

The Kettle Moraine
Press Association
wants you to join us
this summer for an
experience like
NEVER BEFORE!

KEMPA SJW is held on Marquette University's campus in the heart of Milwaukee, which provides our camp with access to a number of opportunities for storytelling, team building, and more. It also means that we are a short distance from many forms of transportation if you are joining us from far away.

We have some of the best instructors in the country, with one of the strongest curriculums for a journalism camp. Our curriculum is tracked and provides students with a variety of learning experiences geared toward their ability levels and experiences. Our instructors develop the courses to provide for a wide variety of skills and interest levels, all in an effort to make your KEMPA Kamper the most successful he or she can be.

Register now and have a summer
like **NEVER BEFORE!**

REGISTER TODAY AT
KEMPASJW.COM

Register at
KEMPASJW.COM

sjw
NEVER BEFORE

SUMMER JOURNALISM WORKSHOP
KETTLE MORAIN PRESS ASSOCIATION
KEMPASJW.COM | @KEMPASJW

MARQUETTE UNIVERSITY
MILWAUKEE, WISCONSIN
JULY 15-18, 2018

CLASSES

WRITERS WORKSHOP

Never Before: Harnessing the Power of Writing

If you are new to journalism or want to work a little more on your personal and feature writing skills, this class is for you. Students will work to refine and polish their personal and feature writing skills, develop story ideas, analyze news content, improve interviewing skills, and seek unique angles. Students will also learn how to write effective, clear, and concise columns that will build readership. This class will help you to define topics, write persuasively, and prepare materials in advance.

BRANDING AND PROMOTION [NEW CLASS]

Never Before: Building Your Media Image

This class is all about finding inspiration to get your program out there. Campers will learn how to get their content read, their contests participated in, and their brand visible. If you are interested developing campaigns for your school, finding ways to promote your program, or utilizing social media and other technologies to market your content and product, this class is for you. By the end of SJW, these students will have a branding campaign ready to launch for the new school year.

EDITORIAL LEADERSHIP

Never Before: Stepping into a New Role

One of the hardest parts about being part of a team is motivating others. Learn strategies to create a positive work environment that not only motivates, but supports and respects everyone else. All students will get an opportunity to be a good leader, and a good leader knows how to follow. This leader also understands how to manage, motivate, plan, and grow. Students in this class should be editors of their publications going into the 2018-19 school year.

YEARBOOK KICKSTART

Never Before: Documenting a New Year

The ultimate goal of this class is to get your book moving in the right direction before school has even started. Students will work on developing skills related to all aspects of yearbook production (theme development, reporting and writing, coverage, advertising, staff strategies, and more). Whether you're new to staff or a veteran editor, this class will help you to shape your 2017 book from start to finish.

YEARBOOK DESIGN

Never Before: Taking Your Yearbook Beyond

Yearbook designers will focus their attention on design principles and trends in yearbooks, while planning out the look and feel of their book for the 2017-18 school year. Visual elements will be emphasized in this class, as students will be looking through quality photography, developing exceptional designs, and creating a variety of alternative story forms to make their books beautiful.

DIGITAL AND SOCIAL JOURNALISM

Never Before: Capturing the Changing World

In this class, students will develop and produce content using digital and social media. Additionally, students will learn how to develop, manage, and maintain a student media website and social media for their individual programs. Principles of video production, particularly mobile, will also be emphasized. Students will also learn about equipment needs to use video with their student media. A mobile device (with storage space!) and on-the-go battery chargers are recommended for this class.

PHOTOJOURNALISM

Never Before: Seeing the World with New Eyes

In this class, students will learn how to prepare photos for publication and the web, as well as understand how to create an effective digital workflow. Students will also practice photographing challenging situations and work on caption writing. Students may act as the camp's photographers for the week and have their photos used to document the camp experience. A point and shoot or DSLR camera with manual controls and a card reader are required for this class.

COSTS/REGISTRATION

Early registration should be submitted by June 15. Additional fees will be applied if registering between June 15 and July 1.

NON-KEMPA MEMBER

Overnight: \$450

Commuter: \$375

KEMPA MEMBER

Overnight: \$400

Commuter: \$350

REGISTRATION

An electronic form needs to be submitted through Google via kempasjw.com.

TO PAY BY CREDIT CARD, GO TO PAYPAL.COM

- ▶ Log in or create a PayPal account.
- ▶ Click on the "Pay or Send Money" icon.
- ▶ You will be prompted with two options; choose "Pay for Goods or Services."
- ▶ The next screen asks for an email or mobile. Input our email address kempajournalism@gmail.com and your payment amount.
- ▶ IMPORTANT: After you submit, there is a field for comments or notes. Please note your name, school, and what you are paying for (Summer Journalism Workshop 2018).

TO PAY BY CHECK

Send a check, payable to KEMPA, with the registration form to:

Lindsay Skatrud, SJW Director

S90W26985 Norway Drive

Mukwonago, WI 53149

**Questions? Contact the directors,
Lindsay Skatrud or
Carolyn Wagner, MJE, at
kempajournalism@gmail.com**



OUR MEMBERS ASKED FOR A QR CODE FOR EASIER LINKING TO REGISTRATION, SO HERE ONE IS. SCAN THE ABOVE CODE TO GO DIRECTLY TO THE REGISTRATION FORM.

AMENITIES

STRAZ TOWER DORM

- ▶ Doubles and Quads
- ▶ Private bathrooms in room
- ▶ Air Conditioning
- ▶ Rec Plex Workout Facility
- ▶ Pool

- ▶ Located two blocks from Johnston Hall, where classes are located
- ▶ Located two blocks from Cobeen Hall, where our meals are served

THINGS TO BRING

- ▶ Sneakers or comfortable shoes
- ▶ Laptop computer (if you have one and want to bring it for working on projects)
- ▶ Portable storage device (USB flash drive)
- ▶ Digital Camera (Students in Photojournalism are required to bring a camera and SD card; all others can use mobile devices)
- ▶ Your newspaper's stylebook (if you have one)
- ▶ A complete set of your 2017-18 newspapers/news mags, your latest school yearbook, or links to all media
- ▶ Notebook, pens, pencils, and erasers
- ▶ Toiletries, linens, pillows, towels

Unfortunately, the dormitory we are using does not provide refrigerators for each room. However, you can bring snacks for your room if you wish.