

2018

# COMMUNICATIONS WORKSHOP

## SUPPLY LIST

Students are encouraged to bring laptops loaded with the software they use or with high-speed internet access if they are StudioWorks™ users. For students enrolled in Integrated Design or Multimedia Video & Editing, computers will be provided.

- Copies of previous yearbooks/newspapers
  - Flash drives
- Magazines, scissors, glue, art supplies (if intending to compete with the display board option in the theme development project)
- Bed linens, pillows and towels
- Toiletry items (soap, shampoo, toothbrush, toothpaste, etc.)
  - Umbrella
  - Light jacket
  - Light blanket
- Comfortable shoes
- School-appropriate attire

## CONTACT INFO

For more information, contact Dee Moore at 713-782-0700 or yearbooks@houstontpc.com

## WE ALL HAVE A STORY TO TELL

How we choose to say it - through words, images and design - defines our publications and makes our programs unique. The perfect story-telling combination of design, writing, photography, marketing and technology elevates your yearbook, newspaper or multimedia broadcasts. Mark your calendar now for July 20-22, 2018 and register today for the 2018 High School Communications Workshop. Brought to you by the Houston Office of Balfour Yearbooks and housed in the Memorial Student Center on the campus of Texas A&M, this event brings together the information, skills and organizational techniques your students need to produce cutting-edge, journalistically robust and crowd-pleasing publications and multimedia programs. Attendees will once again reside in the Commons and enjoy the renovated and expanded lobby and meeting areas. Classrooms, labs, artist sessions and mentor meetings will be held in the MSC facilities with photography students receiving instruction in the conveniently located Student Computer Center. Under the guidance of industry-leading faculty and staff, your team will experience targeted training, up-to-the-minute design, effective and impactful writing and a satisfyingly intense educational event.

## CRUCIAL DEADLINES

Working with the requirements enforced by Texas A&M University, registration information must be confirmed and paid in full by **June 19, 2018**. Registration for advisers and students not paid by that time will be canceled. While we apologize for any inconvenience this might cause, we are now required to supply the university with a final list of attendees by that date. Any cancellations after **June 19** will be charged in full to the school.

## SIGN UP IN ADVANCE FOR THESE OPTIONS

We are thrilled to once again offer options like mentor sessions, marketing consultations and publication critiques. To best utilize our faculty, we ask that you register for the following options during the adviser registration process. Please be sure to confirm your registration for these opportunities before completing the registration process.

- **PUBLICATION MENTOR SESSIONS** - Take advantage of one-on-one time with one of our industry-leading faculty members. You will meet with your yearbook mentor multiple times over the course of the workshop as they guide you through the development of your theme and the look and feel of your publication. Students enrolled in the newspaper courses will have opportunities for one-on-one consultations throughout their classes with our newspaper faculty experts.
- **MARKETING CONSULTATIONS** - These 20-minute sessions will look at the make-up of your specific school and provide concrete tools you can use to increase your ad and book sale revenue.
- **NEWSPAPER AND/OR YEARBOOK CRITIQUES** - Receive insight and advice from respected colleagues on your publications. Come away with constructive suggestions on how to build on the success of your program!

## WORKSHOP

# REGISTRATION INFORMATION

## Revised workshop schedule

Register today for the 2018 High School Communications Workshop scheduled for July 20-22 at Texas A&M University. Based on feedback from attendees and our desire to keep this event affordable and accessible, we have streamlined our schedule and are excited to offer you a more efficient learning opportunity. **Our opening session will begin at 12:45 p.m. on Friday, July 20 and the final awards program will conclude at 5 p.m. on Sunday, July 22.** You and your students will still receive the same level of in-depth education and team building opportunities but with less down time and lower registration costs! With the majority of classes housed in the beautiful MSC, your staff will benefit from the streamlined educational experience; personalized guidance and support from one of our industry-leading instructors; mastery of the skills and organization needed to navigate your production year; and the opportunity to receive comprehensive, integrated training in both software and design. Refine your message, find your voice and start your school year ready to deliver the best publication or broadcast program possible to your eager and appreciative audience!

All of our primary educational tracks run the full length of the event. However, every student will select two breakout sessions during the workshop. These electives will offer an opportunity for your student to further explore an area of interest or to discover new aspects of the journalistic world. Students do not need to register for these breakout sessions in advance; those selections will be made on-site.

Professional cover artists will be available to assist with designing covers and endsheets. Your registration fee includes a 60-minute artist session with sign-up for artist appointments beginning at 9 a.m. the first day of camp. Schools must be present to sign up for those artist appointments.

## Register today

Please log on to [www.yearbookworkshops.com](http://www.yearbookworkshops.com) and click on "High School Communications Workshop" to register for this event. Registering online will ensure your space is reserved instantly. However, full payment **MUST** be received by **June 19, 2018** or your registration will be canceled. Additionally, all student information must be finalized by this date. Checks should be made payable to Balfour Yearbooks.

The overnight student cost includes all fees, meals, a double occupancy dorm room and a workshop t-shirt. Commuting student cost includes fees and a workshop t-shirt. If commuting, transportation/hotel reservations and meals are your responsibility.

## Adviser registration

The adviser registration fee is waived with our thanks if eight or more paid students register to attend. Advisers also have the option to purchase a meal plan if you would like to eat with your students on campus. For housing, you have the option to stay in a single occupancy dorm room, with all linens provided, or to commute. If you would prefer to arrange your own housing while staying in College Station, there are numerous hotels and motels in the area.

### ADVISER REGISTRATION FEES (a la carte)

**Registration Fee** - \$235  
**Meals & Housing** (single occupancy dorm room w/linens) - \$130

### STUDENT REGISTRATION FEES

**Yearbook & Newspaper Students**  
(includes editorial leadership, marketing and feature & column writing students)  
Overnight - \$340  
Commuting - \$235

**Integrated Design/  
Multimedia & Video  
Editing Students**  
(includes computer/  
software rental)  
Overnight - \$420  
Commuting - \$315

**Photography Students**  
(includes computer/  
software rental)  
Overnight - \$380  
Commuting - \$275

### PAYMENT DEADLINE

Online registration opens on Thursday, March 1. All registration must be paid in full by **June 19, 2018** to avoid cancellation.

Register online at [www.yearbookworkshops.com](http://www.yearbookworkshops.com)

## PRIMARY

# COURSE DESCRIPTIONS

### BREAKOUT SESSIONS

In addition to their primary course of study, all students will attend two elective classes of their choosing.

They are encouraged to select courses, which will be done on-site, that introduce them to new ideas, technologies or skills.

Scheduled elective sessions include:

- Modular Yearbook Design
- Secondary Yearbook Copy
  - Yearbook Design & Color Trends
- News Magazine design
  - Media Convergence
- Photoshop®, InDesign® and StudioWorks™ Training
  - Photography for the Non-Photographer
    - Media Law
  - Capitalizing on Social Media
- Marketing to the Reluctant Buyer

Remember, ALL students will have the opportunity to attend two elective classes during the workshop. A complete list of available electives will be provided at check-in.

### PD HOURS

This workshop is certified by the Texas Education Agency, and each attending adviser will receive a certificate for 30 TEA-certified hours.

Staff members will select an appropriate primary course of study based on experience and interest. While breakout sessions will be selected on-site, attendees must pre-register for one of the following courses:

- **YEARBOOK 101** - Designed for your beginning or intermediate yearbook members, this course will introduce your less-experienced staffers to grid design, effective interviewing and copywriting, theme development and organization. Students in Yearbook 101 will master the critical components of yearbook production and become invaluable members of your staff.
- **YEARBOOK 201** - Building on previous experience, returning yearbook staffers will learn how to take their publication - in all aspects - to a more competitive, audience-pleasing level. In addition to design and writing, emphasis will also be placed on theme development, organization and staff management. This course is ideal for section or design editors.
- **EDITORIAL LEADERSHIP (YEARBOOK)** - This limited-space course is intended for the top leadership on your yearbook staff. Participants will develop staff policy, master staff management, dig into theme development and advanced design, and plan the ladder for your 2018 yearbook. Students enrolled in this course will still have the opportunity to work with fellow staff members during lab times.
- **INTEGRATED DESIGN (YEARBOOK & NEWSPAPER)** - Students will walk away from this course as masters of design and software gurus! Not only will they receive in-depth training on Photoshop® and InDesign®, attendees will take their new-found knowledge and build pages for their respective publications.
- **NEWSPAPER 101** - With new or second-year staff members in mind, this course will focus on effective interviewing, writing impactful leads and stories, and understanding contemporary newspaper design. Students will explore the integration of print and electronic media and learn the critical role of journalism in today's society.
- **NEWSPAPER 201** - Taking newspaper writing and design to a higher level, students enrolled in Newspaper 201 will learn and apply advanced design, explore all elements of effective journalistic writing and enhance interviewing skills and technologies.
- **NEWSPAPER FEATURE & COLUMN WRITING** - Students will focus on the "personal" side of news writing. Attendees will explore and understand the emotional impact possible through well-written feature stories and personal columns.
- **EDITORIAL LEADERSHIP (NEWSPAPER)** - Like its yearbook counterpart, this course is also a limited space class intended for your editors-in-chief. Students will develop an editorial policy and staff manual to guide your publication through the upcoming year. Additionally, newspaper editors will focus on front-page design and cutting-edge magazine/newspaper graphics.
- **PHOTOGRAPHY 101** - Beginning photographers will benefit from this course that introduces the digital camera, explains composition, and highlights the features of editing through Photoshop. New photographers on your staffs will be ready to roll with their first photo assignment.
- **PHOTOGRAPHY 201** - When your returning photographers are ready to elevate their work, and the photos found in your publications, to the next level, then it's time for advanced photography. Emphasis on advanced composition, high-level Photoshop skills and professional-level photo story-telling highlight this challenging option.
- **MULTIMEDIA & VIDEO EDITING** - The next step in the evolution of student journalism and technology, this course details the process of communicating your story through a powerful combination of video, on-air interviewing, effective editing and graphic elements.
- **MARKETING** - Don't miss out on this unique opportunity! The marketing course will give your marketing and business managers an arsenal of tools to boost yearbook and advertising sales. For schools not enrolled in the marketing course, a 20-minute marketing consultation is still available by registration only!
- **ADVISER 101** - Whether you're brand new to the advising game or you want to brush up on the basics, this course will take you step by step through the publication process and prepare you for a successful year. Some sessions will be held jointly with the members of Adviser 201.
- **ADVISER 201** - With specific sessions that encompass the numerous challenges faced by publication advisers, coupled with round table discussions, this course will breathe new life into experienced vets and offer new insight and ideas for the upcoming year.

Balfour Yearbooks  
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Houston, TX 77098

register online

www.  
yearbookworkshops  
.com

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