

2016 VHSL/JOSTENS REGIONAL MEDIA CHAMPIONSHIP SNEAK PEEK COURSE OFFERINGS

ALL LOCATIONS

INDESIGN MADE EASY WITH MONARCH – BRIAN MARTINEZ - ALL

In this session, we'll look at the process of creating a yearbook spread from start to finish using the latest version of InDesign. We'll place photos easily, ensure your spreads are free of typos and index your pages with a simple click. Best of all, we'll do it all using an Internet browser. Come see how easy your yearbook experience can be.

BREAKTHROUGHS IN THE TYPOGRAPHIC WONDERLAND – BRUCE WATTERSON – ALL

Separate winners from runners-up in your reader's mind (also in your contest judge's opinion). If your staff could use a little type and graphic inspiration, join this session for a look at font selection. In the end, the process of choosing the right type is all about readability, emotion, anatomy and "visual snap." Picking the best type makes a difference in whether or not your copy is really read!

#KICKSTARTTHEGRID! – BRUCE WATTERSON - ALL

Challenge the norm by exploring new grid design techniques. Think like Jonathan Ive, the Apple™ computer designer. At Apple™, he developed a plan and a solution: Readers like simplicity and logic in design. Eliminate any thing that clutters the reader's experience. This session focuses on elements that are and are not cluttering layout designs.

ENGAGE, LISTEN AND FOLLOW UP TO CREATE A CONCRETE CONNECTION (IN WORDS) WITH YOUR READER! – BRUCE WATTERSON - ALL

Student-centric storytelling eliminates cliché and annoying editorializing. Come to terms with great writing techniques and learn how your staff can increase each reader's pride in school, work, social activities, hope for the future.

THINK LIKE A BEGINNER AGAIN! – BRUCE WATTERSON – MAG EDITORS & SECTION LEADERS

Cut through the noise. Stop listening to those who whine "we've never done it that way" and, in the process, start encouraging those writers, designers, illustrators, photographers on staff willing to help develop a renewed theme strategy, color theory, clever copy-writing style. Join us for a look at examples of national winners and how their forward thinking paid off.

ELIMINATING COOKIE-CUTTER PHOTOGRAPHY – BRUCE WATTERSON – ALL

Students say they appreciate beautifully designed and well-written publications but all of us are awed by great photography. It is past time to kick those posed photos of teachers sitting at clean desks to the curb. If your mission is to ensure that readers do more than browse newspaper or yearbook content, join us.

GIVE 'EM WHAT THEY PAID FOR – CINDY TODD - ALL

Businesses who support your program deserve more than a scanned business card. This crash course in effective ad design will help you give them what they deserve.

IT ALL 'ADS' UP – CINDY TODD - ALL

Planning, organization and determination all go into successful ad sales campaigns. We'll talk about some ways to close the sale and increase income for your publication.

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AND NOW A WORD FROM OUR THEME – CINDY TODD - YB

Great literature has opening words that grab the readers and propel them through the pages. Your theme copy should do the same. Let's talk about some ways to write copy that not only helps tell the story of the year but also helps reinforce your unifying concept.

WHAT'S YOUR STORY? – CINDY TODD - YB

That's what you ought to be asking your readers. From the initial interview until the closing paragraph, great copy helps tell the stories readers will actually want read.

THE ULTIMATE RESOURCE – CINDY TODD – YB, NP

What's your staff's policy on advertising? What font size are captions? What do I tell that mom about senior pictures? All of these questions and many more should be answered in your go-to guide -- the staff manual. We'll look at what goes in this valuable resource as well as how to make it accessible to everyone on staff.

CONTEMPORARY NEWSPAPER DESIGN – GARY LUNDGREN - NP

Let's explore strategies and trends for effectively packaging verbal and visual content in newspapers and newsmagazines.

JUST MY TYPE – GARY LUNDGREN - ALL

Learn the basics of typography and strategies for making the stories and headlines in your newspapers, magazines and yearbooks stylish and readable.

YEARBOOK TRENDS – GARY LUNDGREN - YB

From design to coverage, let's examine what cutting-edge yearbooks are doing to connect with their readers.

CONQUERING CAPTIONS – MARGARET SORROWS – YB

Combined with engaging photos, captions and alternative coverage, you can tell the story of the year in ways that increase the value of a yearbook.

PHOTO SELECTION – MARGARET SORROWS - PHOTO

There is skill involved in selecting the best photo option for the spread, design or coverage goal. Attendees will learn to make the best photo selections for your publication.

GETTING ENOUGH PHOTOS – MARGARET SORROWS – PHOTO

If there is one thing that consistently overlooked by students, it is the need for LOTS of photos. In this class, strategies for getting a large number and variety of photos will be discussed.

SHOWSTOPPER SPREADS – MARGARET SORROWS - YB

If your design looks the same each year, it's time to create fresh new coverage in magazine-style design. In this class, ideas and design for specialty coverage will be presented.

DESIGN INSPIRATION – MARGARET SORROWS - YB

Ideas for design are all around us. This class will present trends and ideas for fresh graphics.

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PHOTO Q&A - MARK MURRAY - PHOTO

Learning how to talk about photos - what you like and don't like about them - is the best way to improve your own work. **Bring your three best photos you've taken since the start of the summer on a USB drive or your camera card** and let's talk about them. What works. What could work better. And how to take those tips and become a stronger photographer.

101 TIPS FOR EXPANDING THE LITERARY MAGAZINE – MARK MURRAY – MAG

From fundraising to soliciting work to production and sales, a rapid-fire conversation for creating a stronger magazine.

PHOTOGRAPHY WORKFLOW – MARK MURRAY - PHOTO

Preparing images for a publication can be a quick process that creates a consistent quality to all photographs. Come learn the most important steps.

IMPROVING PUBLICATIONS PHOTOGRAPHY – MARK MURRAY – PHOTO

Better photographs mean stronger publications. But it isn't just up to the photographers. The entire staff needs to be 'focused' on this goal. Here is how to do that.

THE POWER OF LIGHT – MARK MURRAY - PHOTO

Learn to recognize and utilize the basic element of all photographs. You'll never look at the world the same way again.

NEWSPAPER EVALUATIVE CRITERIA UPDATE – SPAC – NP ADV

The Scholastic Publications Advisory Committee (SPAC) drafted an update to the VHSL Newspaper Evaluative Criteria (with feedback from judges), which may be found here: <http://www.vhsl.org/doc/upload/activities-np-criteria-booklet-draft.pdf>. Meet your committee members who spearheaded the draft [Heidi Craft (Atlee), Taren Meekins (Glen Allen), Shelly Norden (Kettle Run), and Beth Skaggs (Colgan), and hear about these proposed changes which are slated to be in effect for 2017-18.

IT'S NOT THEM; IT'S YOU – CHRIS WAUGAMAN – NP, ON, BR

Discover why your interviews might be coming up short ... even when you have tried your best. This session will show you five of the most common mistakes in interviewing and how to correct these errors.

EASY ONLINE COVERAGE FOR EVERY DAY OF THE WEEK – CHRIS WAUGAMAN – ON

Whether launching your website or just looking for ideas to revive your existing site, this seminar will provide a look at best practices and provide you with easy tools to make your online publication shine. This workshop will cover everything from third-party multimedia tools and live coverage platforms to best practices in social media and interactivity.

BROADCAST SCRIPT WRITING TIPS FOR VIDEO – CHRIS WAUGAMAN - BR, ON

Great storytelling begins with great writing whether you are producing a newspaper, yearbook, or web story. But people often forget about this process when they start to create a video. Discover how strong script writing can elevate the quality of your broadcast and web video.

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THIS I BELIEVE – CHRIS WAUGAMAN – ON, NP

Writing opinion pieces can be one of the most powerful parts of your publication. It can also be one of the most difficult and treacherous areas of writing for a staff. Learn how to get your entire staff started down the road of strong opinion writing.

RICHMOND ONLY

IT'S A JUGGLING ACT – TAREN MEEKINS – ADVISERS

Managing the many responsibilities of advising from creating picture schedules to communicating school-wide deadlines to selling advertising, an adviser must wear many hats, often all at the same time. This session will serve as a round-table for publications advisers, focusing on ways to manage the extra responsibilities put upon the adviser. Organization and communication strategies will be discussed for topics such as senior pictures, book sales, grading and staff management.

DESIGN TRENDS – HEIDI CRAFT - YB

Stripes? Chevron? Pinterest? Pantone? What's hot and what's not - do these topics pique your interest? This session is for you! We will examine the 2016 trends and to see how these trends play into journalistic design.

TEAM BUILDING TIPS – HEIDI CRAFT – YB & NP EDITORS & ADVISERS ONLY

Need some team building tips? Struggle with making deadlines? What to make connections throughout the region? Come to this roundtable to share ideas and learn some new tips.

THINKING OUTSIDE THE TEXTBOX – CAT MISAR - MAG

Pushing the boundaries with writing and design. Strong magazine design means a marriage of both text and art. Get inspired to push the boundaries and create a magazine which appeals to readers both visually and verbally.

YOU'RE NOT ALONE – CAT MISAR - MAG

Making a good magazine means asking for help. If your magazine staff is overworked or inexperienced, it's time to ask for help. This session will highlight possible ways your other publications and classes can get involved.

AURASMA: NOT JUST FOR YEARBOOK – CAT MISAR - MAG

This session will show you how you can use Aurasma to bring music and art alive in your literary magazine!

CSPA'S FINEST – CAT MISAR - MAG

Take a look at the Gold and Silver Crown magazines from across the country to gain inspiration and see what it takes to create a nationally recognized publication.

FREDERICKSBURG ONLY

TERRIFIC TYPOGRAPHY AND LIT MAG DESIGN – SUZANNE ABDELRAZAQ - MAG

It starts with the basics of type. Once you have that, it's easy to play with fonts in such a way to make them a part of your literary magazine's theme and design. Learn how to use type to create a clean, sophisticated, and even readable publication.

DRAFT – SUBJECT TO CHANGE – LAST UPDATED September 15, 2016

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EXERCISES IN CREATIVITY – SUZANNE ABDELRAZAQ - MAG

Great themes are not a matter of happenstance. Rather, it takes some flexing of one's mental muscles to "think outside the box." Creativity needs to be honed. Come learn a few ways to unstick yourself, get your creative juices pumping, and learn how great themes are not born, but created.

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Push the boundaries with writing and design!

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STAFF MANAGEMENT & MOTIVATION – ALAN WEINTRAUT – NP/ON

Learn how to run a 21st century newsroom and keep students engaged and motivated in web and newspaper production. Grades matter, but the product that hits the streets is why we're all here. Sample organizational schedules, awards programs and tips will be shared.

NEWSWRITING 101 – ALAN WEINTRAUT – NP/ON

Go beyond the 5 Ws and the H of writing clean copy. Learn how to write engaging leads and get the details that matter in journalistic writing.

SPORTSWRITING 101 – ALAN WEINTRAUT – NP/ON

Beef up the most widely read section of any high school webpage or newspaper: sports. Learn reporting and writing techniques that mirror the professional style of writing.

INFOGRAPHICS 101 – ALAN WEINTRAUT - ALL

From polls to pie charts, 21st century journalism demands that students know how to create visually-appealing infographics. You will learn advanced design techniques and how to create infographics for all publications.

EDITORIALS 101 – ALAN WEINTRAUT – NP/ON

Everyone has opinions, but what does it take to make an editorial? Learn the basics of how to write an editorial and design opinion pages for the newspaper.

JUDGE ME NOT! WRONG! – MARYKAY DOWNES – ALL

Submitting your publication for critiques is just like going to a doctor for a physical. Yes, we all want a good bill of health for our journalism product, but also we want to learn about issues that are easily corrected in order to be even better. Learn tips to prepare your entries for submission and resources that will help you learn just what the judges are looking for.

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DON'T BORE GRANDMA – MARYKAY DOWNES – YB

Grandmas love everything their grandchildren write, however, do you want to put your own granny asleep as she reads your book, or give her a jolt of excitement with stunning copy? Be daring and learn how to reinvigorate your copy program with fresh angles, vibrant words and fresh execution.

NOBODY LOVES ME – MARYKAY DOWNES – ALL EDITORS & ADVISERS

Feeling down and out? Unloved by your administration, your community, your readership? Come and get motivated by a veteran adviser who has learned the secret of shedding criticism and keeping a positive attitude.

USING THE BROADCAST MANUAL – CHRIS WAUGAMAN – BR

Are you a newspaper or online staff looking to add a strong video component to your publication? Then you need a broadcast resource. This session is for any students who are interested in developing a video presence starting with little to no knowledge of broadcast.

50 STEPS TO BETTER WRITING – VALERIE KIBLER – ADVISERS

The heart of what we teach always comes back to writing. When we focus on creating better writers, we all ultimately win. We gain more readers, we gain more respect, we realize our potential. Learn little tips and quick tricks you can teach your students to improve their writing.

WE'RE ALL IN THIS TOGETHER – VALERIE KIBLER - ADVISERS

It takes a village to raise a publication. We will cover many things you can do to get parents, administrators and fellow faculty members on your side.

THE FIRST 5 MINUTES ARE SO IMPORTANT – VALERIE KIBLER - ADVISERS/EDITORS

Flip your classroom and turn your students into the teachers. Use the first five minutes of every class to let the students teach the rest of the class things they feel they need to improve upon.

STOP HERDING CATS! – VALERIE KIBLER - ADVISERS

Having all levels of journalism in one classroom at the same time can be a blessing. Learn how to manage this ultimate case of differentiation and take some of the workload off of you at the same time.

MAKING CONNECTIONS IS MORE IMPORTANT THAN MAKING THE GRADE – VALERIE KIBLER - ADVISERS

Human beings thrive when we make connections. Nowhere is this more important than in scholastic media. But the reality is we need to assign grades. Learn how to shift the paradigm to making connections in the classroom the most important thing you do by managing an easy grading system.