

# VHSL/JOSTENS REGIONAL JOURNALISM WORKSHOP SESSIONS

**The Write Idea.** It doesn't matter whether you're writing for the newspaper, the yearbook or the bathroom wall, good writing is good writing. A primer for all student reporters and writers. Hawthorne. (Newspaper, Yearbook)

**Search Engine.** Using the elements of news and a little bit of curiosity and elbow grease to find and develop stories of substance. Hawthorne (Newspaper, Yearbook)

**Fishing Without Worms.** Chances are, if your lead flops, it's because you've done little or no reporting. If you want people to read your stuff, try not to lead every story with "Webster defines...." Hawthorne. (Newspaper, Yearbook)

**Everybody Has One.** An opinion, that is. And if you want people to read your columns, you must develop a voice that sounds like the real *you* rather than some mushy AP English essay. Hawthorne (Newspaper)

**I've Got a Question.** Do you have a question about technology in your classroom? Questions about software or hardware? If you submitted a question before today come and find the answers you are looking for. Or come be a part of the discussion. All are welcome. Murray (Technology)

**Photoshop Workflow.** Get the most out of your digital images by utilizing a consistent method for preparing them for your publication. Here's a step-by-step process that you can start using today. Murray. (Technology)

**Photoshop Tips and Tricks.** Looking for an easy way to do cutouts? Need to hand tint a black and white image? Do you have a problem you are trying to solve in Photoshop? Here is a chance to learn everything you can about Photoshop in 50 minutes. Murray (Technology)

**And the Winner Is.** To help staffs consider how to expand the coverage in their magazines, a CSPA crown judge will show Gold and Silver Crown winners and discuss their strengths. Murray (Magazine)

**Get Your Ducks in a Row.** Learn and share ideas on management for magazine staffs. Learn about establishing strong mission statements, staff goals and policies on submitting and judging work. Budget concerns and promotional ideas will also be discussed. Hansen. (Magazine)

**The Literary Magazine of Your Dreams.** The session will cover basic and advanced visual concepts in order for a staff to design a creative arts or literary magazine like the pros. Hansen (Magazine)

**Love, Death and The Break-Up.** This session will cover problems in poetry and fiction writing and give tips on choosing writing with fresh imagery and what to do if the writing submitted to your magazine is not up to par. Hansen (Magazine)

**Adviser's Roundtable.** Join an adviser with years of experience in three publications areas – newspaper, yearbook and creative arts magazine. Bring your concerns and questions to this roundtable for discussion and creative solutions. Hansen (Advisers)

**Everybody's Got a Story! Do it like it's your job – because it is!** Discovering and telling the untold stories of every student in your school requires daily attention to detail. They will love you for it. Cutsinger (Middle School)

**Picture This...&That.** Since photographs and captions make up most of the content in the yearbook, it only makes sense to plan your coverage carefully and then be ready to capture the unexpected. Cutsinger (Middle School)

**10 Ways to Know You are a Yearbook Nerd, Part 1.** The countdown begins...10, 9, 8,7, 8 focus on a study in innovative conceptual development that leads to inclusive coverage and creatively meaningful verbal/visual content. Cutsinger (Yearbook)

**10 Ways to Know You are a Yearbook Nerd, Part 2.** The countdown ends...5, 4, 3, 2, 1 uncover the guidelines and trends of contemporary design as well as tried and true staff/yearbook branding strategies with staff motivation added for good measure. Cutsinger (Yearbook)

**The Photographer's Role in Design.** Photos play three unique roles in design, and should be chosen based on those needs. Knowing what role the photography plays in the communication is essential to choosing and using the image. Taylor (Newspaper, Yearbook)

**Hot Photo and Illustrative Techniques.** Current trends in photo use can add interest to your designs when used creatively and appropriately. Taylor (Newspaper, Yearbook)

**Visuals are More Than Photographs.** Designers often overlook the value of adding visual story-telling through forms other than photography. Visual interest can be added through short-forms, through illustration techniques and through easy type tricks. Taylor (Newspaper, Yearbook)

**The Design Doctors are In.** Have a question or problem about a visual element in one of your designs? Want some feedback on the visual effectiveness of a design. If so, bring your work to design doctors who will help diagnose the ailment and find an effective cure. Lundgren & Taylor (Newspaper, Yearbook)