

SISPA DATES AT A GLANCE

March 31

ADVISERS OF THE YEAR

Send nominations to:

Herman Albers, Coulterville High School
101 W. Grant, Coulterville, IL 62237

BLUE BANNER

Send to:

Laurie Bielong, Belleville West H.S.,
2600 West Main St., Belleville, IL 62226

NEWSPAPER BEST STORY CONTEST

1998 YEARBOOK CONTEST

Send to:

SISPA, School of Journalism,
Southern Illinois University at Carbondale,
Carbondale, IL 62901-6601

Blue Banner Fee: \$8

April 4

SPRING CONFERENCE ADVISERS' WORK DAY

10 a.m.- School of Journalism
Carbondale

April 27

SPRING CONFERENCE

Registration: 8 a.m.
Opening Session: 9 a.m.
Cost: Students - \$2 each

48th Spring Conference set for April 27 at SIUC

The 48th Annual Spring Conference is set for Monday, April 27, 1998 at the Student Center on the campus of SIUC Carbondale. The conference is endorsed by the School of Journalism.

The program for the Spring Conference will follow past formats. Registration will run from 8 to 9 a.m.

The main program will begin at 9 a.m. Time is often

short, so advisers are urged to arrive early and complete registration as soon as possible.

The Conference is scheduled to be completed by 2 p.m.

Final plans are being made on the program. A work day for advisers is set for Saturday, April 4 at the School of Journalism office at 10 a.m.

All SISPA advisers are welcomed to attend to sort contest material and to discuss

the conference program. Those attending the work day can bring their contest material with them.

Those unable to attend the work day who have a suggestion or wish to be included on the program should contact Herman Albers at Coulterville High School (618/758-2338) or Laurie Bielong at Belleville West High School (618/233-5070, ext. 623).



*Continued success***Fall Conference draws many schools**

Over 200 students and advisers attended the 39th Annual Fall Conference of the Southern Illinois School Press Association on the campus of Southern Illinois University at Carbondale Oct. 30.

Students from 11 schools participated in workshops, *Daily Egyptian* tours, and listened to a distinguished panel discuss student press rights. Dr. Margaret Winters, associate vice-chancellor for SIU, gave the keynote address. The welcome was given by Amy Shaw of new student admissions.

The press panel was organized by Professor Robert Spellman, journalism legal instructor. It included Carl Rexroad, editor of the *Southern*

Illinoisian; Donald Craven of Springfield, general legal counselor to the Illinois Press Association; Mike Lawrence, journalism instructor and former senior policy adviser to Governor Edgar; Vicki Duncan, news anchor for WSIL-TV; and Phil Trapini, principal of Murphysboro High School. The student representative was Carl Martin, Coulterville High School.

Richard Goldenhersh, Appellate Justice since 1988, moderated the panel.

Much of the panel's discussion centered on Governor Jim Edgar's recent veto of the expanded high school student press rights bill.

Registration included 71 yearbook

students and 121 newspaper students with 15 advisers.

Schools attending included Heath High School, Mater Dei High School, Murphysboro High School, Marion High School, Cobden High School, Harrisburg High School, Coulterville High School, Central High School (Camp Point), Bunker Hill High School, Tower Hill High School and Herrin High School.

The conference was organized by Don Jugenheimer, director of the School of Journalism; Jill Belcher, School of Journalism adviser; Mohammed El Nawawy, SIU graduate assistant; Lucille Lasley, School of Journalism assistant; and Patti Hal SIU graduate student.

SHARING WITH OTHERS

SISPA is always looking for new speakers for its Spring Conference. If you would like to lead a session on April 27, please contact Herman Albers at 618/758-2338.

Help make this day beneficial for both your students and other journalists. Session length is approximately 40 minutes.

Cultivating attitude

A student's outlook is a major factor in determining his/her success in school. Successful students are the ones who, for the most part, maintain a healthy, positive attitude about school-oriented activities.

Unfortunately, some students have a bad attitude—appearing arrogant, upset or as if they don't care. The reasons for poor attitudes are

numerous. Some students are afraid of failing. Some feel inferior or insecure. Others are angry and rebellious. Some may be bored.

These students are difficult to teach. They demand the most and give the least.

You must do everything you can to help these students. When they demand the most of you, you must give them your best.

Ingredients of a Positive Attitude

- Do your best.
- Be committed and see the job through to the end.
- Accept responsibility.
- Be enthusiastic; enthusiasm is contagious.

The Is the Internet the next step for high school journalism?

You realize you can't avoid it much longer.

You must create a Web site.

Whether you are interested in developing a Web site for yourself, or your students are urging you to let them start a Web site for their publication, you know you must be getting ready for the time when you will have your own URL.

Here are some steps to follow in developing your Web page.

The best way to generate thoughts and ideas for your own Web pages is to surf. Surfing the Web involves using a browser to find out what's out there.

As you surf, analyze the Web pages making note of what works and what doesn't work. Do a search for a topic that interests you and check out how other people make their pages informative, interactive or intriguing.

For example, a great page that can appeal to people of all ages is Ben & Jerry's Ice Cream page: <http://www.benjerry.com>. Notice the use of white space, images and backgrounds that go together to make a visit to Ben & Jerry's memorable.

As you surf, remember what frustrates you and

what makes you stray with a page.

If an image takes a long time to download, and you don't want to wait, then remember that's how other people will feel about your page if you put a large image on it.

As you find places on the WWW that interest you, save those places as bookmarks.

Develop a file of images, graphics or backgrounds that you want to save to try out on your own page. You can save an image from another Web page by holding your mouse button over the image. Hold down the mouse button (right mouse button on an IBM) and choose "save as" in the dialog box. The image will save to your computer. However, be aware of copyright difficulties.

Sketch a flow chart of how you would like to set up your home page. Before you begin making your home page, you need to develop a plan for it. As you develop your flow chart, remember who your audience is, where you want visitors to travel and the order you want them to visit the pages in your site.

Create your Web page

using a Web program.

Numerous software programs are available that enable you to take your text and visual images and create a Web site. Popular software programs are Claris Homepage, Netscape Navigator Gold, Microsoft Front Page (Editor) and PageMill.

Many of the design principles for newspaper, yearbook or photography are transferable to the Web. Significant content should be on the left of the page—that's what people look at and read first.

Do the simple stuff first.

Putting together a page with text and still images can take a while to develop. Go with a simple design with simple elements. Get more sophisticated as time goes on.

Learn Netiquette.

For example, include your e-mail address on your Homepage for future contacts. Avoid using text in all caps—it's considered screaming.

Test your page on a browser to make sure it works.

Be sure to take a look at your page in at least two different browsers.

Upload your page to

your server.

You need an ISP (Internet Service Provider) to host your pages. Once you have that, then use a friendly program to send your Web pages and any images you've used to that account with your ISP. Two great programs for such sending are "Fetch" for Macintosh and "Ws_ftp" for IBM.

Register your page with a search engine.

Registering your page is like making sure your phone number is in the telephone book. You can contact a specific search engine like Yahoo or Excite and register your page for free. This process can be very time-consuming.

Or you can pay \$29-\$50 to have a company list your site with several different search engines. For example, "Register It" <http://www.register-it.com> claims they'll list your site with 100 engines.

Remember that you don't have to take on Web page development by yourself. Some of your students probably are eager to learn more about the Web or to share what they know with you and the staff. Capitalize on their enthusiasm.

by Judy L. Robinson, a doctoral student in the University of Florida's College of Journalism, and Julie E. Dodd, associate professor in the University of Florida's College of Journalism and Communications, Published in C:JET, Fall 1997

Deadline for stories set for March 31

SISPA member newspaper staffs have the opportunity to compete in 20 different categories in the Best Story Contest.

All entries for the Best Story competition must be **postmarked March 31, 1998.**

As in the past, a school must be a member of SISPA to compete. There is no fee for individuals to enter the Best Story Contest.

Entries should be sent to: SISPA, School of Journalism, Southern Illinois University at Carbondale, Carbondale, IL 62901-6601. Award winners will be named at the Spring Conference, April 27.

Each publication is limited to a maximum of **3 entries per category.** All entries must have been published during the 1997-98 school year.

Tape or glue each individual article on a piece of white 8 1/2" x 11" paper. If an article is too long for one sheet, continue to another sheet(s), stapling together so the entry will not get separated. On the front side of each entry please label as following:

Name of Student
Category
Newspaper
High School

Enter each article in the appropriate category. Category descriptions are listed to the right. Articles entered in the wrong category will be disqualified.

If there are any questions, contact Laurie Bielong at Belleville West High School, 618/233-5070, ext. 623.

Best Story Contest's Categories explained

There are a total of 20 categories in the Best Story Contest. Each publication may enter a total of three entries per division. They are:

Best Original Advertisement

A published ad that is conceived and designed by the student. Ad slicks or ads designed by the advertised company are not eligible.

Best Computer Produced Graphic

Graphic used in lieu of photographs with the intent to enhance any news, feature, or sports article or to aid in the graphic look of the publication. All graphics must be computer produced or enhanced by student.

Best Original Art

Artwork used in lieu of photographs with the intent to enhance any news, feature, or sports article or to aid in the graphic look of the publication. All art work in this category must be hand drawn by a student.

Best Original Cartoon

A cartoon entry may be editorial or comic. It may be a single frame or multiple frames. Computer produced cartoons are acceptable as long as they are student produced and generated.

Best News Story

An article of a news event that presents new information or an angle on already published information or past events.

Best Editorial

An article written as a statement or opinion on an issue by the staff. It should not be bylined. It may seek to encourage critical thinking, to mold opinion, or sometimes to promote action.

Best Review

An opinion piece that reviews movies, music, plays, concerts, book, exhibits, performances, or other works available to the public or students. Article may be column work or an individual piece.

Best In-depth Story

Article should be issue-oriented coverage with emphasis on research, interviewing and analysis. It should be a minimum of 12 column inches.

Cub Division

Any type of article written by a freshman or sophomore on staff. Guidelines will vary depending on type of article entered. Refer

to appropriate category.

Best Interview Story

Article is dependent on the use of extensive quotes. Quotations should make up at least 60 percent of the article.

Best Feature Story

An article that entertains through material that is interesting but not necessarily important. Emphasis should be on rich detail and liberal use of quotes. It should focus on human interest.

Best Featurette

An article that contains the elements of a feature story but is shorter. Length should not exceed 6 column inches.

Best Sports Feature

A sports feature is on a sport-related topics. It would contain the same elements and guidelines of a feature article.

Best Photograph with Caption

Photograph can be a news, feature, or sports subject. Along with published picture and caption, if possible, send original photograph so that printing errors can be accounted for.

Best Humorous Column

An article under a permanent title written regularly and giving expression to the writer's opinion. It would have a lighter tone either through writing style and/or subject matter.

Best Editorial Column

An article under a permanent title written regularly and giving expression to the writer's own opinion. The editorial column should be of a serious nature.

Best Sports Column

Like the editorial and humorous column, the sports column differs only in that its subject deals with sports.

Best Sports Story

A news article that emphasizes timely action, including coverage of sporting events. It may be an advance, follow-up, summary, or combination story.

Best Front Page Layout

Enter three front page only tearsheets.

Best Overall Layout

Enter three complete issues.