



Pulitzer Prize winner will be keynote speaker

By Darcy Thomas

NEWSPA is proud to announce that the 2016 conference keynote speaker is Pulitzer Prize winner Raquel Rutledge.

Rutledge won the Pulitzer Prize for local reporting in 2010 for her series "Cashing in on Kids," which followed fraud in the Wisconsin child-care system.

According to the Pulitzer website, the prize in local reporting is given out "for a distinguished example of reporting on significant issues of local concern, demonstrating originality and community expertise, using any available journalistic tool."

Rutledge, who is a Wisconsin native, started her career at the *Waukesha Freeman* and the *Colorado Springs Gazette* before moving to the *Milwaukee Journal Sentinel* in 2004.

Her sessions will cover how to find stories, sources, and everything else you need to know about being a reporter. Rutledge will also talk about the challenges that reporters face when covering a story, and what her writing process is.

"I'll talk about perseverance," Rutledge said. "As a reporter you



have to be tenacious and you can't give up."

Rutledge said the most difficult thing about investigative reporting is getting information.

"A lot comes from tips," she said. "We count on courageous people coming forward and telling us what they know."

Her series, "Cashing in on Kids," came out of one such person coming forward.

"It was a whistleblower who gave us that story," Rutledge said. "You have to count on people on the inside to give you important information."

Another important topic that Rutledge will cover is how to un-

cover records.

"A lot of records weren't public," Rutledge said. "And you need to know how to go about getting that information."

Rutledge said that in addition to obtaining records and finding sources, "Cashing in on Kids" also required patience and observation.

"The story required stakeouts," Rutledge said. "It was a lot of watching to see what was going on."

Rutledge says she is excited for NEWSPA and enjoys seeing young people get involved in journalism.

"I'm looking forward to talking with all of you," she said. "It's great to see people interested in investigative reporting!"

Rutledge will also speak on investigative reporting during session two in Alumni Welcome and Conference Center Room 209. Her keynote address will be from 11-11:45 a.m. in AWCC Ballroom AB.

Rutledge will also be the judge in the first-ever NEWSPA Pulitzer competition. To learn about how it works and how to enter, attend the informational session during session two in Gruenhagen Conference Center University Room.

Letter from the President

By Trent Scott
NEWSPA President

There were a couple of pretty good reasons to watch the Academy Awards on Feb. 28. First, I couldn't wait to see Chris Rock rake the antiquated Academy over the coals through his acerbic wit. Check! Second, I'm a huge Mad Max fan, so I was highly anticipating that it would take home some hardware for its technical prowess. Check, check! Third, as much as I was rooting for *Fury Road* to take home Best Picture, I was thrilled to see *Spotlight* grab a fairly unexpected (at least from what I read of the odds leading up to the show) Oscar.

Why thrilled? Well, following in the legendary footprints left behind by the journalistic godfather known as *All the President's Men*, *Spotlight* tells the story of *The Boston Globe's*

"spotlight" investigative reporting team and its incendiary reporting on sex scandals within the Catholic Church. *Spotlight* writer Michael Rezendes (played by the always excellent Mark Ruffalo) follows up on a tip to investigate allegations of child sexual abuse within the Boston

Archdiocese. The search soon reveals some 13 priests and almost 90 victims, and the team goes through the painstaking work of research-

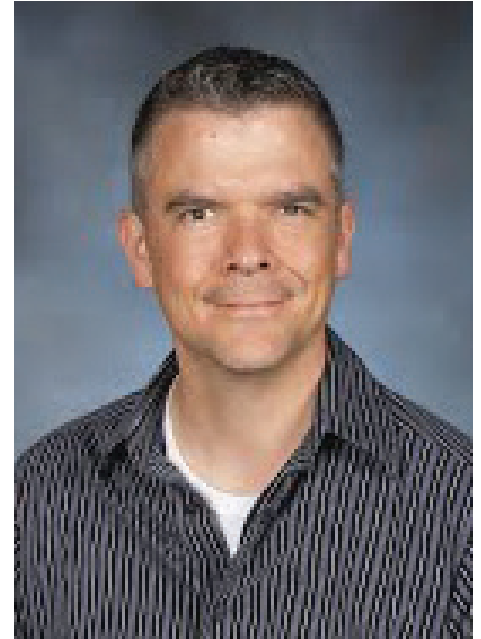
ing, finding, interviewing, and telling this tragic and horrifying tale. Years in the making, the investigative reporting finally goes to press in 2002, sparking an avalanche of other victims coming forward to share their stories – bringing them closure and the church an opportunity to address and heal this wound.

Much as the tale of Woodward and Bernstein from a previous generation, *Spotlight* throws into stark relief the good still possible when the Fourth Estate takes its responsibility seriously. While our student press may not have an opportunity to break such a far reaching story, the reporting they do gives the high school reading audience a voice. Students too often feel as

though they have no voice, no say, no rights within the confines of the school building. While the courts have taken a fair number of those rights away over the years, this isn't China. Students do have the right to report the truth and to have an opinion. We, as advisers, need to be bold enough to support and advocate for our students as they bring that view to

the public eye.

Here at NEWSPA, our goal is to provide support to advisers, new and old, in creating not only a full-



Trent Scott

day seminar replete with sessions designed for the student journalist, but also a resource-filled website brimming with ideas, podcasts, links, and resources to keep the student press plugged in and flourishing. As we finish our 2015-2016 season with a conference featuring a Pulitzer prize winning journalist (Raquel Rutledge of the *Milwaukee Journal Sentinel*, sharing her own investigative efforts), our focus remains firmly fixed on offering relevant, hard hitting, and timely resources and sessions applicable to both newspapers and yearbooks.

Your efforts in advising a publication will yield fruit that you may never see. Be encouraged that the work happening under your very noses will spawn the sort of creativity and curiosity that could very well change this little corner of the world in which we live.



2016 NEWSPA conference: It's all about change

By Barbara A. Benish

NEWSPA Executive Secretary

NEWSPA has changed a lot in the 51 years since its inception, and change is going to be a big part of this year's April 20 conference. The biggest change will be location. After always being held in Reeve Memorial Union, we are moving. Due to Reeve's renovation, this year (and next) the conference will be held at Gruenhagen Conference Center (GCC) and the Alumni Welcome and Conference Center (AWCC). While being in two buildings certainly will provide some logistical issues for the NEWSPA staff, the proximity of the two structures should ease any problems we may encounter. (Both are located on Osceola Street; GCC is on the corner of Osceola and High streets, while AWCC is on the corner of Osceola and Pearl streets, so you'll just have to walk across the block to get from one to another. See map on next page for more information.)

Registration will be held from 7:30-8:30 a.m. in the GCC lobby, and buses can drop students off in lot 10, which is off Osceola Street next to GCC and directly across from the parking ramp. Buses then should park in Lot 35 by Axle Tech. Students or advisers driving themselves should park in the AWCC lot and walk over to GCC to register. I promise to have lots of signs and people who can direct you to wherever you are trying to go!

But besides a new location, we also have many new sessions this year as we celebrate the 100th anniversary of the Pulitzer Prizes. Our keynote speaker, in fact, is Pulitzer Prize reporter Raquel Rutledge, who won the Pulitzer in 2010 for her "Cashing in on Kids" series in the *Milwaukee Journal Sentinel*. She will also speak on how to do investigative reporting in an earlier session.

In addition, UW Oshkosh Journalism Professor Miles Maguire will unveil our "Journalism In the Pulitzer Tradition" writing competition during session two. He and I have spent more than 100 hours creating a curriculum guide that gives detailed information on how students can replicate one of 10 Pulitzer Prize winning stories in their own schools and communities. To be entered in this special competition, stories

must be published between May 1, 2016 and Feb. 28, 2017, and they will then be judged by Rutledge and the winners announced during the 2017 NEWSPA conference. This initiative, sponsored by the Wisconsin Humanities Council through the Pulitzer Prize's 2016 Centennial Campfires program, will also allow us to award cash prizes for the winning entries.

I'm proud to announce several other new speakers this year who will help you hone your skills in the Pulitzer tradition.

Jim Nelson, a Wisconsin PolitiFact reporter for the *Milwaukee Journal Sentinel*, will share his tricks of the trade in "PolitiFact: How to Get to the Truth." David Haynes, editorial page editor for the *Milwaukee Journal Sentinel*, will tell you how to write editorials that have impact in "Editorials that Make a Difference." Matt Smith, adviser for Fond du Lac High School's *Cardinal Columns*, will share how to promote and protect a free press at your school, as well as tell you how you can join Wisconsin's movement to pass legislation establishing free student media.

New to multimedia? You can get help and learn from Linda Spice of Carroll University, who will present "The Power of Digital Storytelling," or from Judy Stefes of *WashingtonCountyInsider.com*, who will present "New School Media." Have an online newspaper but can't get many to the site? Learn from two advisers to website-only newspapers. Beth Plankey, adviser to Neenah High School's *The Satellite*, and Tess Larson, adviser to Sheboygan South High School's *Lake Breeze* are teaming up to present "You're Online. Now What?" (Don't worry, they'll tell you what!)

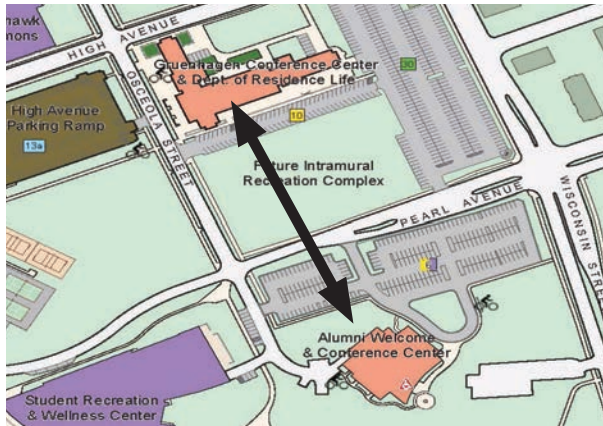
For the first time in nearly four decades, Joe Heller won't be here to tell you how to create editorial cartoons. But we have the only cartoonist on a staff of a newspaper in Wisconsin filling his place. Phil Hands is the editorial cartoonist at the *Wisconsin State Journal*. He will present both Session 1 and 2.

We'll also have your old "favorite" sessions — like Journalism Smackdown, and sessions on the basics,

It's all about change continued

such as how to write sports, reviews and features, or how to use Photoshop. Vince Filak, adviser for the Advance-Titan, will again provide on-site newspaper critiques. Go to the NEWSPA website at www.uwosh.edu/journalism/newspa to learn how you can sign up your publication now.

There are many other great sessions lined up, but I'm running out of space. Instead, go to our website to find the latest program with all the details. I promise you won't leave disappointed! I look forward to seeing you on April 20.



We moved!

Reeve Memorial Union is under renovation this year and so we are moving the April 20 conference to two buildings; Gruenhagan Conference Center and the Alumni Welcome and Conference Center.

NEWSPA offers summer adviser workshop

NEWSPA will again hold an advisers' workshop this summer, allowing high school newspaper, website and yearbook editors to chance to gather, share ideas and learn.

The conference, set for Aug. 10 at Sage Hall on the UW Oshkosh campus, includes the following sessions:

- Multimedia Storytelling: How to Tell Stories in Today's Contemporary Age
- Get Your Newspaper Online: How to Transition From Print to Digital
- Social Media and the Citizen Journalism
- Applying What you Learned Today

The instructor for all sessions will be Rachel Rauch, who has been teaching since 1996 and is currently the English department chairwoman at Homestead High School in the Mequon-Thiensville School District. She advises *The Highlander* newsmagazine, *The Highlander Online*, and the *Tartan* yearbook. She is also a Journalism Education Association state director for Wisconsin and the 2015 National Dow Jones News Fund Distinguished Adviser.

The publications she advises have won JEA/National Scholastic Press Association Best in Show honors for

three consecutive years, from 2013-2015, and in 2014 also received the NSPA Newspaper Pacemaker Award, the national top prize for newspaper excellence.

A certified educator mentor through Cardinal Stritch University and a JEA National Certified Journalism Educator, Rauch earned her bachelor's degree from UW-Whitewater and her master's degree from Carroll College.

The all-day workshop will run from 9:30 a.m. – 4 p.m. and the cost to attend is \$100 for NEWSPA members and \$150 for non-members. It includes lunch, a parking pass and handouts. Graduate credit will also be offered for an additional fee. The deadline to register is July 11.

For more information or to download the registration form, go to the NEWSPA website at www.uwosh.edu/journalism/newspa.



New sessions!

Careers in Journalism: Be Your Own Boss (N,Y)

Sarah Feldmann and Lyssa Schmidt, founders, Clever Dog Creative

After spending nearly 3 years at Patch.com, Sarah Feldmann made the move and with a friend started their own company that specializes in social media management; website, graphic and print design; and more. Find out how starting your own business can be the best job you've ever imagined.

Finding the Good Stories (N,Y)

Dave Wallner, Journalism Education Association mentor
Dull and repetitious topics lead to dull stories. Interesting and unique ideas are the cornerstone of strong reporting and readable stories. Where do you find good ideas worth turning into creative and provocative stories? A veteran high school adviser offers a wide range of ideas and story models to keep your publication from getting predictable and stale.

How to Be An Investigative Reporter (N,Y)

Raquel Rutledge, reporter, Milwaukee Journal Sentinel
Learn from a 2010 Pulitzer Prize reporter how to find investigative story ideas, break them down into manageable "pieces," find sources and data, and more.

Newspaper Editors in Training (N)

Danielle Roelse, Julia Marshall and Hannah Harms, Plymouth HiLights; and Claudia Koechell and Laura Zornosa, Oshkosh West Index

If you're going to be an editor at your school newspaper next year, this is the session for you. Find out from your peers what works and what it takes to be a successful newspaper editor.

Promoting and Protecting a Free Press as Your School (N, Y)

Matt Smith, adviser, Cardinal Columns, Fond du Lac High School

Learn what you can do to protect your school from prior review and censorship, as well as how to join Wisconsin's movement to pass legislation establishing free student media in the state.

Writing Leads That Make Readers Continue on (N,Y)

Nathaniel Shuda, reporter, Oshkosh Northwestern Media

Learn about the different kinds of leads and when and how to craft leads that capture your reader's attention. This interactive session will pit groups against each other as they attempt to come up with the best leads.

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Adviser Profile



By Darcy Thomas

Jeff Carter, the newest member of the NEWS-PA board of directors, teaches at Hartford Union High School where he advises the *Hartford Chronicle*.

What got you interested in journalism?

I had a teacher suggest that I take the newspaper class in high school because I enjoyed writing. Being on the newspaper was a ton of work and a major headache, but I loved seeing my work in print and seeing the impact my stories had on others.

How long have you advised *The Hartford Chronicle*?

I'm currently in my 14th year.

What's your favorite color?

Read (pun intended)

What's your favorite thing about advising the newspaper?

I really enjoy seeing students accomplish something they did not think they could do. I love to help students work through a difficult story or a challenging page and come out the other side successful.

What do you hope the students get out of NEWS-PA?

Being a student journalist is such an isolated thing. You see the same staff and only this small group understand the work and struggles that go into making a newspaper. Having students be able to be around other students who can empathize with their experiences is a great thing.

What sessions are you most excited for this conference?

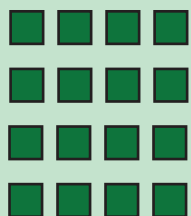
They all look so interesting!

What do you enjoy doing in your free time?

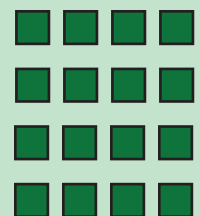
I enjoy running, kayaking, backpacking and all things Frisbee related.

What's your favorite thing about NEWS-PA?

It is great to see students earn awards for their writing. I love the shy look as a student walks up to the front to get the award and the sense of pride that comes once the student sits down.



Check out the list of
sessions on page 11



Editorials that make a difference

By Darcy Thomas

Do you and your staff have trouble writing editorials? Just ask David Haynes how it's done.

Haynes is the editorial page editor of the *Milwaukee Journal Sentinel*, and has been on the newspaper's editorial board since 2006. He is hosting a session, "Editorials That Make a Difference," at the 2016 NEWS-PA conference.



to censor his or her own thoughts, it is important to take into consideration how what you write will be interpreted.

When writing editorials, one has to pick topics that will not only keep the readers engaged, but also make them think more critically about the topic and how it pertains to them. Timeliness is another important factor to consider in editorials, as often the impact of a story diminishes as more time passes.

These and many more important tips and tricks to writing great editorials will be covered in Hayne's session. If you want to write editorials, be sure to check it out during session three in Alumni Welcome and Conference Center

Room 201.

"Our job is to provide the community with a variety of opinions — a marketplace of ideas that you cannot get anywhere else," Haynes wrote in a 2014 opinion piece titled *Milwaukee Journal Sentinel* must evolve as the news business changes. "Then you can make up your own mind."

In the past, the *Milwaukee Journal Sentinel* has published editorials on topics such as the Voter Registration Bill, the gray wolf population in the state, and Supreme Court Justice Rebecca Bradley's past homophobic college writings.

Speaking of Bradley, it was an opinion piece of her own that got her into the news these past few weeks. While one should never feel the need to completely

About David Haynes

- Bachelor's degree in journalism and U.S. history from Indiana University Bloomington
- President of the Association of Opinion Journalists since 2011
- Board member of the Wisconsin Freedom of Information Council
- Previously an editor at Fort Wayne *News-Sentinel* and the *Lowell Sun* before coming to the *Milwaukee Journal Sentinel* in 1994.



Journalism In the Pulitzer Tradition



Do you think your writing is Pulitzer worthy? For the 100th anniversary of the Pulitzer Prize, NEWS-PA is hosting its own contest. With \$1,000 of prize money to give away, this contest is a must enter for any aspiring writer! To learn more details, go to the "Introducing NEWS-PA's 2017 Pulitzer Competition" discussion during the second session, or download the guide on the NEWS-PA website after April 20.

So what is Public Relations?

By Grace Riggert

So what is public relations anyway? That is a question that the UW Oshkosh chapter of Public Relations Student Society of America will answer during this year's NEWSPA conference.

Megan Klamrowski, PRSSA president, says that PR is all about building relationships with the people around you.

"[PR is] being the middleman between two bodies, either between people or an organization and their customers or between two different businesses," Klamrowski said.

Megan Schroeder, vice president of PRSSA, hopes that this year's NEWSPA session will make students aware of what PR is.

"I think we just want high schoolers to know that PR exists," Schroeder said. "I didn't know what it was either and I had never really heard of it until I came to college. We just want people to get it in their heads and consider it for their future."

PRSSA Secretary Katie Biersach says that PR is a growing field and that there are a "plethora" of PR jobs out there.

"There are a variety of titles, too; it doesn't have to be specifically PR," Biersach said. "It can be communications, you can be an account manager, executive, etc. There are so many different titles for the same jobs essentially."

This session is also a chance for PRSSA members to talk about UW Oshkosh's newly implemented PR major.

"I think it really makes our university stand out," Biersach said. "That we are accommodating to the changing world of media."

Klamrowski also wants to tell students that UW Oshkosh is the only school in Wisconsin that offers PR as a major.

"I don't think that people realize that our department is amazing," Klamrowski said. "We have one of the best journalism departments in the country."

PRSSA Treasurer Monica Salmeri is excited to be presenting this year as a NEWSPA alumna, having been a part of Sevastopol High School's *Pioneer Year-*

book staff two years ago.

"I am excited because my school is going," Salmeri said. "I told them I was presenting and they are really excited to come and see me."

Salmeri knows that they have the potential to change someone's life with their session.

"It's really cool because you can affect someone's entire life teaching them about it because I learned about PR by chance," Salmeri said.



Klamrowski, a soon to be graduating senior, notes that there's not a big age difference between the PRSSA members and the students.

"We can relate to them because we are so close in age, that it wasn't that long ago that we were in their shoes," she said.

In fact, many of the presenters look forward to sharing their knowledge with the students at this year's conference.

"It's just cool to talk to someone when you've been in their shoes before," Biersach said. "When we talk to our peers, they already have their majors and their plans of what route they want to take, but someone in high school may not be sure or may not be aware of the opportunities they have in college. I think that it helps that we've been there and know what to do."

The power of digital storytelling

By Grace Riggert

While a picture may be worth 1,000 words, Linda Spice believes that visuals can fall flat without the words behind them.

“I want to emphasize the importance of image, but a higher importance of story,” Spice said. “So when you think of digital storytelling you can have sharp visuals, crisp audio, good lighting, interesting graphics and all of the technology that you have in your tool box, to make the story come alive. I think you have to start with a story because when you have a good story those other things can only help.”

Spice, the electronic communications coordinator for Carroll College, will explore the power of digital storytelling during her session at this year’s NEWSPA conference.

“The image is attractive and it captures the mind,” Spice said. “But I think that it’s the story that captures the heart. It’s where a viewer is going to be affected in terms of impact, inspiration and causes them to take action.”

Spice, who worked at the *Milwaukee Journal Sentinel* from 1989

to 2008, began to focus on digital storytelling when the *Journal*, in 2008, wanted their reporters to start telling stories in different ways.

“The *Journal Sentinel* started encouraging their reporters to tell a story on multiple platforms, one of those being video,” Spice said. “It was this fantastic new way to tell stories and I really embraced it.”

Despite leaving the *Journal* in 2009, Spice still continued to take classes to learn more about video.

“When I left the paper in 2009, one of the first things

I did was sign up for courses in St. Petersburg, Florida,” Spice said. “That was a five-day boot camp with 12 hours a day of just learning video and taking the step from Windows Movie Maker to Final Cut Pro and that’s not something you are going to be able to completely grasp in a few days.”

Spice then became the first electronic communication coordinator at Carroll College and put her new and improved video skills to work.

“It was a brand new position, which was wonderful because I was able to introduce video into the campus in the form of storytelling because more people wanted it,” Spice said. “I was able to recognize the story in the form of the written word and translate it into video and build on that over the last seven years.”

When it comes to the future, Spice believes that is important for students to learn video skills.

“In terms of telling stories you may not always need video,” Spice said. “But to have the ability to do that, it gives you a wider range of storytelling abilities number one, but also I think it makes you more marketable to

employers.”

Overall, Spice hopes that students learn how to put the visual and the story together, recognizing the importance of both during her NEWSPA presentation.

“You still need to emphasize the basics of reporting in order to tell a good story,” Spice said. “Then if you can marry those elements between video and writing to tell the story, then you are going to have success.”



PoliFact: How to get to the truth

By Grace Riggert

A journalist is always on the lookout for facts, but in this day and age it becoming harder to trust whether a source's statement is true or not. Jim Nelson, watchdog and PoliFact reporter for the *Milwaukee Journal Sentinel*, will be addressing that ongoing issue in his NEWSPA session, "PoliFact: How to Get the Truth."

"True or false, if it makes us pause and ask ourselves that question, then it might be a statement worth evaluating," Nelson said.

PoliFact, a political fact-checking site, started a Wisconsin "franchise" with the *Milwaukee Journal Sentinel* in 2010, and has since fact checked over 1,000 statements, according to Nelson.

"These are statements from politicians, political advertisements, statements from campaign literature and, of course, from people who are representing political figures," Nelson said.

Each statement is carefully reviewed and researched by the PoliFact team to check for accuracy.

"[PoliFact Wisconsin] takes political statements and evaluates whether or not they're true and how true are they," Nelson said. "We conduct our own research and it's sort of like writing a term paper because we show our work and show all of our sources."

After researching, the facts are handed over to editors who rate the statement with the PoliFact "Truth-O-Meter."

"There are different categories on the Truth-O-Meter ranging from 100% true to a statement is 100% false," Nelson said. "If it is ridiculously false, it's pants on fire. What we do is hold the candidates and the political figures accountable."

The PoliFact philosophy is that "words matter," but they do however, give those who made the statements

a chance to clarify what they said.

"The person of the statement that we are evaluating has every opportunity to respond or provide their side," Nelson said. "The first call that we make is to the person that made the statement and then we put up a defender statement and ask them for their evidence behind it."

Nelson plans to outline the process more in detail during his session and provide examples for students.

"Writing and researching a PoliFact story or item is a different process than when we write a conventional story," Nelson said. "It a process that is followed very carefully by all the publications and papers that

are part of the Truth-O-Meter as a way of understanding a snapshot statement."

PoliFact Wisconsin has been especially popular during past and current presidential elections.

"Our online engagement is consistently above the highest in the country," Nelson said. "We are one of the best read PoliFact operations in the country and

that is in no small part due to Gov. Walker. Many people who were not familiar with him from other parts of the country, looked at our collection of statements of things Gov. Walker said. A lot of people looked at PoliFact to try to learn more about who is this Scott Walker."

Nelson hopes that students' takeaway is the fact that in today's political climate, journalism is of the utmost importance.

"Especially in these times of great political difference, the work of journalists has never been more important," Nelson said. "That's because we have the ability to view sources and the background to hold people accountable for what they say."



NEWSPA 2016 Sessions

Session 1(8:30-910 a.m.)

Get the Most Out of Every Interview

How to Create Editorial Cartoons

Journalism Smackdown

PolitiFact: How to Get to the Truth

Survival Guide to Your First Year of College

Yearbook Editors' Roundtable

How to Be a Graphic Designer in 40 Minutes

How to Get the Big Picture in Sports

Newspaper and Yearbook Advisers' Meeting

Working For a College Newspaper

Writing Reviews

You Can Get a Dream Internship, Too

Session 2 (9:20-10:00 a.m.)



Finding the Good Stories

How to Be An Investigative Reporter

Introducing NEWSPA's 2017 Pulitzer Competition

Photo Critique of Entrants

Promoting and Protecting a Free Press at Your School

Yearbook Theme Development

Brainstorming: How to Find Features and News Stories

Great Photography, Limited Budget

How to Create Editorial Cartoons (Repeat)

Newspaper Editors in Training

Photoshop Tips and Tricks

So...What is PR?

You're Online, Now What?

Session 3 (10:10-10:50 a.m.)



Careers in Journalism: Be Your Own Boss

New School Media

Writing Leads That Make Readers Continue on

Feature Writing for Publications

Sports Writing

Journalism Smackdown (Repeat)

Photoshop Tips and Tricks (Continued from Session 2)

Editorials That Make a Difference

The Power of Digital Storytelling

Yearbook Trends

How to Cover Controversial Subjects

How to Shoot and Edit Compelling Video

Yearbook: Not a Popularity Contest



2015-16 Board Members

Trent Scott, President (2018)

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Susan Carlson (2018)

The Hi-Light (newspaper)
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Jeff Carter (2018)

The Hartford Chronicle (newspaper)
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Lucas Cleary (2018)

Hi-Lights (newspaper)
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Jason Cummings (2018)

North Star (newspaper)
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Michele Farnsworth (2017)

The Hi-Light (newspaper)
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Amy Karoses (2016)

Notebook (yearbook)
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Shannon Kuehmichel (2018)

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Matt Smith (2016)

Cardinal Columns (newspaper)
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