BIGGER BOLDER Brighter

GREAT WOLF LODGE
KANSAS CITY, KANSAS
AUG. 1 - AUG. 3, 2023

WE ARE GLAD YOU ARE JOINING US FOR AN EXCLUSIVE HANDS-ON, ALL-IN-ONE JOSTENS TRAINING EVENT. THIS OVERNIGHT LEARNING AND PLANNING EVENT IS SURE TO TAKE YOUR CLASSROOM EXPERIENCE AND YOUR SCHOLASTIC PUBLICATION TO THE NEXT LEVEL.



YOUR BRIGHT AND BOLD Camp Directors



Both Ali Schroeder and Whitney Baker work as a yearbook team, with one of the reps taking the lead on service for each of the schools they work with. They love taking advantage of Jostens' resources, technology, support and software to make the entire yearbook experience easier and more fun all yearbook advisers.

You will always know you are in good hands because this duo loves working with the schools of the Midwest to help them keep balanced budgets, to provide excellent teaching and training resources and events, and to make certain your program sells more books, makes more money, and is easier for you to manage.

After a two-year hiatus from the Kansas City and Omaha areas, Whitney and Ali are so excited to welcome their old friends to the Jostens family, to improve scholastic journalism programs throughout Kansas, Missouri and Nebraska, and to help schools sell more books, include more students, and create more meaningful publications for their students!

HERE'S THOSE *Camp Details*







JOSTENS SUMMER YEARBOOK WORKSHOP | KANSAS CITY is structured to get your publication off to a fast start. We discuss every aspect of publication creation and provide your staff with time to put your plan into action. Our remarkable trainers and staff are there every step of the way to brainstorm, facilitate, and encourage you on your journey to collaborating and integrating your ideas into a well-designed framework for a publication that will be remembered and treasured for a lifetime.

TUITION :
$200 per person
ALL TUITION MUST BE PAID BEFORE AUGUST 1 IN ORDER TO ATTEND.

Tuition includes lunch on Day 1, breakfast and lunch on Day 2, and breakfast on Day 3, camp registration fee, over 40 training sessions to choose from, a one-on-one coaching session, a personal cover artist session, supplies, prizes and more!

LODGING:
EARLY **Room Rate** | $179.99+tax. Lodging will be booked separately though Great Wolf Lodge or at https://www.greatwolf.com/kansas-city/plan. Advisers book the rooms and designate students to rooms. ALL ROOMS MUST BE PAID FOR OR HAVE A CREDIT CARD ON FILE BEFORE AUGUST 1 IN ORDER TO ATTEND.

WORKSHOP PAYMENTS
ALL PAYMENTS MUST BE POST-MARKED OR PROCESSED BY JULY 17TH. If you are unable to meet that deadline for any reason please email events@jostens.com. Acceptable forms of payment include credit card or check. If your school requires a purchase order, complete the online registration and use your confirmation email as an invoice to request a check from your school.

Mail checks and a copy of your confirmation email to:
Jostens Events
Attn: YBK Workshop | KS
7760 France Ave S #400 Minneapolis, MN 55435

Make checks payable to Jostens. ALL PAYMENTS MUST BE POSTMARKED BY JULY 17TH, 2023.

Payments received 30 days past due (after August 17, 2023) are subject to a $25 late fee, per registrant. Payments received 60 days past due (after September 17, 2023) are subject to a $75 late fee, per registrant. Payments received 90 days past due (after October 17, 2023) are subject to a $150 late fee, per registrant.

PAYMENT INVOICE
Your registration confirmation email, which is sent immediately upon registering will also serve as your invoice or receipt (depending on your method of payment). Please print and/or save the confirmation email for your records. If you do not think you have received the confirmation email, please check your junk mail. Be sure to include an email address during registration that is accessible to you during and after the close of your school year.

CANCELLATION POLICY
By completing and submitting the online registration, you are considered registered and as such, materials, seats, food, beverages, etc. will be planned, ordered and purchased on your behalf. You are obligated to payment in full and accept the cancellation terms outlined below.

CANCELLATION POLICY Registration cancellations must be sent by email to events@jostens.com or cancel online by July 17, 2023 to receive a refund. Cancellation refunds will be issued in the form originally received. All refunds will be processed within 6-8 weeks after the conference. After July 17, please notify us of any cancellations however no refunds will be honored. Please remember to also cancel your hotel reservation.

TRANSFER OF REGISTRATION The transfer of a registration from one individual to another can be made at any time. Submit transfer requests to events@jostens.com.

CAMP TIMES
Camp will start with registration at 10:00 a.m. on Tuesday, August 1. Advisers and campers will be expected to attend all training sessions throughout the day. Sessions will be selected à la carte by each camper. There will be plenty of learning opportunities with three expert trainers specific to yearbook, newspaper/magazine and photography. Each evening we will break for staffs to have dinner as a group in one of the GWL dining options, at Legends Outlets, or by ordering in for a working dinner. Please note that dinners are not included in registration costs, so please communicate with your school's journalism adviser to determine a plan for dinner each evening and an estimated cost so that students come prepared.

Campers staying at GWL are able to take advantage of the Great Wolf Lodge amenities once camp sessions end for the day. We highly encourage this for team building purposes, which is also a big part of the whole publication staff experience. Also encouraged is working after dinner and some fun. The projects are a big part of the camp experience and we want each school to leave with a perfected plan to start the year as well as some hardware (trophies look nice in the journalism room)!

ADULT SUPERVISION
Schools are required to send an adviser or chaperone with the staff to camp. This adult will be responsible for the students attending.

Camp Rules

All participants attending the Jostens Summer Camp at Great Wolf Lodge in Kansas City, KS, must adhere to the following rules and regulations while in attendance. ANY PARTICIPANT WHO VIOLATES ANY RULE WILL BE SENT HOME IMMEDIATELY, after the Workshop Director notifies the participant's parents, adviser and principal.

1. All participants must be on time for every scheduled session and every meal.
2. Participants are not allowed to go off property at any time unless accompanied by the yearbook adviser.
3. Participants must wear their name badges at all times. Meals will not be served to any student without a name badge.
4. No alcohol, tobacco or nonprescription drugs of any kind are permitted.
5. Visitors from outside the workshop are not allowed.
6. Students must observe and respect the quiet time of 11 p.m.
7. Students must be in their own suites by 11 p.m. and may not spend time in another suite between 11 p.m. and 7 a.m.
8. All group meetings must take place in either a lounge or in the main lobbies.
9. No students are allowed to leave the workshop early without written permission of a parent or guardian.
10. All participants are responsible for the condition and use of the hotel rooms, hallways, and meeting rooms. Be respectful of the property - avoid littering, sitting on desks/tables, dangling feet over seating, etc. Students will clean up any damages immediately and any charges incurred after inspection will be billed directly to the students' parents.
11. Please refrain from using vulgar, inappropriate language or behavior.

DON'T MISS OUT ON THE GOOSE CHASE

Video Scavenger Hunt

1. Download the Goosechase iOS or Android app
2. Log in. New to Goosechase? Sign up for an account or participate as a guest
3. Search for this Experience by code 7BXRPX or name Jostens Summer Workshop Video Scavenger Hunt-copy
4. Create a team.
5. Lastly, set yourself apart with a name and photo.
6. Winners will receive prizes at our closing session! Don't miss your chance to have fun, to earn rewards, and to have your videos featured in our closing ceremony!



THINGS TO pack

- Notebook and writing utensils
- Magazines for design inspiration
- Copy of last year's yearbook, newspapers or newsmags (or other schools' publications that you love)
- Yearbook Ladder
- Staff Manual (if your staff has one)
- AP Style book (if your staff has one)
- Digital cameras (there will be photography training)
- Camera batteries
- Memory cards and computer cables for downloading to your computers
- Flash Drive
- Laptops and charging cables
- Clothes – attire will be camp casual. T-shirts, jeans or shorts are appropriate. We expect it to be hot outside, but chilly inside. Don't forget to bring comfortable shoes for walking and a light jacket in case of rain.
- Personal Toiletries – shampoo, shower gel, toothbrush, toothpaste
- Backpack, Book Bag, Fannie Pack
- Small Amount of Money for Incidentals, arcade, snacks, etc
- Alarm Clock and Watch (or your phone and charger)
- Snacks for your late night cravings
- Tons of enthusiasm!
- A swimsuit
- Spending money

YOUR Trainers



JEFF MOFFITT, YEARBOOK TRAINER:
In seventh grade, Creative Account Manager Jeff Moffitt began his yearbook journey. Since then, he has shared his design, writing, photography, and marketing skills with yearbook staffs around the globe, teaching at local, state, national and international conventions and workshops and meeting with staffs one-on-one. Moffitt, MJE, advised the award-winning Torch yearbook and Oracle newspaper at Olympia High School in Orlando, FL for 11 years. Besides being Crown and Pacemaker finalists, his students also won numerous individual awards. He is a National Board Certified Teacher in career and technical education and was OHS's 2007 Teacher of the Year. JEA named him a Special Recognition Yearbook Adviser in 2010 and a Rising Star in 2006.



MITCH EDEN, NEWSPAPER/NEWSMAG TRAINER:
Mitch Eden, MJE, is in his 27th year teaching, the past 17 at Kirkwood (Missouri) High School. He advises The Kirkwood Call newsmagazine, Pioneer yearbook and TheKirkwoodCall.com website. Eden is a National Scholastic Press Association Executive Board member and former Dow Jones News Fund National High School Journalism Teacher of the Year.
He has received NSPA's Pioneer Award, JEA's Medal of Merit, SPJ's Distinguished Teaching in Journalism Award, Gateway Media Literacy Partners Charles Klotzer Media Literacy Award, Missouri Journalism Education Association Teacher of the Year and Kirkwood High School Teacher of the Year.
He and wife Tanya have two children, Madison and Cameron.



JASON BERRYMAN, PHOTOGRAPHY TRAINER:
Jason Berryman, former art department chair and photography instructor at Topeka West High School in Topeka, Kansas. Jason graduated from Washburn University with a Bachelor's of Fine Arts with an art education certificate. Jason has worked at Topeka West High School for 25 years teaching primarily film and digital photography. During that time multiple students have won local, state, and national awards for their images. Recently, two of Jason's students received a national Silver Medal Award and a national Gold Medal Award at the Scholastic Art & Writing Awards. The following year another student won the Kansas Congressional Art Awards and their image was displayed in our nation's capital for a full year. Jason is extremely knowledgable and passionate about teaching photography. He is a patient instructor and enjoys working with large groups of students or a more personal one-on-one setting. If your students need more training with the use of digital cameras or with photo-editing software Jason *is the adviser for you!*



STEPHEN WILLIAMS, "THE COVER ARTIST"
After graduating from Oklahoma State University, Stephen spent seven years as an art director/creative director in Dallas, Texas. There, he worked on ad campaigns for clients such as Chili's Bar & Grill, On The Border, Macaroni Grill, FedEx, Compaq, Justin Boots, Pro-Cuts and Dairy Queen. Stephen didn't know one could make a living designing yearbook covers until he tried in 2003. Since then, he's traveled America helping yearbook staffers make the coolest covers they can conceive.



BRENNA SCOTT, PLANT CONSULTANT:
Brenna is here to partner with you and build your yearbook together. She has the experience, knowledge and enthusiasm you can depend on. As your Plant Consultant, Brenna can help you with everyday questions about page production status and book specifications. The amazing staff at Jostens Tech Support is also available to assist you directly with all of your "techie" questions. We can help you find the best answers in the seemingly endless resources on YearbookAvenue. Brenna is a phone call or a few mouse-clicks away!



JAKE WRIGHT, YEARBOOK REP
As the third-generation of Wright men to serve Jostens schools in southwest Kansas and northwest Oklahoma, Jake is beginning his 18th year of service as a Jostens yearbook rep.

TUESDAY, AUGUST 1

10:00 A.M.	**REGISTRATION AND SETTLING IN**		
11:30 A.M.	**WELCOME, GOALS AND CAMP PEP RALLY** *WEAR YOUR STAFF SHIRTS THIS DAY!*		
12:00 P.M.	**LUNCH IS SERVED!**		
1:00 P.M.	Choosing and Developing the right theme for YOUR school, THIS year.	Camera Essentials	Preparing your Newsmag Staff for Success
2:00 P.M.	**STAFF WORK TIME**		
3:30 P.M.	Yearbook Showstopper Spread Design	Photography: Lighting and Color	Fresh Newsmag Design
4:15 P.M.	**BREAK, SNACK AND SOCIAL NETWORKING**		
4:30 P.M.	Turning Basic into Advanced Yearbook Design	Photo Composition	Interviewing and Getting Those Story-telling Quotes
5:15 P.M.	Yearbook Software Crash Course	Action and Sports Photography	Socialnomics
6:00 P.M.	**DINNER** AS A STAFF ON YOUR OWN**. TEAM BUILDING TIME** (YES, THAT MEANS WATERPARK!) **WORK TIME ON OWN.**		
11:00 P.M.	**QUIET TIME. ROOM CHECKS.**		

TUESDAY, AUGUST 1

10:00 a.m.
REGISTRATION
Stop by the Jostens Registration Table at The Great Wolf Lodge for your welcome packet and room keys and then get settled in before the welcoming session.
Northwest Territory Lobby

11:30 a.m.
GENERAL SESSION
Welcome and Goals
Join us for introductions of your camp staff projects. Get a first look at what we will accomplish and what to expect. And you won't want to miss out on the Video Scavenger Hunt!
Northwest Territory

12:00 p.m.
LUNCH
The meal line will be available for the first 30 minutes of mealtime, so you don't miss your opportunity to chow down! Use remaining time to unwind before the afternoon sessions.
Northwest Territory

1:00 p.m.
YEARBOOK SESSION
Choosing and Developing the right theme for YOUR school THIS year
Your yearbook needs direction. This session will discuss how to develop a purpose and plan when it comes to your yearbook theme. Learn to develop creative components and effective concepts by building a visual bridge that connects the theme of your yearbook.
Northwest Territory with Jeff

PHOTOGRAPHY SESSION
Camera Essentials
In this class, attendees will get a feel for how to use their DSLR camera. Basic operations such as shutter speed, ISO and aperture will be discussed and class members will have a chance to get hands-on practice with their cameras. Attendees need to bring DSLR camera and suitable memory card to this class.
Fallen Timber A with Jason

NEWSMAGAZINE SESSION
Preparing Your Staff for Success
The 5 P action steps – Preparation, Purpose, Participation, Progress, Persistence – are crucial tools to finding success. A project as large in scope as the newsmagazine requires all five steps to excel. Create your action to make your publication perfect. Topics to be discussed will include communication, job descriptions, production cycles, a vision for the media program, goals and how to best accomplish them.
Fallen Timber B with Mitch

2:00 p.m.
WORK SESSION
This is YOUR time! Meet up as a staff create a game plan to complete your projects! During this time, your coaches will pop in to offer feedback and advice!
Northwest Territory

3:30 p.m.
YEARBOOK SESSION
Showstopper Spreads Design
Come see the newest and greatest in design. Find ways to develop storytelling in alternative ways in order to engage the reader. Join us to discuss color, texture, type and graphics and how forward-thinking designs offer editors and staffers a way to conquer dull, static topics. See how you can stretch your creative muscles to invigorate your designs and take what you learn and apply it to your Showstopper spread.
Northwest Territory with Jeff

PHOTOGRAPHY SESSION
Lighting and Color
This session will cover lighting and color techniques used in DSLR photography for publications. Emphasis will be on using natural light and on practical tips and tricks to use in modifying light and color on a extremely limited budget. Students will need a DSLR camera for this session.
Fallen Timber A with Jason

NEWSMAGAZINE SESSION
Fresh Newsmag Design
Be inspired. Look at trends for ways to go beyond basic principles of design to create a truly innovative, fresh, reader-relevant publication with design that pops! Take what you learn and apply it to your project!
Fallen Timber B with Mitch

4:15 p.m.
BREAK AND SOCIAL NETWORKING
Head to the lobby for a quick snack and some social networking. Meet people. Share ideas. Ask questions!
Northwest Territory Lobby

4:30 p.m.
YEARBOOK SESSION
Basic Then Advanced Design
This yearbook session for newbies is to teach the basic rules of creating a yearbook layout. We will discuss gutters, columns, margins, spacing, three degrees of separation, eyelines, photo sizes, grids and so much more!
Northwest Territory with Jeff

PHOTOGRAPHY SESSION
Photo Composition
Great photography is no accident, but it's easier than it might seem. Learn the basics of composition to move your publication from just having a bunch of photos to telling visual stories worth more than a thousand words. Students will need a DSLR camera for this session.
Fallen Timber A with Jason

TUESDAY, AUGUST 1

GENERAL SESSION

Interviewing and getting those story-telling quotes

"Duh" questions get lifeless responses. Discover techniques that are sure to elicit powerful anecdotes, useful stats and charged reactions.

Fallen Timber B with Mitch

5:15 p.m.

YEARBOOK TECH SESSION

Software Crash Course

Stop by for a quick tutorial of the LayoutPro yearbook software platform. The perfect session for new staffers, this session will allow students to work with a software guru to learn enough basics to be dangerous. You WON'T want to miss the demo we have prepared for Jostens' new Ladder Tool and Image Library Tool.

Northwest Territory with Ali, Jake and Brenna

PHOTOGRAPHY SESSION

Action and Sports Photography

This session addresses the special challenges for photographers covering sports events. We will cover correct camera settings for all types of sports and venues as well as techniques for setting up more effective shots and what equipment will help you be most successful!

Fallen Timber A with Jason

GENERAL SESSION

Socialnomics

It is the first place your audience goes to see your media program. So we need to be there and do it right. Let's talk social media and how best to use it in your program.

Fallen Timber B with Mitch

6:00 p.m.

DINNER AND STAFF TIME

Dinner on your own, as a staff. Find a great place and post up for some fun and team building. Find some time for fun at the waterpark (hint, a GREAT time for photos) and also use the time to your advantage by working toward completing your project.

11:00 p.m.

QUIET TIME AND ROOM CHECKS

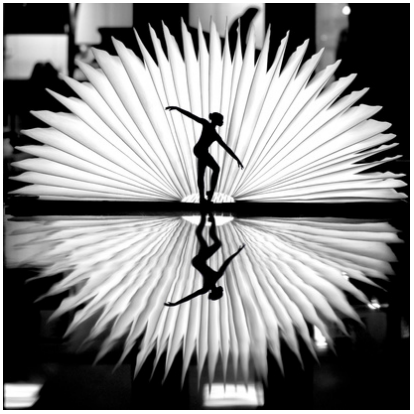
Advisers, please be diligent accounting for all of your students at the end of the evening! We will see you in the morning!











WEDNESDAY, AUGUST 2

8:00 A.M.	**BREAKFAST IS SERVED!**			
8:30 A.M.	Fresh Yearbook Design Trends	Monarch Tips and Tricks	Photography Workflow	Strong Leads and Story Structure
9:30 A.M.	**ALL-CAMP PHOTO AND STAFF WORK TIME**			
11:00 A.M.	Engaging Coverage Ideas for 2024	Portrait Photography		Story Ideas Every Day
12:00 P.M.	**LUNCH IS SERVED!**			
1:00 P.M.	Amazing Opening and Theme Copy	Taking On Jostens Social and YBK+	Telling Great Photo Stories	Editorial Leadership
2:00 P.M.	**STAFF WORK TIME**			
3:30 P.M.	Caption Writing	Adviser Session: Top Ten Pre-Fall Tasks	Photo Critique	Sports Writing Tips
4:15 P.M.	**BREAK, SNACK AND SOCIAL NETWORKING**			
4:30 P.M.	Resources for Inspiration and Efficiency	Building a Digital Photography Portfolio		Fun & Games

WEDNESDAY, AUGUST 2

5:15 P.M.	**STAFF WORK TIME**
6:00 P.M.	**DINNER** AS A STAFF ON YOUR OWN**. TEAM BUILDING TIME** (YES, THAT MEANS WATERPARK!) **WORK TIME ON OWN.**
8:00 P.M.	**ALL PROJECTS DUE!**
11:00 P.M.	**QUIET TIME. ROOM CHECKS.**

8:00 a.m.
BREAKFAST
The meal line will be available for the first 30 minutes of mealtime, so hurry over so you don't miss your opportunity to chow down!
Northwest Territory

8:30 a.m.
YEARBOOK SESSION
Fresh Yearbook Design Trends
Head-turning design depends on the three C's: Components like photos, icons, type, lines and backgrounds. Composition like placement, grouping, allignment, flow and spacing. Concept ensures that all your messages will delight your readers. Come see how these fresh trends and outstanding designs lend themselves to the concept of the three C's.
Northwest Territory with Jeff

YEARBOOK TECHNOLOGY SESSION
Monarch Tips and Tricks
Let us show you some of the basics of Yearbook Avenue and Monarch that will get your started on the right foot this fall!
Timberview with Brenna, Whitney and Ali

PHOTOGRAPHY SESSION
Photoshop Workflow
In this session, students will learn to use Adobe Photoshop and the proper steps to prepare images for publication. Participants must bring their own laptops with Adobe Photoshop. If there is time, we may briefly jump into Lightroom for a brief overview as well!
Fallen Timber A with Jason

GENERAL SESSION
Strong Leads and Story Structure
Great writing can still knock teenagers' socks off.....but you have to get them to read the story first. What will help them do that is an amazing lead. Come learn how to write leads that work well every time, how to avoid bad leads, and how to write better overall stories.
Fallen Timber B with Mitch

9:30 a.m.
CAMP PHOTO AND WORK SESSION
This is YOUR time to work on your projects. During this time, your coaches will pop in to offer feedback and advice!
Northwest Territory

11:00 a.m.
YEARBOOK SESSION
Coverage Ideas: Engaging & Fresh
You'll never find great stories by sitting in the publications room. This session will help you discover where to go, how to think, and what to do to find the plethora of stories that are waiting to be discovered. Leave this session with fresh ideas to build your yearbook ladder.
Northwest Territory with Jeff

PHOTOGRAPHY SESSION
Portrait Photography
In this session, you'll get tips on coming up with ideas for portraits, putting your subject at ease, and making a great image. The equation is easy — an environmental portrait is a person, in their place, with their stuff. Come for tips and examples from professional and scholastic journStaffsm.
Fallen Timber A with Jason

WEDNESDAY, AUGUST 2

GENERAL SESSION
Story Ideas Every Day
Let's talk story ideas and angles. You will leave this session with more than 100.
Fallen Timber B with Mitch

12:00 p.m.
LUNCH
Time to refuel. The meal line will be available for the first 30 minutes of mealtime, so you don't miss your opportunity to chow down! Use remaining time to unwind before the afternoon sessions.
Northwest Territory

1:00 p.m.
YEARBOOK SESSION
Opening and Theme Copy
This session will deal exclusively with the all important opening section of your yearbook. First impressions are important, both visually and verbally. You will leave this session with several tangible tools that will help you write contemporary opening copy and produce an eye-opening — Ahem! — opening section. If there is time, we will also discuss theme copy on other pages of your book including division pages and closing sections.
Northwest Territory with Jeff

ADVISER/EDITOR SESSION
Taking on Jostens Social & YBK+
A tool like Jostens Social can help you maintain a social media calendar and track usage and analytics. Set standards for behavior by posting news, not gossip. Encourage feedback from readers but monitor comments. Be inclusive. This can used to promote the whole school, not just the yearbook and newsmag programs.

Wanting to take your book to a new level? It's time for you to incorporate this amazing digital option that allows ALL students to personalize and customize their yearbook experience by providing photos of themselves, their friends, and the activities they are involved in.
Northwest Territory with Jeff and Whitney
Timberview with Brenna, Whitney and Ali

PHOTOGRAPHY SESSION
Telling Great Photo Stories
Good Photo Stories are more than just a collection of photos from an event. Come to this session to learn how to turn your good photo collections into great photo stories.
Fallen Timber A with Jason

GENERAL SESSION
Editorial Leadership
Servant leadership is really the only type of leadership. Let's creature a culture that prioritizes people over product.
Fallen Timber B with Mitch

2:00 p.m.
WORK SESSION
This is YOUR time to work on your projects. During this time, your coaches will pop in to offer feedback and advice!
Northwest Territory

3:30 p.m.
GENERAL SESSION
Writing Captions Without Just Going Through the Motions
Captions. They're the most read text in your publication, and one of the easiest parts to do poorly. If your captions need a boost, come pick up a few tips and an easy format to use that will take your coverage to the next level.
Northwest Territory with Jeff

ADVISER SESSION
Top Pre-Fall Tasks
There's nothing like playing catch up? Attend this session to set yourself up for a successful fall. We will give you ten bite-sized tasks to complete before enrollment to help you start this year off on the right foot.
Timberview with Brenna, Whitney and Ali

PHOTOGRAPHY SESSION
Photo Critique
Before time runs out and your photo portfolio is due, now is the time to get feedback on the technical aspects of your photos, on the content of your photos and on the composition of your photos. Come prepared to share 1-5 photos (depending upon the number of participants) with the class for feedback from the instructor AND your fellow photographers.
Fallen Timber A with Jason

NEWSMAG SESSION
Sports Writing
You don't have to be Michael Jordan to be able to write an amazing Basketball story. Nor do you need to be a coach, an athletic trainer, or even a ref. Here are the basic tips you will need to be able to feel confident in covering sports (even if you don't know much about them!)
Fallen Timber B with Mitch

4:15 p.m.
BREAK AND SOCIAL NETWORKING
Head to the lobby for a quick snack and some social networking. Meet people. Share ideas. Ask questions!
Northwest Territory Lobby

4:30 p.m.
GENERAL SESSION
Resources for Inspiration and Efficiency
There are a ton of them out there, so let us simplify this for you. During this session, we will share our favorite websites and apps that give us inspiration, creativity, organization ideas and most importantly, OUR TIME BACK!
Northwest Territory with Jeff



WEDNESDAY, AUGUST 2

PHOTOGRAPHY SESSION
Building a Digital Portfolio
There is much more to creating a portfolio than simply "collecting your 10 best pictures." Come grab some tips on how to make your portfolio look great and how to make it be most effective. This session will go over the basics of creating a digital portfolio for, not only the photography assignment, but also contests, internships or careers.
Fallen Timber A with Jason

GENERAL SESSION
Fun & Games
Let's learn how to motivate the unmotivated by integrating fun ideas into your program.
Fallen Timber B with Mitch

5:15 p.m.
WORK SESSION
This is YOUR time to work on your projects. During this time, your coaches will pop in to offer feedback and advice!
Northwest Territory

6:00 p.m.
DINNER AND STAFF TIME
Dinner on your own, as a staff. Find a great place and post up for some fun and team building. Find some time for fun at the waterpark (hint, a GREAT time for photos) and also use the time to your advantage by working toward completing your project.

8:00 p.m.
ALL PROJECTS DUE
Take one last look at those project requirements and how to submit them for judging. Good luck! and CONGRATS!

11:00 p.m.
QUIET TIME AND ROOM CHECKS
Advisers, please be diligent accounting for all of your students at the end of the evening! We will see you in the morning!

THURSDAY, AUGUST 3

8:00 A.M.	**BREAKFAST IS SERVED!**	
8:30 A.M.	Creating Policies and a Staff Handbook	Controversial Topics and Ethics
9:30 A.M.	**AWARDS AND FAREWELL**	

8:00 a.m.
BREAKFAST
The meal line will be available for the first 30 minutes of mealtime, so hurry over so you don't miss your opportunity to chow down!
Northwest Territory

8:30 a.m.
GENERAL SESSION
Creating Policies and a Staff Handbook
Before your staff begins work on the publication, editorial policies should be established, placed in written form and followed exactly as the staff has created them. Join us for crash course in leadership and policy writing so that your staff is protected and well-managed.
Fallen Timber A with Jeff

GENERAL SESSION
Controversial Topics and Ethics
If students are talking about it, we should be covering it. Learn how to cover sensitive and controversial topics by partnering with your administration and knowing the law.
Fallen Timber B with Mitch

9:30 a.m. - 10:30 a.m.
CLOSING AND AWARDS
WAY TO GO! You made it! It's time to celebrate as you get recognized for the great work you did this week!
Northwest Territory

BIG. BOLD. BRIGHT.
Cover Sessions

	Cover	Artist
Tuesday, August 1 2:00 p.m.	Staley High School	Stephen
Tuesday, August 1 2:00 p.m.	Cimarron High School	Russell Behrends
Tuesday, August 1 3:00 p.m.	Ralston High School	Stephen
Tuesday, August 1 4:00 p.m.	Jefferson West HS	Stephen
Tuesday, August 1 5:00 p.m.	Goddard High School	Stephen
Tuesday, August 1 6:00 p.m.	Hoisington High School	Stephen
Tuesday, August 1 7 p.m.	Ellsworth HS	Stephen
Wednesday, August 2 8:30 a.m.	Missouri Military Academy	Bill Hook
Wednesday, August 2 8:30 am	Hays MS	Stephen
Tuesday, August 1 8:30 a.m.	Eisenhower Middle School	Russell Behrends
Wednesday, August 2 10 a.m.	Quinter High School	Bill Hook
Wednesday, August 2 10 a.m.	Plattsmouth High School	Stephen
Wednesday, August 2 11 a.m.	Oakley High School	Stephen
Wednesday, August 2 1 p.m.	Prairie Hills Middle School	Stephen
Wednesday, August 2 2 p.m.	South Central HS	Bill Hook
Wednesday, August 2 2 p.m.	Ellinwood High	Stephen
Wednesday, August 2 2 p.m.	Rock Creek High School	Stephen
Wednesday, August 2 3 p.m.	South Gray High School	Stephen
Wednesday, August 2 4 p.m.	Newton HS	Stephen
Wednesday, August 2 5 p.m.	Centre USD 397, Lost Springs, KS	Stephen

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Camp Projects

Newsmagazine Project

Due Wednesday at 8:00 p.m. SPREADS MUST CONTAIN ACTUAL CONTENT, NO DUMMY TEXT OR STOCK IMAGES!

While your newsmagazine project will be judged on the execution of all the indicated items, remember that this is much more than a shot at glory! Your project should serve as a road map for your staff so you are fully prepared to execute on it from Day 1 of the school year. We want to see your entire team working toward its completion, and it should be a visual testament to what you've learned this week. Because we believe it is important for each staff to leave camp with each of these project requirements ready for the fall, we are not going to lower the requirements for smaller staffs. Instead, we are going to expect MORE of larger staffs.

1. Style Guide
Create a digital style guide to make it easy on your staff. The more specific you are, the easier it will be on your staff. Decide on the font, size, leading, style, alignment for the following: upon: Folio design, body copy, headlines, subheads, bylines, and cutlines (captions). Other things to consider are stroke size and color around photos, drop caps, pulled quotes, cutout specifics, cover elements, etc.

2. Front page design
Create a front page design for a newsmagazine that would contain your double truck spread. Make sure to include the following: Flag/nameplate/ masthead, cover lines and dateline. Don't forget the school name, address, phone, website, volume and issue number.

3. Double Truck Spread (see Double Truck Team Project details in the following pages)
Your Double Truck Spread should reflect your style guide, but the content will be related to this summer camp.

4. Design Package Presentation
Create a PowerPoint that includes each of the items listed above. Though you will not be presenting your theme in front of all of the campers, the slide show should showcase your publication redesign so you can take it back as a resource that you can to share with the rest of the staff in the fall!

All projects will be 100% digital submission. Please be sure that you submit one PDF for each piece of your work. See submission instructions later in this packet. Awards will be given for the individual project components AND some schools will also be recognized for overall excellence for the entire project. To be eligible for "Best in Show" recognition, schools will be evaluated on each of the required components, completing the project on time, submitting the project correctly and on participation in classes - including one-on-one sessions and work sessions!

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Camp Projects

Yearbook Theme Package Project

Due Wednesday at 8:00 p.m. SPREADS MUST CONTAIN ACTUAL CONTENT, NO DUMMY TEXT OR STOCK IMAGES!

While your yearbook project will be judged on the execution of all the indicated items, remember that this is much more than a shot at glory! Your project should serve as a road map for your staff so you are fully prepared to execute on it from Day 1 of the school year.
We want to see your entire team working toward its completion, and it should be a visual testament to what you've learned this week. Because we believe it is important for each staff to leave camp with each of these project requirements ready for the fall, we are not going to LOWER the requirements for smaller staffs. Instead, we are going to expect MORE of larger staffs.

1. Theme Concept Statement
Write a brief explanation of your theme concept and why it is relevant to your school and this year.

2. Cover Design and Endsheet Design
When you meet with your cover artist, he will give you a PDF of your cover design. Work with the cover artist or with your staff to create endsheet designs (front and back) that display your Table of Contents and Theme Spinoffs for your sections and that visually carry out your theme.

3. Showstopper Spread (see Showstopper Spread Team Project details in the following pages)
Your Showstopper Spread should reflect your theme concept/graphics, but the content will be related to YBKC Summer camp.

4. Marketing Plan
Create a monthly marketing plan for your school year that includes specific strategies for increasing yearbook/advertising sales. Your plan should include specific goals and tasks that your staff will take to build excitement about your yearbook in order to sell more books. Consider how you can use Jostens Social, YBK+, QR Codes, etc!

5. Ladder and Deadline Plan
Create a ladder either in Google Sheets, in YBA or on a ladder poster (you can get that from Whitney) that specifically describes what will be printed on each page of your yearbook. Indicate deadlines by color-coding by date after meeting with Whitney to discuss your deadline dates.

6. Theme Package Presentation
Create a PowerPoint that includes each of the items listed above. Though you will not be presenting your theme in front of all of the campers, the slide show should showcase your theme so you can take it back as a resource that you can to share with the rest of the staff in the fall!

All projects will be 100% digital submission. Please be sure that you submit one PDF for each piece of your work. See submission instructions later in this packet. Awards will be given for the individual project components AND some schools will also be recognized for overall excellence for the entire project. To be eligible for "Best in Show" recognition, schools will be evaluated on each of the required components, completing the project on time, submitting the project correctly and on participation in classes - including one-on-one sessions and work sessions!

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Camp Projects

Showstopper Spread & Double Truck Team Project

Due Wednesday at 8:00 p.m. SPREADS MUST CONTAIN ACTUAL CONTENT, NO DUMMY TEXT OR STOCK IMAGES!

Within your staff, break into teams of 2-3 staffers. Each team will turn in one Showstopper Spread or Double Truck Design to demonstrate all that you have learned throughout the week. Using the concepts and ideas taught throughout the week, this spread should showcase the best of your team's combined skills in design, writing and photography, and tell a specific story through the combined content. This project should be full of content telling a story about the summer camp experience. All members of the team need to contribute to the final spread. Incorporate actual photos, text treatments, captions, folios, graphics and a feature story with quotes. Be sure the story is told through a combination of alternative copy, a feature story and captions. Refine the content throughout the week. For yearbook teams, your spread should include theme elements from your Theme Package. For newspaper and magazine teams, your spread should follow your style guidelines.

A Successful Spread...
- has an interesting headline which creates a visual-verbal package with the dominant element and content of the spread.
- has an informative secondary headline which applies to the theme (if yearbook) and the content of the spread.
- has bylines and photo credits for all elements.

Successful Layout Design...
- for yearbook, is the correct book size (9x12, 8.5x11, 7.75x10.5) and for newspaper is the correct size of your publication.
- demonstrates good design practices: consistent internal spacing, following a grid or column structure.
- has a dominant graphic element and a distinct eyeline (yearbook).
- utilizes interesting typography.
- uses color effectively to enhance content and support theme.
- follows theme concept (yearbook) and style guidelines (newspaper and magazine)
- has well-designed packages (sidebar, quote boxes, infographic).

Successful Feature Writing...
- hooks the reader with a vivid lead.
- includes direct and indirect quotes which support the story gathered from in-person interviews conducted at camp during the week.
- uses AP Style and grammar correctly.
- has a unique and interesting angle.
- includes accurate facts about this week at YBKC Camp
- omits the name of your school, the year and your mascot.
- has been spell checked and proofread.

Successful Alternative Copy...
- is integrated into the overall layout design.
- includes a mini-headline and informative "chatter" to introduce the topic. • contains accurate information and is attributed to the correct source.
- is placed in a unique and interesting manner.
- is designed to support the theme (yearbook) and is appropriate to the content of the module.
- uses correct grammar and spelling.

Successful Captions...
- are included for every photo.
- contain a minimum of two sentences.
- are written in active voice.
- accurately identify all people in the photo with first name, last name, grade/year and (for YBKC purposes) school name.
- describe more than the obvious in the present tense.
- give background information in past tense.
- use quotes effectively.

Successful Photography...
- is taken during the workshop (not stock photos, internet photos or photos taken prior to the workshop).
- enhances the story of the spread.
- is sized appropriately for print (300 ppi).
- is technically strong and in clear focus. • is well-composed and cropped.
- is corrected for color balance, if needed. • has an accurate photo credit.
- is candid and story-telling.

All spreads will be 100% digital submission. Please be sure that you submit a PDF of your work. See submission instructions later in this packet. Awards will be given for overall excellence. To be eligible for "Best in Show" recognition, schools will be evaluated on each of the aspects listed above, completing the spread on time, submitting the spread correctly and on participation in classes.

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Camp Projects

Photography Portfolio Project

This project is for students that participated in the Photography Track. Students that didn't attend all Photo Sessions should have at least attended the critique and portfolio sessions in order to participate.

Due Wednesday at 8:00 p.m.

Great photographers always have their cameras and are always looking for stories to tell through their photographs. This Photography Portfolio Project is not only a way to gather photos for your Showstopper or Double Truck Designs, but it will also give you the practice you need to hone in on your photography techniques and to possibly be acknowledged as a great photographer in front of your peers. Photos should reflect techniques taught and discussed during the photography session. Use the skills you learned throughout the week to create a digital portfolio using wix.com as your platform.

The Photography Portfolio Project
Use the concepts taught this week as inspiration when hunting for content. The photos you take this week will be used in your projects, but could also earn you some individual awards at the closing session!

Faces and Emotion
Look for good faces with strong emotion but you don't have to only get faces. The context of the background or their connection to other people in the story make the photo more story telling.
Lighting
Using light can create drama in a picture. Look for areas of shadow and light to make the photo more interesting. Shooting at different times of the day can produce a soft or harsh light in the photo as well.
Angles
Climb up on top of desks, ladders, lay totally flat on the floor. Work to get different strong angles of good moments. But BE CAREFUL AND SAFE!
Rule of Thirds
A photo with the subject in the center doesn't work most of the time. Use the rule of thirds to maintain good composition and set the subject to one side to create interest.
Repetition
Repetition in an image is captivating but the image can be even better if there's repeating elements and someone breaks the pattern. Look for elements of repetition, but also elements of a broken pattern.
Framing
Use objects, generally in the foreground, to frame the story in the background.
Color
Look for dominant color palettes that play a role in the photo but make sure there's good composition and story-telling in the photo.
Action
Can you stop action in an intense active scene? Use your shutter speeds to play with stopped action photos as well as intentional blur.
Depth
Using depth of field in your photography demonstrates importance or focus in your photo's content. Try photographing with your subject focused in the foreground and another with your subject focused in the background and all foreground elements out of focus.

Successful Photography for this Project...
- is relevant to the story of Summer Camp
- is taken during the workshop
- is technically strong and in clear focus.
- is well-composed and cropped.
- is corrected for color balance, if needed.
- is candid and story-telling. (nothing posed)
- includes people....specifically their faces!

A Successful Digital Photography Portfolio...
- is arranged according to theme or subject.
- showcases the best of the best work...not ALL of your work! • features an uncluttered and clean template.
- is mobile-friendly.
- includes an About Me page.
- presents contact information clearly.

See submission instructions later in this packet. Awards will be given for overall photography and portfolio excellence. To be eligible for "Best in Show" recognition, schools will be evaluated on photo composition and technical skills (including focus, lighting, color balance, etc), completing the portfolio on time, and on participation in classes.

Camp Projects
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USE THIS CODE TO SUBMIT YOUR PROJECTS

Submission Requirements

How to save your files for judging

For Newsmagazine and Yearbook Project:

- Create a PDF or JPEG of each of the required items for the project, included the presentation. Name the PDF files with your school name and element (SchoolName_MarketingPlan, SchoolName_Ladder, SchoolName_Opening, etc.).
- Create a folder on one computer called "YEARBOOK PROJECT_SCHOOL NAME" or "NEWSMAGAZINE PROJECT_SCHOOL NAME" and save the project PDFs for review in the folder.
- Drop you project folder into the link below or use the QR above to submit:
  - https://drive.google.com/drive/folders/10_DoYL0szB2dScOs227HtM7f3EHU9M2o?usp=drive_link

For Showstopper and Double Truck Assignment:

- Create a PDF or JPEG of your design. Name the PDF file with your school name and element (SchoolName_Showstopper, SchoolName_DoubleTruck, etc.)
- If your school is submitting more than one entry for this assignment, please include the Student Names within the File Name.
- Create a folder on one computer called "SHOWSTOPPER PROJECT_SCHOOL NAME" or "DOUBLETRUCK PROJECT_SCHOOL NAME" and save the project PDFs for review in the folder.
- Drop you project folder into the link below or use the QR above to submit:
  - https://drive.google.com/drive/folders/10_DoYL0szB2dScOs227HtM7f3EHU9M2o?usp=drive_link

Photography Portfolio:
As taught in the Photo Portfolio session, your portfolio will be built using Wix.com. Once your site is published, you must send a single email containing your site's link to: your adviser, whitney.baker@jostens.com, ali.schroeder@jostens.com, and jberryman@cox.net.

Closing Session Awards

Wednesday June 26 at 9:30

SHOWSTOPPER SPREAD, DOUBLE TRUCK SPREAD AND PHOTO AWARDS
Awards will be given for outstanding work on Showstopper Spreads, Double Truck Designs, and Photo Portfolios. The goal is to develop your skills as a staff, as storytelling photographers, and as individual journalists.

There may be multiple winners — or none — in each of these levels:
• *Excellent*: Extraordinary work in quality and creativity, beyond the standards
• *Superior*: Outstanding work that meets the standards
• *Honorable Mention*: Commendable work that demonstrates comprehension of instruction

To be eligible for "Best in Show" recognition, schools will be evaluated on each of the required components, completing the project on time, submitting the project correctly and on participation in classes.

THEME PACKAGE AND NEWSPAPER/MAGAZINE PROJECT AWARDS
The Yearbook and Newsmagazine Projects will be assessed and awards will be given for the individual project components. Some schools will also be recognized for overall excellence for the entire project.