

VHSL Championship Journalism Workshop

SESSION 1 - Saturday 10:30 – 11:15

Copy Editing: Who Said Grammar Isn't Fun? – Mike Spear, Temple 2221 – NP

Learn the most common errors in grammar usage, errors that even your teachers occasionally make, and feel the surge of power that comes with knowing these as you grow into a patronizing, insufferable grammar geek who shouts at television news misuses and Sports Center cliché rantings.

It's a Guide, Not a Mold – Linda Mercer, Harris 2122 – YB

You want to excite your reader on every spread. That's why one template won't suffice. It's a guide to great spreads, not a mold to mash all coverage into. Find out how to use a template to create dynamic layouts.

InDesign for Beginner STUDENTS – Karen Harden, Temple 1148 – NP, MAG, YB

No heavy duty tech lingo – just practical layout skills. Explore the workspace, conveniences and tools of InDesign in a hands-on beginner session.

When Your 'Pen' Has a Lens: The Art of Video Storytelling – Penelope Carrington, Harris 2115 – MM, NP

Every story has a flow, a rhythm – even in video format. Learn shooting, editing and production techniques that will transform raw footage into compelling digital stories. This session is for beginner students and advisers.

Dear America – Megan Rickman, Temple 1169 – MAG, CW

In this creative writing workshop, students will write a letter to “America” examining society on a micro level, how they relate to their community and what changes they would make if they were given the power. We will study contemporary spoken word as well as looking back to poetry of the founding fathers for reference.

Online Reporting: Using the Web to Find Ideas, Info and Sources – Jeff South, Temple 1118 – NP, MAG, YB, BR

Student journalists and advisers will learn how to use the Internet as a reporting tool. Participants will mine Google, Facebook and various Web sites for ideas, documents, statistics, people sources and other information for their news sources.

Shooting Better Video – Tim Bajkiewicz, Ph.D., Temple 1101 – BR

Learn to shoot video like a pro, even with consumer equipment.

You're a Magazine Adviser! Now What? – Lisa Renard-Spicer, Harris 2123 - MAG

This is a terrific overview session to help new literary magazine advisers. Lots of Q & A time. Come discuss your burning questions about money, staffing, submissions, design, censorship and just about any other topic!

Advertising in the Digital Era – Piper Nichole, Temple 1140 – MM

You went into journalism, then one day you met “Sales.” For many who are in the internet side of journalism, it always helps to have a good understanding of advertising, because you will often get a chance to work on ads for clients to put on your news website from small, magazine-like ads to major station campaigns. This is a hands-on session on learning how to create internet ads as well as understanding this aspect of the industry.

Photo Contest – Shannon Dalton, Temple 2226 – NP, YB

Well, not really. Learn what goes into picking contest award winners! Bring your best photos that you have or want to enter in a photo contest and let's pick out our favorites from the group in a roundtable discussion. This class only works if you bring photos, so don't forget! Electronic or print are welcome.

It's the Little Things – David Knight, Temple 1160 – NP

Get tips on writing personal columns that will make a difference in the lives of your readers.

Writing for Advisers – Martha Akers, Temple 2224 – YB

Write, team write! This session will explore how to help students with copy, caption and headline writing. From how to find good topics and angles to using different copy formats effectively, we'll take a look at ways to inspire better copy.

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SESSION 2 - Saturday 1:00 – 1:45

Create the Compelling Profile Story – Jennifer Seavey, Harris 2118 – NP

This interactive session will provide you with real tools for bringing your profile writing to life.

Leads: Doorways or Barriers? You Make the Difference – Mike Spear, Temple 2222 – NP

The lead opens the way into a story. It's the doorway, the welcome mat, the beckoning beacon, the suggestive siren that lures readers into your story. Get it right, and the rest of the story often almost tells itself.

InDesign for Beginner Advisers and Editors, Part I – Karen Harden, Temple 1148 – NP, MAG, YB

No heavy duty tech lingo – just practical layout skills. Explore the workspace, conveniences and tools of InDesign in a hands-on beginner session, but also learn trouble-shooting and time saving skills. Optional: bring a design that your staff wants to transfer to an InDesign layout.

Web Shells 2.0 -- Penelope Carrington, Harris 2115 – MM, NP

Got a project worth more than a series of print stories and a slideshow or two? Create a web shell: a self-contained multimedia presentation including video, photos, text or even graphics! Learn how to break down and organize your project for this interactive format. This session is for beginner students and advisers.

Examining Gender Identification through Modern Spoken Word, Part I – Megan Rickman, Temple 1169 – MAG, CW

This poetry writing workshop is a double session that will fully involve the young men and young women who attend. We will look into current examples of men and women characterized through spoken word and examine roles already in place as well as write new work to portray each other in ways that are relevant and acceptable to the new generation of young adults emerging into society. Please plan to stay for Part II.

This is My Hometown – Sara Rupnik, Harris 2135 - MAG, CW

Everyone from Willa Cather to Bruce Springsteen has written about hometowns. In this creative writing class, you will consider the uniqueness of your own hometown and neighborhood before crafting an honest, verbal "snapshot" of that place you know well.

Shooting Better Video – Tim Bajkiewicz, Ph.D., Temple 1101 – BR

Learn to shoot video like a pro, even with consumer equipment. *This is a repeat (not a continuation) of the 10:30 a.m. workshop.*

Finding Your Passion – Piper Nichole, Temple 2226 – NP, MAG, YB

This motivational session is really a goal-setting session for identifying what you would like to do. And ... how to go after it.

Tips for Beginner Newspaper Advisers – Blair Thurman, Harris 2114 – NP

This session is aimed to help answer all of those questions that beginner advisers don't even know to ask about how to build fledgling programs, design do's and don'ts, tracking down stories, getting along with your principal, student rights, prior review, etc. Also student friendly!

What's Hot in Photoshop – Shannon Dalton, Temple 1140 – NP, YB, MAG

Come learn where to get the best free tutorials online for Photoshop art techniques! Teach yourself cool new skills and find ideas to share with your publications staffs. See what's new in CS4. make the most of your Photoshop experience without spending any extra cash! Appropriate for intermediate and advanced Photoshop users only.

Storytelling Power – David Knight, Temple 1160 – NP

You'll learn the secrets of great storytelling that will transform your writing into copy that readers can't put down!

How to Treat Type – Martha Akers, Temple 2224 – YB, NP, MAG

Type can make a good design great or a bad design disastrous. Study what the pros do and see how it can apply to your publication.

VHSL Championship Journalism Workshop

SESSION 3 - Saturday 2:00 – 2:45

Create the Compelling Column – Jennifer Seavey, Harris 2118 – NP

The best columns often come from a reporting experience similar to news writing. Learn how to assemble the parts of a great column.

Copy Editing: Who Said Grammar Isn't Fun? – Mike Spear, Temple 2221 – NP

Learn the most common errors in grammar usage, errors that even your teachers occasionally make, and feel the surge of power that comes with knowing these as you grow into a patronizing, insufferable grammar geek who shouts at television news misuses and Sports Center cliché rantings.

Yearbook Writing – It's Not as Hard as You Think – Linda Mercer, Harris 2122 – YB

You, too can preserve memories and create exciting copy for your yearbook with the simple tips for collecting, organizing and writing the story of your school year presented in this session.

InDesign for Beginner Advisers and Editors, Part II – Karen Harden, Temple 1148 – NP, MAG, YB

No heavy duty tech lingo – just practical layout skills. Explore the workspace, conveniences and tools of InDesign in a hands-on beginner session, but also learn trouble-shooting and time saving skills. Optional: bring a design that your staff wants to transfer to an InDesign layout.

How Did They Do That? -- Penelope Carrington, Harris 2115 – MM, NP

Motion graphics, the Ken Burns effect (still photos that move), sophisticated transitions. You've seen them all Now, find out how they're created. We'll also cover the creative use of music and natural sound in videos as well as free to almost-free resources available online.

Examining Gender Identification through Modern Spoken Word, Part II – Megan Rickman, Temple 1169 – MAG, CW

This poetry writing workshop is a double session that will fully involve the young men and young women who attend. We will look into current examples of men and women characterized through spoken word and examine roles already in place as well as write new work to portray each other in ways that are relevant and acceptable to the new generation of young adults emerging into society. Please also plan to attend Part I.

Huck Finn, Frankie Adams and Scout Finch - Sara Rupnik, Harris 2135 - MAG, CW

Mark Twain, Carson McCullers and Harper Lee revealed marvelous literary worlds through the eyes of their childhood narrators. Writing an entire novel from a child's point-of-view may be a daunting task, but creating a short memoir offers you the opportunity to experiment with this narrative style. Come, revisit your childhood and recapture that voice from your past.

Getting Your Publication Online – Tim Bajkiewicz, Ph.D., Temple 2223 – NP, MAG

Learn your options about getting your school newspaper or magazine online with minimal tech-talk.

Television News Reporting – Michelle Gary, Temple 1101 – BR

Learn how to anchor the morning newscast for your high school. Students will be taught how to effectively use their voice to deliver the news. Students will have a chance to work on their anchor delivery techniques by practicing in front of studio cameras equipped with TelePromPTers. Sample copies of a morning newscast will be handed out for future reference.

Breaking News (Why We Love it... and Hate it) – Piper Nichole, Temple 2226 – MM

Today, it's the tornadoes sweeping across the state. Yesterday, it was the plane crashing into a home. It's the time when your adrenaline kicks in, when the newsroom is strung with a tension and excitement, and that fine line of the last minute deadline -- and making it. Breaking news is the way you envisioned journalism would be on a daily basis. For this session, we cover the instantaneous power of the Internet -- from live streaming video of breaking news, how to handle writing breaking news stories (the ever-changing, evolving content), breaking images and breaking newsletters.

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SESSION 3 - Saturday 2:00 – 2:45 - CONTINUED

Conducting the High School Survey – Blair Thurman, Harris 2114 – NP

This session will help newspaper students conduct a scientifically accurate survey, create questionnaires and present information with eye-popping graphics. Also adviser friendly!

Cut it Out – Shannon Dalton, Temple 1140 – NP, YB, MAG

We've all seen bad cutouts – jagged edges, lost fingers and toes, flaws “hidden” with fuzzy edges and drop shadows. It's time to cut it out! Learn the correct ways to make selections in Photoshop and improve cutout designs in your publications. Appropriate for intermediate and advanced Photoshop users only.

The Story of LearnTV – David Knight, Temple 1160 – NP

Find out how one student television station produces more than 200 30-minute shows each school year – and shares them with 20,000 viewers.

Color Use in 2010 – Martha Akers, Temple 2224 – YB

All-color yearbooks have been around for awhile and how we use it in books has started to change. To get new ideas for your book, take a look at how the pros use color to enhance design.

VHSL Championship Journalism Workshop

SESSION 4 - Saturday 3:00 – 3:45

Newspaper Swap Shop – Jennifer Seavey, Harris 2118 – NP

Bring 20 copies of your publication for exchange as well as a lively critique by other students and advisers.

InDesign for Beginner Students – Karen Harden, Temple 1148 – NP, MAG, YB

No heavy duty tech lingo – just practical layout skills. Explore the workspace, conveniences and tools of InDesign in a hands-on beginner session.

When Your ‘Pen’ Has a Lens: The Art of Video Storytelling – Penelope Carrington, Harris 2115 – MM, NP

Every story has a flow, a rhythm – even in video format. Learn shooting, editing and production techniques that will transform raw footage into compelling digital stories. This session is for beginner students and advisers.

Love Poems for the Unloved - Megan Rickman, Temple 1169 – MAG, CW

In this poetry writing workshop, we will examine poetry's uncomfortable theme of writing love poems to the unlovable, stretching ourselves to step out of the comfort zone and tell the story. We will be using work from nationally acclaimed poets Panama Soweto and Anis Mojani.

Who is That Lady in Red? - Sara Rupnik, Harris 2135 - MAG, CW

All writers rely on strong powers of observation, but this class will challenge you to look beyond the obvious details. Here you will engage your skills of speculation and imagination to create both a fictional character and a strong narrative beginning.

Getting Your Publication Online – Tim Bajkiewicz, Ph.D., Temple 2223 – NP, MAG

Learn your options about getting your school newspaper or magazine online with minimal tech-talk. *This is a repeat (not a continuation) of the 2:00 p.m. workshop.*

Design & Layout 101 - Lisa Renard-Spicer, Harris 2123 - MAG

This is a great session for those new to magazine design & layout or those who just want a refresher. This session will walk you through the major principles and concepts of solid magazine design and provide lots of examples.

Be a Good Person First, a Great Journalist Next - Piper Nichole, Temple 2226 – NP, MAG, YB

News above all else is a human interest profession. Every day you are faced with moral decisions. Do you post the picture of the body bag? This session will cover decision-making in your day-to-day news coverage and also how to carry yourself in the professional work environment.

It's More than a Game – Sports Coverage A-Z – Charles Stevens, Temple 2224 – NP, YB

Covering sports is more than just reporting scores and highlights; come learn how to expand your coverage beyond the playing surface and beyond your school. Lots of samples provided.

Show Me Da Money – Deon Garner, Harris 2107 – NP, MAG, YB

This session will provide many quick tips and ideas on raising money, developing resources and acquiring sponsorship for publications. Participants will walk away with ready-to-use strategies.

We Can't Sell Underwear - David Knight, Temple 1160 – NP

LearnTV students can't sell underwear, but they sure use public service announcements to sell ideas that are changing their community.

atTENtion Please – Martha Akers, Temple 2221– YB

Ten trends for 2010. A look at 10 of the most popular graphic unifiers used in magazines and yearbooks.

VHSL Championship Journalism Workshop

SESSION 5 - Saturday 4:00 – 4:45

Intermediate InDesign – Karen Harden, Temple 1148 – NP, MAG, YB

How did they do that? In this hands-on session, you'll: (a) examine the '09 national award winners, (b) learn how to reproduce the same looks in InDesign and (c) get help with a design you want to reproduce (bring it). This session is for students and advisers who already know the basics of photo editing and InDesign.

Web Shells 2.0 -- Penelope Carrington, Harris 2115 – MM, NP

Got a project worth more than a series of print stories and a slideshow or two? Create a web shell: a self-contained multimedia presentation including video, photos, text or even graphics! Learn how to break down and organize your project for this interactive format. This session is for beginner students and advisers.

Workshopping with Yourself: What to Take Home - Megan Rickman, Temple 1169 – MAG, CW

In this poetry writing workshop, we will look at simple exercises that students can do at home or in a small group to write beyond this weekend.

Confabulation - Sara Rupnik, Harris 2135 - MAG, CW

Derived from the same root word as fabulous, confabulation transcends ordinary fiction and memoir with its exaggerated sensory details and a high-pitched, breathless pace. Come and learn how to enliven your narrative style by creating your own fabulous piece of confabulation.

Handling Literature & Art Submissions - Lisa Renard-Spicer, Harris 2123 - MAG

Getting submissions from you student body is hard work. What's even harder? Managing those submissions and selecting which ones to print! This session provides ideas for how to deal with submissions in terms of critiquing, selecting and editing.

Why Internet Journalism is Not Set in Stone. Why Creativity Still Rules Here – Piper Nichole, Temple 2226 – MM

This session covers the ever-changing digital media platform -- the different ways we try to get the news out and the creative ways we try to make it interactive with viewers. For example, pod-casting, blogging, forums, polls, live streams of news casts, commenting on stories, slideshows, special out-takes of interviews, flash and more. The ways in which the industry keeps evolving -- why it's important to know what new technology is emerging and the importance of embracing change, especially in this medium.

Welcome to the Game! – Charles Stevens, Temple 2224 – NP, YB

Your principal just informed you that you are going to be advising either the newspaper, the yearbook or maybe both. Now what do you do? This session for advisers will cover staff organization, working with your principal, ad sales and creating a network of support.

Posturing Politics for Publications – Deon Garner, Harris 2107 – NP, MAG, YB

Garnering political support from local politicians is absolutely key to increasing the level of meaningful support for your school's publication(s). Learn how to approach, appease and applaud politicians for their moral and financial support.

Photoshop 101 – Shannon Dalton, Temple 1140 – NP, YB, MAG

A class for beginners only! Learn the basics of the Photoshop toolbar and work space. Bring your questions about things in Photoshop you don't understand. This class will help you build confidence and prepare you to become the Photoshop pro on your staff!

Great Gathering Comes First – David Knight, Temple 1160 – NP

The greatest journalists are always the greatest gatherers – of information, of stories, of images. Find out how to improve your gathering.

VHSL Championship Journalism Workshop

SESSION 6 – Sunday 9:00 – 9:45

InDesign for Beginner Advisers and Editors, Part I – Karen Harden, Temple 1148 – NP, MAG, YB

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How Did They Do That? -- Penelope Carrington, Temple 2224 – MM, NP

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External Inspiration: Using Art and Music to Work Through Writers Block - Megan Rickman, Temple 1169 – MAG, CW

In this poetry writing workshop, we will use paintings, photography and music to understand how we can move past writers block by using art around us to elicit a poetic response.

Advertising in the Digital Era – Piper Nichole, Temple 1140 – MM

You went into journalism, then one day you met "Sales." For many who are in the internet side of journalism, it always helps to have a good understanding of advertising, because you will often get a chance to work on ads for clients to put on your news website from small, magazine-like ads to major station campaigns. This is a hands-on session on learning how to create internet ads as well as understanding this aspect of the industry.

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Show Me Da Money – Deon Garner, Temple 2219 – NP, MAG, YB

This session will provide many quick tips and ideas on raising money, developing resources and acquiring sponsorship for publications. Participants will walk away with ready-to-use strategies.

Personal Columns that Make a Difference – David Knight, Temple 1160 – NP

Get tips on writing personal columns that will make a difference in the lives of your readers.

Familiar Faces, Changing Spaces – Martha Akers, Temple 2221 – YB

Designed to help advisers think about trends and insights for today's teens and their ever changing ways, this session will share research about teen habits and suggest some sites for you to look for ideas.

VHSL Championship Journalism Workshop

SESSION 7 – Sunday 10:00 – 10:45

VHSL Rules Clinic – Lisa Giles, Temple 2226 – NP, MG, YB

All advisers who submit a publication to VHSL for evaluation and participation in the state championship must attend this media meeting once. Fulfill your mandatory requirement at this session.

InDesign for Beginner Advisers and Editors, Part II – Karen Harden, Temple 1148 – NP, MAG, YB

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When Your ‘Pen’ Has a Lens: The Art of Video Storytelling – Penelope Carrington, Temple 2224 – MM, NP

Every story has a flow, a rhythm – even in video format. Learn shooting, editing and production techniques that will transform raw footage into compelling digital stories. This session is for beginner students and advisers.

Personification and Perspective Poetry - Megan Rickman, Temple 1169 – MAG, CW

In this poetry writing workshop, students will be challenged to give voice to the voiceless through personification of inanimate objects as well as exploration of writing from another perspective.

Why Internet Journalism is Not Set in Stone. Why Creativity Still Rules Here – Piper Nichole, Temple 2221 – MM

This session covers the ever-changing digital media platform -- the different ways we try to get the news out and the creative ways we try to make it interactive with viewers. For example, pod-casting, blogging, forums, polls, live streams of news casts, commenting on stories, slideshows, special out-takes of interviews, flash and more. The ways in which the industry keeps evolving -- why it's important to know what new technology is emerging and the importance of embracing change, especially in this medium.

Posturing Politics for Publications – Deon Garner, Temple 2219 – NP, MAG, YB

Garnering political support from local politicians is absolutely key to increasing the level of meaningful support for your school's publication(s). Learn how to approach, appease and applaud politicians for their moral and financial support.

Leadership is... – David Knight, Temple 1160 – NP

Take a look at the characteristics of a great publications leader.

How to Treat Type – Martha Akers, Temple 2223 – YB, NP, MAG

Type can make a good design great or a bad design disastrous. Study what the pros do and see how it can apply to your publications.

VHSL Championship Journalism Workshop

SESSION 8 – Sunday 11:00 – 11:45

Intermediate InDesign – Karen Harden, Temple 1148 – NP, MAG, YB

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Web Shells 2.0 -- Penelope Carrington, Temple 2224 – MM, NP

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Requiem for a Poem - Megan Rickman, Temple 1169 – MAG, CW

In this poetry writing workshop, we will write poems for someone we have lost -- a eulogy of sorts. We will examine how we can use poetry to heal wounds and open doors closed by death or distance.

Print is So Yesterday – Piper Nichole, Temple 2221 – NP, MAG, YB

Do you want to put your school paper, literary magazine or yearbook online? Or maybe you want to bring new life to your web presence? Bring your creativity and your questions. This class covers various ways to get your publication online (and cost-effectively, but fun); as well as exploring new technology, ideas for making your site as awesome as your print publication. Also, going one-on-one with any questions you have for your online presence and how you want to change or enhance it.

If You Ain't Got a Story, Don't Write One – David Knight, Temple 1160 – NP

Don't force a boring article no one will ever read. Turn that assignment into alternative copy that will grab your readers.

Photo Top 10 – Martha Akers, Temple 2226– YB

Learn how to improve your yearbook's photo coverage by looking at student photography which demonstrates 10 easy to see attributes of good photos.