



NORTHEASTERN WISCONSIN SCHOLASTIC PRESS ASSOCIATION

2021 Multimedia Journalism Virtual Conference

Conference Information

Pre-Recorded Sessions

Available January - June 2021

Live Sessions

April 21, 2021

1-1:45 p.m. Journalism Smackdown

2 -3 p.m. Awards Ceremony

Scan QR Code
to Register Today!



Session Descriptions

10 Habits of a Successful Yearbook Adviser

(C,Y) Mitch Eden, adviser, *The Kirkwood Call*, Kirkwood High School

Whether you're a first-time adviser or a veteran, Mitch Eden shares helpful tips to help yearbook advisers create a memorable yearbook during an unforgettable year.

The ABCs of WI Public Records (Y)

Dee Hall, managing editor, Wisconsin Center for Investigative Journalism

Learn how to properly draft and submit a public records request, what to do if your request is delayed and how to respond to outright violations and refusals.

Adobe Camera Raw Tour (G)

Dr. Timothy Gleason, Department of Journalism, UW Oshkosh

Curious about how to use Adobe Camera Raw to import and enhance images? This quick session offers a crash course on this essential tool for photographers.

Adobe Image Editing: Sessions 1 & 2 (G)

Dr. Shu-Yueh Lee, Department of Journalism, UW Oshkosh

These hands-on sessions will allow students to work directly with image editing tools and other more advanced techniques in Photoshop.

Adobe PhotoShop Bootcamp: 1, 2 & 3 (G)

Dr. Timothy Gleason, Department of Journalism, UW Oshkosh

Join this hands-on session to learn how to cut out images, blur backgrounds, place files in InDesign and other more advanced techniques in Photoshop

AMP Up Your Publications' Promotions Game (G,P,Y)

Dr. Kristine Nicolini, Department of Journalism, UW Oshkosh

Want to reach more people? Build a successful and effective public relations plan for your school's publications and watch your readership grow.

C = Creative careers/Adviser sessions

G = Graphic design/Photography

N = Newspaper

P = Promotions

Y = Yearbook

The Art of the Interview (Y)

Trent Scott, English department chairman, Oshkosh West

Interviewing is a great tool when conducted efficiently, effectively and ethically. Learn helpful tips from set up to the purposeful application to make the most of every interview.

Benefits of Becoming a CAPP Adjunct Instructor (C)

John Dobyns, operational and outreach director, Cooperative Academic and Partnership Program, UW Oshkosh

Explore the many benefits of becoming a UW Oshkosh Cooperative Academic Partner Program (CAPP) adjunct instructor within your high school.

CAPP Adjunct Instructor Support (C)

Catherine Bryan, academic director, Cooperative Academic and Partnership Program, UW Oshkosh

Learn about CAPP adjunct instructor academic support resources and professional development opportunities.

Creating Memorable Ads (P)

Dr. Kimberly Kelling, Department of Journalism, UW Oshkosh

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

Creative Careers in Media: Multimedia Journalism, Public Relations and Advertising (ALL)

Dr. Sara Steffes Hansen, Department of Journalism, UW Oshkosh

What does a creative career in media look like? Explore how UWO's Department of Journalism prepares students for careers in multimedia journalism, public relations and advertising. Explore the possibilities and find a career you'll love.

Session Descriptions

Covering the Pack: Exploring Sports Writing

(Y) Ryan Wood, Packers reporter

Many aspiring sports journalists in Wisconsin may think covering the Packers is the ultimate green and gold standard. Learn more about the world of sports journalism including how multimedia journalists use a variety of tools to connect with fans and share the fan experience.

Exploring Titan TV (C,Y)

Kaitlyn Smith, station manager, Titan TV

Get a behind-the-scenes glimpse into UW Oshkosh's Titan TV studio. Take a tour and learn more about how Titan TV shows are created.

Finding Fantastic Photos Online: What you need to know (G)

(G) Ted Mulvey, information literacy librarian, UW Oshkosh

It's a common problem: What to do when you don't have a photo to accompany an article for your school publication? Learn how and where to search for photos in Creative Commons, how to properly cite websites and more.

How to Create a Popular Podcast (C,Y)

Andrew Haese & Megan Jasen, co-hosts of Haze and Jasen

Curious about how to create an award-winning podcast? Join Andrew Haese and Megan Jasen to learn how you can start a successful podcast too.

How To Thrive In College (ALL)

Jon Miller, web content specialist, UW Oshkosh

It takes more than studying to survive the first year of college. A recent UW Oshkosh graduate who works for the university shares his tips to experience all that college has to offer and how getting involved both inside and outside of the classroom will set you up for future success.

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Making Your Stories Lit: Alternative Story Formats (Y)

Jason Cummings, adviser, *The North Star, Oshkosh North High School*

Creativity and curiosity are essential characteristics for aspiring journalists. Find out how to bring regional and national stories closer to home and learn where to look for stories that no one else is covering.

Must-Have Images of Photojournalism (G,Y)

Eric Thomas, Executive Director, Kansas Scholastic Press Association

Solve the riddle of how to get creative with photography during COVID-times. Learn how to capture ten vital images of photojournalism and get some great tips along the way.

The Power of Yearbook (Y)

Mike Smith, motivational speaker and action sports personality, *The Harbor, Jostens Renaissance Education*

The yearbook experience can help students explore different talents and develop unique skills. Discover how to share your school's unique story while finding your passion and purpose.

#Reprimanded: Combating Self Censorship in the High School Newsroom (ALL)

Dr. Kristine Nicolini & Dr. Vince Filak, Department of Journalism, UW Oshkosh

Worried about the repercussions of writing or printing a controversial story? Have you experienced censorship in your newsroom or avoided writing an important story? Investigate our willingness to self-censor and gain tips to help prevent self-censorship in your newsroom.

Short and Sweet: Alternative Story Formats (Y)

Dr. Vince Filak, Department of Journalism, UW Oshkosh

Today's newspapers are moving toward shorter features, Q&A articles and more. Learn how to write in engaging ways that will keep your readers interested and coming back.

SmartPHONEography: Using the Storytelling Device You Always Have (G,P,Y)

Margaret Sorrows & Casey Nichols, Josten Ambassadors

Your smartphone camera is a convenient tool to capture memorable moments throughout the school year. Tell great stories with your photos, train your yearbook staff to become great photographers and inspire your school community to take the types of photos you need for an amazing yearbook.

Social Media Tips and Tricks (ALL)

Trevor Clementi, director of digital marketing, UW Oshkosh

You know how to use Twitter, Facebook, Instagram and Snapchat to tell your story. Use those social media channels to reach your school community, expand coverage and promote your publications.

Storytelling, Public Relations & Internships

(C,P) Gwen Nichols, public relations student, UW Oshkosh

Public relations professionals use strategy, technology and creativity to help organizations tell their unique story. Explore this dynamic field and discover how internships bridge classroom knowledge and hands-on professional experience.

Top 10 Tips for Teams (Y)

Dr. Jennifer Considine, Communication Studies, UW Oshkosh

Building a successful team can be tricky. In the newsroom or on the yearbook staff, students learn valuable skills related to teamwork and leadership. These top ten tips for teams can build synergy and increase effectiveness.

Unconventional Paths in Journalism (C,Y)

Devi Shastri, statewide higher education reporter, *The Milwaukee Journal Sentinel*

Do you dream about carving your own path? Devi Shastri created her own science writing program by combining Marquette University's pre-medical (biomedical and neuroscience) and journalism curricula. She'll share her unique journey that has her currently covering state and higher education institutions.

USA Today: A Day in the Life of an Investigative Reporter (C,Y)

Nick Penzenstadler, investigative reporter, USA Today

Curious about how to become an investigative reporter? Join Nick Penzenstadler for a quick tour of his journey to USA Today and experience a day in the life of an investigative reporter.

Virtual Yearbook Printing Plant Tour (Y)

Pull back the curtain and take a tour of Jostens' yearbook printing plant. See how your yearbook goes from concept to print and every step in between. This virtual tour will offer a rare glimpse behind the magic.

Visual Design Trends: Make Your Pages Pop

(G) Carter Uslabar, former editor-in-chief, *The Advance-Titan*

Make your projects look polished and ready for a national publication. Learn basic and advanced design principles that will inspire you to try something different and take your graphic design skills to the next level.

Working in Sports Media (C,Y)

Mark Simon, senior research analyst, Sports Info Solutions

Chart a course to the world wide of sports. Mark Simon's 25-year career began at the Trenton Times newspaper and led to ESPN. Along the way, he found many opportunities to expand his skills and learn important lessons resulting in his current position at Sports Info Solutions.

Working on a College Radio or TV Station (C,Y)

(C,Y) Andrew Hansen, station manager, WRST-FM Oshkosh

Learn what it's like to work for a college radio or TV station and discover if radio or TV is the right career path for you!

Writing Headlines, Not Punchlines (Y)

Dr. Vince Filak, Department of Journalism, UW Oshkosh

Your headlines should attract and engage readers. Discover ways to write strong, clean and effective headlines while you learn how to avoid making mistakes that will embarrass you and your publication.