



CVSJA ANNUAL FALL CONFERENCE 2018

WATCH AND SEE WHAT'S NEXT

FACEBOOK

Chippewa Valley School Journalism Association

E-MAIL

c-j62@uwec.edu



"NEXTFLIX"
TUESDAY NOVEMBER
13

Chippewa Valley School Journalism Association

NOV
13
TUE

8:00 AM
Conference Registration

8:30 AM
Opening Ceremony

9:00 AM
Social Media Workshop by
Mary Worley
(Menominee 320 F)

Finding Your Side Hustle
Workshop by Michelle Shrader
(Ho Chunk 320 E)

10:00 AM
Interpreting Headlines
by Emilee Wentland
(Ho Chunk 320 E)

A Day in the Life of a Reporter
by Justin Esterly and
Shannon Hoyt
(Menominee 320 F)

12:00 PM
Panel
Featuring Kailin Schumacher,
Tom Giffey, Eli Klatt, Shannon
Hoyt and Justin Esterly

12:45 PM
Closing Ceremony

1:15 PM
University Tours

BRINGING TOGETHER STUDENTS AND
COMMUNITY PROFESSIONALS FROM ALL OVER
WISCONSIN

Meet the Panelists and Workshop Leaders



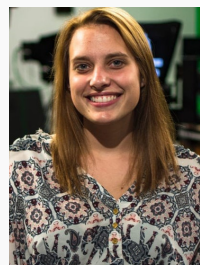
Dr. Mary Worley is a communication professor at UWEC and enthusiastic about the social media aspect of communication. She likes to relate learning to common-day knowledge and excels in making material and content relatable.

Ms. Michelle Shrader is a UWEC alum and faculty member at the university's Advising, Retention and Career Center. She is a career counselor who helps undergraduate students find internships and careers that fit their skills and passion.



Mr. Eli Klatt is a senior student at UWEC studying advertising. He is currently a lead producer at Converge Radio. He creates many advertisements that provide promotion for the radio station.

Ms. Shannon Hoyt recently graduated from UW-Stout in 2018 with a degree in professional communication and emerging media with a concentration in applied journalism and an applied field in multimedia content production. While there, she was involved with many on-campus organizations such as editor-in-chief for the student newspaper, web content writer for University Marketing, and more.



Meet the Panelists and Workshop Leaders



Mr. Justin Esterly is a Minneapolis native and one of WQOW's newest weekend meteorologists. He graduated from St. Cloud State University with a bachelor's degree in meteorology. During his time at school, Mr. Esterly was involved with UTVS, the school's local television station.

Ms. Emilee Wentland is a senior journalism student at UWEC. She has quite the busy schedule, being the of the official student newspaper of the University. In addition, she is a part-time editorial contributor at Volume One and a part-time reporter at the Leader Telegram.



Mr. Tom Giffey has worked as a writer and managing editor of Volume One magazine for the past six years. Before that, he worked as a reporter at the Leader-Telegram, where he specialized in writing on general news, politics, business, and editorials.

Ms. Kailin Schumacher is a senior journalism student at UWEC and returning CVSJA panelist. She is involved with numerous on-campus organizations such as TV-10 and Bugold Radio Sunday. She has also gained professional experience through summer internships with WQOW as a weekend reporter.

