I got validation in that time and again."

Her session begins at 9:20 a.m. in Reeve 221.

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## NEWSPA alumni share info on Google Analytics, careers

**Danielle Beelow**  
*Journalism Student*

**D**on't overlook your passion and unique skills you gained throughout your high school years being dedicated to your school's newspaper or yearbook. And don't think your hard work will go unnoticed with colleges or employers.

Hannah Jean and Emily Miels, both NEWSPA and Oshkosh North High School alumni, will help high school students recognize how useful the skills they are learning are and how transferable they are with any future career path they

may have during their NEWSPA presentation, "Transferrable Skills: Turning Your High School Newspaper/Yearbook into a Career." The session begins at 8:30 a.m. in Reeve 209.

Miels says working at your student newspaper or yearbook teaches you valuable skills that you'll utilize throughout your career, no matter what direction you take. Jean adds, "I truly believe that working on Oshkosh North's newspaper helped set the stage for my college years, which ultimately helped shape my career so far."

The two are also offering a session on Google Analytics. This presentation will begin at 9:20 a.m.,

also in Reeve 209.

Jean and Miels use Google Analytics and want to show students how important it is in their everyday jobs and have them leave with a deeper appreciation for the importance of this data and how it can be used in their high school publication websites. Google Analytics is a free web analytics tool that generates comprehensive statistics and data about activity on a website and helps analyze visitor traffic and draw a complete picture of your audience and their needs. Their hope is to show these young writers the value of using Google Analytics for the newspaper or yearbook's websites and to use that tool to improve their writing.

# What to expect from your first post-college job

Jess Foster  
Journalism Student

**A**s a high school student, you've probably worked in a restaurant or retail store to earn some extra cash. But how do those jobs differ from your first "real" job after college?

Amberlee Perry and Kampal Cheema, both Berlin High School and NEWSPA alumni, will share their experiences on what to expect from your first post-college job in their presentation at the 2018 NEWSPA conference. The two will also address how to obtain professional skills, be realistic with pay and duties as an entry level employee and how to value time in the company. Their session be-

gins at 10:10 a.m. in Reeve 306.

Perry and Cheema are both content specialists at DealerSocket who write blogs, landing pages and press releases. The key points Perry plans to resonate are being realistic about first job expectations, getting the best value of time spent at your first job, and knowing when it's time to leave for another opportunity.

Perry said she wanted to cover this topic for NEWSPA because it is relatable to her current life situation, and it is also important for young adults to know. She said the overall skills from her high school newspaper work helped her land her current job, where she has learned that critical thinking skills are incredibly important.

According to a career expert at Monster.com, there is a set of expectations that should be consid-

ered when searching for your first job. First is a comprehensive job description. It is important to know what is expected of you in a position.

Another realistic expectation is for employers to talk to you about your resume. This opportunity allows for employers to critique the resume. They are able to highlight the strong parts, inform you if they believe a section does not align with their company and ask about work you have performed.

A final realistic expectation is being frustrated and impatient. Job searching can be a long and stressful process. Just remember the hiring process is a process. It is unrealistic to believe you will apply for a job, interview and receive an offer within one week. Be patient, stay positive and keep sending out your resume.

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## Stand up and storytell; Mixing storytelling, advertising

Karly Curtin  
Journalism Student

**F**unny? Check. Creative? Check. Instagram cat pic lover? Check!

Young professional and self-proclaimed media junkie, Joel Thomas, is able to check off just some of the things it's taken for him to succeed in mixing storytelling and advertising together.

Thomas, a NEWSPA alumnus and creative writer at Tom, Dick and Harry Creative in Chicago, will present "Storytelling in Advertising" at the 2018 spring NEWSPA conference.

Thomas said he had a lot to learn himself when he transitioned into creative advertising. "Comedy

is my favorite way to tell a story, but it's not always the answer," Thomas said.

But comedy helped Thomas get to where he is today. "One of the classic rules of improv is to just be honest. That commitment to honesty is just as important when I'm telling a brand's story," Thomas said.

When telling a brand's story, Thomas said it's important to remember that in advertising, there's a reason that creating a story is called storytelling and not story selling. "If I can tell a compelling story about a brand, everything else will fall into place," Thomas said.

The hardest part about storytelling for Thomas is accepting that creativity is subjective. "I'm al-

ways writing for an audience, and sometimes the audience doesn't like what I like," Thomas explained. "You have to learn to balance satisfying yourself, satisfying the client, and (most importantly) satisfying your audience."

Despite the obstacles faced as a creative, it's important to stay inspired. "I stay inspired by constantly consuming creative work: film, books, art, Instagram pics of cats, etc.," Thomas said. "Every story is basically a new version of a story that's already been told, so I think it's important for people in any creative field to never stop consuming."

Thomas will share more of his insights about storytelling in advertising in Reeve 227AB, beginning at 10:10 a.m.



# How a short summer seminar can jumpstart the school year

**Jaimie Pitt**  
*Journalism Student*

**T**he beginning of the school year can be crazy busy, so why not tap into summer's good vibes and start your publication off strong?

Appleton North High School English teacher Aaron Ramponi will present an adviser-only session, "Make Summer Funner: How a short Summer Seminar can Help" at the April 18 NEWSPA conference. He will discuss how summer seminars can help bond your team, promote leadership and set the groundwork for a strong start to the school year.

The key takeaways from his NEWSPA presentation include team-building activities, creating official press passes for staff, an exercise on ratifying a code of ethics, sample agendas for a two-day workshop, and tips on preparing your first publication. Ramponi will also offer some tips on how to successfully run a summer seminar while keeping it fun for everyone.

Adopting a summer seminar as an adviser can help keep the workload at the beginning of the school

year more manageable. "Investing a little time in the summer, when everyone is a little less stressed, can have big payoffs in starting the year strong," Ramponi said. "Plus, for a teacher/adviser, it helps to get the publication work started at a time you can give it your focus, rather than trying to juggle your upcoming course loads and publications work at the busy beginning of a school year."

During this session, advisers will learn how a short summer seminar, anywhere from one day to two

journalism work ahead of them can create a lot of energy and excitement to start the publication year off strong."

As an adviser, if you are interested in putting on a summer seminar yourself, Ramponi has some advice to help get things running as smoothly as possible.

"Get the students to help plan it; empower them to make decisions and make it their own. Invite local media professionals to come present or be a part of it -- often they will, for no cost beyond a cup of

coffee and a bagel," Ramponi said. "Get the dates of the seminar on the calendar early -- before the school year is even done. Summer fills up quickly with travel dates and work. You want as many members of your team there as possible, so schedule it early and save the dates."

Ramponi said students always enjoy taking summer classes and that they have fun

and feel a part of something important. He said his favorite part about offering summer seminars is "...seeing the team click and hearing the excitement they have for the work to come."

His session begins at 8:30 a.m. in Reeve 227BC.



*Photo courtesy of: Pixabay*

**Summer Sessions can be both fun and productive.**

weeks, can benefit not only advisers, but students as well. Ramponi said: "Students are generally less stressed, less busy, and sometimes even just bored. Getting together with their team and spending some time having fun, bonding and thinking about the important

# How to thrive in this age of multimedia journalism

Hannah Thorn  
Journalism Student

**W**ish you could spend all day writing and talking about football? Alex Gelhar doesn't have to wish.

The NFL writer/editor and NEWSPA alumnus is back for his third year speaking at NEWSPA. Gelhar will be talking about the importance of using various platforms and mediums for storytelling, as well as how to use those platforms and mediums across social media sites to differentiate yourself from the competition.

Before Gelhar spent time in sunny California, he grew up in Oshkosh and graduated from Oshkosh West. He next went to Marquette University in Milwaukee where he landed several internships writing and producing video content for different companies. After college, he moved to Los Angeles to work for an independent production company that worked on smaller indie films. A contact told him about an opening that the NFL had in their Digital Features department. Gelhar thought that it was the perfect opportunity to combine his experience in video and producing and his passion for football. He got the job in 2012 and spent a year with the Digital Features team before moving to the Fantasy Football department. He now writes fantasy football advice columns and talks on the "NFL Fantasy LIVE podcast,"



Photo courtesy of: Alex Gelhar

**Alex Gelhar (left) records his conversation with Packers Defensive End Mike Daniels for his podcast, "NFL Fantasy LIVE podcast," which he produces twice a week.**

which he produces twice a week. He gets to meet and talk with different NFL players, like Packers defensive end Mike Daniels.

Gelhar said he hopes his presentation will teach students how to succeed in the ever-changing media landscape. "Media is evolving," he said. "Many companies are pivoting to video, which students can use to help elevate themselves and stand out."

Gelhar also believes in the "practice makes perfect" mantra. He urges students to start practicing being on camera now, so that when they are ready to enter the job field they are ready and able to differentiate themselves. "Being able to be comfortable on camera, and speaking eloquently and confidently on radio and podcasts,

that stuff takes practice," he said. "Start practicing that now. It is increasingly important."

That's because he has seen the shift that companies are making toward putting more content online and in a video format; he predicts that it will only increase so students should be prepared for that.

Even though he spends a lot of time creating content for video and online mediums, Gelhar is a traditionalist when it comes to his favorite mediums. He is a fan of the written word because of the creativity and freedom that it allows. He believes that there will always be a place for traditional journalism. "We are always going to need it and have it," Gelhar said.

His session will begin at 9:20 a.m. in Reeve 220.





# Creative ways to structure news

**Nikki Brahm**  
PR Assistant

**D**on't listen to the naysayers, Haley Walters said. Journalism can be a rewarding career.

Walters know that firsthand. From roots in Wisconsin, to a job opportunity in Arizona, to another job opportunity now in South Carolina, this well-traveled UW Oshkosh alumna will return to Wisconsin on April 18 where she will discuss alternative news stories at NEWSPA, focusing on creative ways to structure news and information.

Walters moved to Arizona immediately after graduation where she worked for *Today's News Herald*, a small paper in Lake Havasu City. She now lives in South Carolina

where she works for a larger paper, *The Greenville News*.

"When it comes time to accept a job, I basically choose the one that sounds the most fun," Walters said. "I chose Havasu because I loved the southwest and the city looked interesting to cover. I figured I was going to be broke no matter where I lived, so I might as well live where I could drink Coronas on the beach after work."

While at UW Oshkosh, Walters majored in journalism and minored in political science, and was involved on campus in different organizations and clubs. She wrote for the student newspaper, the *Advance-Titan*, and was involved in the Society of Professional Journalists and Photo Club.

Walters started attending NEWSPA while she was a student at Hartford Union High School and in college helped organize the conference as NEWSPA's PR assistant.

"[NEWSPA] helped me realize journalism could actually be a rewarding career," Walters said. "Everyone at the time was saying that journalism was never going to survive because anyone with a blog could be a reporter. Then I met real reporters at NEWSPA and saw what it actually took to be a journalist."

Walters will be speaking about alternative story formats at the conference and said they're important to be familiar with because not every story is best told using the traditional inverted

pyramid.

"You basically cut your work time in half and provide all the information people would want to know without making them read an entire story," Walters said.

Walters said alternative story formats are important because journalists have a lot to compete with today.

"If you can package a story in a clever way that catches a reader's attention and doesn't take them 20 minutes to read, it's much more likely they'll read it and remember it," Walters said. "It also helps set your work apart when you're applying for jobs or awards. For example, I put together a story about the 50-year anniversary of the Havasu Fire Department using audio clips of some of the original fire fighters telling their favorite stories. It won a few awards and saved me a few hours of writing."

Walters said aspiring journalists should get ready to work their butts off and figure the rest out on their own.

"When Pat Stiegman from ESPN came to speak at NEWSPA he talked about how you don't necessarily have to be the best writer or best photographer or best whatever-it-is you do, you just have to be willing to outwork everyone around you," Walters said. "And it's true. That means putting in long hours, sacrificing some weekends and always being on the lookout for your next story. Your first, second, third jobs are probably not going to be your dream jobs, but as long as you keep working, even when you don't feel like it, you'll get your dream job."

Walters' session begins at 9:20 a.m. in Reeve 210.



Photo courtesy of: NEWSPA Archives

Haley Walters (left) working at the NEWSPA conference when she attended UW Oshkosh.



# Getting an internship may be easier than you think

**Lindsey Frieler**  
*Journalism Student*

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**A**cquiring two or more internships while in college may sound daunting, but it's entirely possible. Just ask UW Oshkosh students Kaitlin Biersach and Laura Dickinson.

Biersach is currently a public relations intern for The Herd, Oshkosh's G League affiliate for the Milwaukee Bucks, and previously worked for the TV Academy as a public relations/publicity intern. Dickinson is now interning as a marketing/public relations intern at the Wisconsin Family Business Forum, but previously worked as an editorial intern with *Milwaukee Magazine*.

Every internship is different, including the application process. Dickinson said the application for *Milwaukee Magazine* was online and required published clips of her work. The application procedure for the TV Academy, however, was more extensive, Biersach said. "I had an electronic application including a statement, cover letter, resume and letters of recommendation," she said. "Once I made it through the preliminary round, I had to submit a video of myself answering multiple questions regarding my interest in the entertainment industry." Both said it is beneficial to have experiences from clubs and organizations on your resume.

One nice thing about internships is that they are offered all over the country. While interning for the TV Academy, Biersach moved to Los Angeles, California, for the summer. Moving so far away from



**Kaitlin Biersach**

home can seem really scary, but she said: "I would do it all over again. Getting an out-of-state internship experience gives you a different perspective not only on your area of study, but sometimes on life, too."

By applying for internships throughout the country, you open yourself up to new and exciting opportunities that may not be available close to home. Dickinson said that pushing yourself out of your comfort zone "forces you to adapt and to learn about different places." If moving across the country seems too scary, try moving to a new city not too far from home because that can be a good change and offer valuable experiences.

Networking is another major benefit of having multiple internships. Dickinson said she would not have gotten her internship at Wisconsin Family Business Forum if it weren't for networking. She talked with friends who were familiar with the Business Success Center and from there she was able to land the internship. Biersach also said that networking is a big deal when it comes to acquiring internships. "Networking has been crucial in securing internships and is



**Laura Dickinson**

extremely important to success," she said, noting that her internship with the Herd was helped by the connections she had with an employee for the Bucks.

In addition to adding to your network, internships also help with your skill set. Dickinson said that working at *Milwaukee Magazine* improved her editing, feature writing and interviewing skills. Now that she is working at Wisconsin Family Business Forum, she is "learning how to write for a company and how to market it effectively." She is writing pieces that directly reflect the company and said that it is important to represent the company the way that the company wants to be represented.

Biersach said her internships have helped her to expand her public relations skills, improving existing skills while developing new ones. "I've learned the most about event execution because that's not something you learn in the classroom," she said. "You don't know how to troubleshoot certain issues until you're in the situation." Internships are also an excellent way to learn about a career path and see if it is or is not for you, they said.

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



## 2017-18 Board Members

**Jeff Carter, President (2020)**

The Hartford Chronicle (newspaper)  
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**Susan Carlson (2018)**

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**Michele Gaestel (2020)**

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**Amy Karoses (2019)**

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**Shannon Kuehmichel (2018)**

Red 'n' Green (newspaper)  
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**Sara Klein (2019)**

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

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**Aaron Ramponi (2020)**

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

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**Heather Vande Sande (2019)**

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