

**GUSTAVUS
ADOLPHUS
COLLEGE**
ST. PETER, MN

**JOSTENS
SUMMER
YEARBOOK
WORKSHOP**
June 21, 22, 23 - 2016



Keynote Speaker: Tina Cleavelin

As the Western Creative Accounts Manager for Jostens Publishing, Tina Cleavelin works closely with advisers and staffs to produce and market their publications. She advised award-winning newspaper, yearbook and photojournalism staffs for 14 years in Arizona and Oklahoma. While advising yearbook and photojournalism staffs in Arizona, she served as the Fall State Journalism Convention Director for the Arizona Interscholastic Press Association. She received the Friends of Journalism award from the New Mexico Scholastic Press Association and the Jostens Leadership Award. Tina continues to remain actively involved in state and national journalism organizations as a speaker and judge.

NEW THIS YEAR

Online registration for all participants

Each workshop participant will need to fill out the registration online and print out the Medical/Liability release form and mail it to:

Jostens Summer Yearbook Workshop
PO Box 7281
Rochester, MN 55903

Payment will also need to be mailed to the above address.

Both Release Form and payment need to be received by June 6th to avoid late payment fee of \$10

CLICK HERE TO REGISTER

Don't Forget to Bring

Yearbook Supplies

Most current yearbook, 2015 completed ladder, 2016 ladder, font and color guide from yearbook kit, camera, preliminary plans for this year's cover, theme and design. Magazines for design ideas, pencils, pens, markers, layout sheets, scissors, glue/tape or laptop(s) with wireless internet for your Yearbook Matters presentation.

Survival Supplies

Sheets, blankets and pillows are provided, but you may want your own. Bring a few bucks spending money for the book store, FAN!, iPod, swimsuit, shower shoes / flip flops, your special pillow, jacket for evenings, snacks and comfortable shoes.

What You'll Do

Attend general sessions taught by yearbook expert, Tina Cleavelin. Sessions include theme, coverage, journalism, design and photography. Attend small break-out sessions that pertain specifically to your needs. Create a theme for your book. Learn your creation program. Complete a page ladder. Design sample layouts that incorporate your theme. Attend a 45-minute personal cover-design session with a professional artist. Create a marketing plan.

**FAN
YEARBOOK
2016**

Registration Information

Resident Student: \$340

Includes all instructional materials, computer training, dorm rooms for both nights and all meals starting with lunch on Tuesday and ending with lunch on Thursday.

Commuting Student: \$290

Includes all instructional materials, computer training, lunch, and dinner (no housing or breakfast provided).

Resident Adviser: \$290

Includes all instructional materials, computer training, dorm rooms for both nights and all meals starting with lunch on Tuesday and ending with lunch on Thursday.

Commuting Adviser: \$250

Includes all instructional materials, computer training, lunch and dinner (no housing or breakfast provided).

Early Arrival: +\$40

Arrive Monday, June 20 between 6:00 and 7:00 pm. Includes dorm room. No food included before lunch on the 21st.

**THERE WILL BE A \$10 PER PERSON
LATE FEE FOR ALL REGISTRATIONS
RECEIVED AFTER JUNE 6TH.
PLEASE SEND YOUR FORMS IN EARLY!**

Check-in 8-9:30 AM on June 21st
Start at 10 AM
End on June 23rd
about 12:30-1:00 PM

Questions?

[Sarah Doll](#)
612.240.9918

Contact your representative:email: by clicking their name or call below number(s)

[Jeff Fallon](#)
507.990.1819

[Beth Johnson](#)
218.590.0694

[Sherri Loney](#)
612.868.1820

[Mike Pankoff](#)
612.327.3436

[Paul Sorenson](#)
651.263.7170

[Tom Vander Aarde](#)
612.644.1737