

JOSTENS Adviser University

Join us for a highly acclaimed professional development workshop exclusively for high school publications advisers.



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Saturday, July 11 to Tuesday, July 14, 2009
Disney's Coronado Springs Resort
Lake Buena Vista, FL



This intense weekend workshop is a professional development opportunity geared exclusively to educators who serve as advisers to high school yearbooks, newspapers and magazines.

While it is highly recommended that you take your students to a local summer workshop, Jostens Adviser University is a national workshop exclusively for educators.

Jostens Adviser University is an outstanding opportunity to grow and network at a professional conference without students.

This is your weekend and your workshop. You won't create theme packets and finalize ladders with high school students. Instead, you'll focus on strategies and methodologies required to be an effective adviser. Academic credit is available.

Jostens Adviser University is geared to both beginning and experienced advisers. And since the focus is on strategies and methodologies, advisers working with any yearbook company will find the curriculum relevant.



SATURDAY, JULY 11, 2009

1–6 p.m.	Registration
2–5 p.m.	Behind-the-Scenes Tour by <i>Disney Institute</i> [optional]
6–10 p.m.	Opening Reception Dinner Event

SUNDAY, JULY 12, 2009

7:30–8:30 a.m.	Continental Breakfast [provided]
8:30–9:30 a.m.	Opening General Session
9:45 a.m.–Noon	Workshop Courses
Noon–1 p.m.	Lunch [provided]
1–5 p.m.	Workshop Courses
5 p.m.	Dinner [on your own] Free Time

MONDAY, JULY 13, 2009

7:30–8:30 a.m.	Continental Breakfast [provided]
8:30–9:15 a.m.	General Session
9:30 a.m.–Noon	Workshop Courses
Noon–1 p.m.	Lunch [provided]
1–3 p.m.	Workshop Courses
3:15–4 p.m.	Mini-session 1
4:15–5 p.m.	Mini-session 2
5 p.m.	Dinner [on your own] Free Time

TUESDAY, JULY 14, 2009

7:30–8:30 a.m.	Continental Breakfast [provided]
8:30–10:30 a.m.	Workshop Courses
10:45–11:30 a.m.	General Session Closing
11:30 a.m.	Departures for those not taking optional Technology Tips & Tricks sessions or enrolled for academic credit
11:30 a.m.–12:30 p.m.	Lunch [provided for Technology Tips & Tricks participants]
12:30–2:30 p.m.	Technology Tips & Tricks Session 1 [optional]
2:30–3 p.m.	Break
3–5 p.m.	Technology Tips & Tricks Session 2 [optional]

Workshop courses

Each participant will enroll in one of the following specialized courses based on level of experience and interests. To allow for in-depth learning, registrants will spend approximately 12 hours participating in one of these workshop courses.

Beginning yearbook advisers are strongly encouraged to take one of the following two courses:

Beginning Yearbook Advising [no experience]

Dr. Gloria Eastman, instructor

This course, suggested for beginning yearbook advisers who will advise their first yearbook during the upcoming school year, covers the essentials of yearbook journalism with an emphasis on teaching methodologies and advising strategies.

Intermediate Yearbook Advising [limited experience]

Martha Akers and Linda Drake, instructors

This course, suggested for beginning yearbook advisers with limited experience who have advised one to three yearbooks, covers the essentials of yearbook journalism with an emphasis on teaching methodologies and advising strategies.



While beginning advisers will be allowed to enroll in the following courses, at least three years of advising experience is recommended:

Design for Advisers

Sherri Taylor, instructor

This course, suggested for advisers of all publications, covers the essentials of modular grid design, typography, white space and graphics with an emphasis on packaging content to tell a verbal and visual story. Emphasis will be placed on teaching methodologies and advising strategies not on specific page creation computer applications.

Photography for Advisers

Mike McLean, instructor

This course, suggested for advisers of all publications, covers the essentials of capturing, importing and manipulating digital images while exploring the fundamentals of photojournalism and telling a visual story. Emphasis will be placed on teaching methodologies and advising strategies.

Writing for Advisers

Bobby Hawthorne, instructor

This course, suggested for advisers of yearbooks and newspapers, covers the essentials of reporting, writing and editing the different types of verbal presentations used in contemporary newspapers and yearbooks. Emphasis will be placed on teaching methodologies and advising strategies.

The following course is strictly for experienced advisers and enrollment will be restricted to those with more than 3 years experience:

Advanced Advising Strategies

John Cutsinger and Casey Nichols, instructors

This course, suggested for advisers of all publications with more than three years experience, covers publications program development, public relations, staff management and leadership with an emphasis on teaching methodologies and advising strategies.

General sessions

All workshop participants will begin the day together for fast-moving and thought-provoking general sessions on trends and how they shape today's high school publications. Here's the daily line-up:

Sunday: Visual Trends

Monday: Verbal Trends

Tuesday: Future Trends

Mini-sessions

Mini-sessions provide participants with quick, yet in-depth instruction on a variety of topics:

Chronological Yearbooks

Covering Everyone at Least Three Times

Marketing and Selling Yearbooks

Selling Business Advertisements

Staff Manuals: An Adviser's Friend

**Working With Administrators, Teachers
and Parents**



Technology Tips and Tricks

On Tuesday afternoon, our technology trainers will demonstrate computer applications. While not comprehensive hands-on training, these optional presentations provide overviews for beginning advisers and tricks for advanced advisers featuring:

InDesign

Image enhancement software

Online creation

Adviser Resource Center

Explore educational materials, study award-winning yearbooks and visit with your colleagues and workshop staff members at the Resource Center.

Academic credit

Jostens Adviser University participants may enroll in one of two optional academic credit opportunities. Costs and requirements are outlined below. Please note these costs are in addition to the workshop registration fee. Upon processing of your workshop registration, Jostens provides enrolled participants with an enrollment packet that includes a brief application form.

WEBER STATE UNIVERSITY [post-baccalaureate credit]

COURSE	CREDITS	COST
EDUC 5920: Scholastic Journalism Teaching Methods	2 credits	\$30 total for 2 credits

REQUIREMENTS:

- Attend and actively participate in all Jostens Adviser University class sessions, including optional Tuesday afternoon Technology Tips & Tricks sessions.
- Successfully complete all assignments.

Teachers seeking additional "post baccalaureate" credit for purposes of fulfilling on-going education requirements for career ladder and pay scale placement, will find this to be the best option. It is unlikely that EDUC 5920 will be accepted to fulfill credit requirements for a Master's degree program; however, the academic institution granting the Master's degree would determine this.

SOUTH DAKOTA STATE UNIVERSITY [graduate credit]

COURSE	CREDITS	COST
MCOM 693: Scholastic Journalism Teaching Methods Workshop	2 credits	approximately \$850 for 2 credits

REQUIREMENTS:

- Advisers earn one graduate credit by attending and actively participating in all Jostens Adviser University class sessions. Participation in optional Tuesday afternoon Technology Tips & Tricks sessions is required.
- One additional graduate credit is earned by completing a project due two weeks after the end of the workshop. The project is a curriculum unit, student handbook, publication stylebook or similar project for use by the adviser in the classroom. An SDSU faculty member will be available to discuss and approve the written project.

Teachers currently enrolled in a Master's degree program should check with their academic institution to verify whether these credits will be accepted.

Learn from the best

The Jostens Adviser University faculty features some of the most respected names in scholastic journalism. Workshop courses provide an opportunity for in-depth learning from individual instructors while general sessions and mini-sessions allow participants to learn from a cross section of the faculty.



Martha Akers

The 2005 JEA National Yearbook Adviser of the Year, Akers has been advising the yearbook and teaching photojournalism at Loudoun Valley High School, Purcellville, VA, for 29 years. The *Saga* yearbook she advises is a frequent CSPA Gold Crown, NSPA Pacemaker and VHSL Trophy winner. Akers, who speaks at and directs conventions and workshops nationwide, has received the CSPA Gold Key, NSPA Pioneer Award, VHSL Lifetime Achievement Award, VHSL Torch Award and SIPA Distinguished Service Award. Most recently, she was inducted into the VHSL Hall of Fame. Akers co-authored CSPA *Scholastic Yearbook Fundamentals* and the CSPA yearbook critique.



Linda Drake

The 2008 JEA National Yearbook Adviser of the Year, Drake has advised the yearbook for 28 years and the newspaper for 18 years at Chase County High School in Cottonwood Falls, KS, where she has taught for 36 years. Both the newspaper and yearbook are award-winning publications. Drake has earned the Jackie Engel Award and has been named a DJNF Distinguished Adviser. She has received the JEA Teacher Inspiration Award and the Medal of Merit Award. She teaches at several summer workshops, including serving as director of the Bethany Publications Workshop. Drake has served two terms as president of the KSPA and is currently serving as past president and is a member of the KSPA/Jackie Engel Endowment Foundation Board of Directors. Drake also serves on the NSPA Board of Directors.



Dr. Gloria Eastman

A professor at Metropolitan State College of Denver, Eastman advised award-winning high school publications for 26 years in Indiana and Colorado, most recently at Arvada High School, Arvada, CO, where the *Arvadan* yearbook and the *Crimson Report* newspaper earned CSPA Crown and NSPA Pacemaker honors. Eastman is a CSPA Gold Key and NSPA Pioneer Award recipient. She served as a co-author of the *Teacher's Guide of the Jostens 1,2,3 Yearbook Curriculum*.



Bobby Hawthorne

Author of *The Radical Write*, a popular journalistic writing textbook published by Jostens, Hawthorne is the former director of academics for the Texas University Interscholastic League [UIL], where he directed the nation's largest program for academic extra curricular activities. For 20 years, he directed the Interscholastic League Press Conference [ILPC], Texas' student press association. Hawthorne is a CSPA Gold Key and NSPA Pioneer Award recipient and was inducted into the Scholastic Journalism Hall of Fame.



Mike McLean

A Dallas-based freelance photojournalist, McLean teaches photojournalism at high school workshops and conferences throughout the nation. McLean was inducted into the Scholastic Journalism Hall of Fame. As a staff photographer for the *Dallas Times Herald*, McLean served on a reporting team nominated for a Pulitzer Prize for its coverage of the crash of Delta flight 191 at the DFW Airport. McLean served on the team that produced *Get the Picture*, the Jostens photography curriculum.



Casey Nichols

The 2004 JEA National Yearbook Adviser of the Year, Nichols has advised award-winning publications at both the high school and middle school levels during his 25-year teaching career. The *Tonitrus* yearbook Nichols advises at Rocklin High School, Rocklin, CA, is a frequent CSPA Crown and NSPA Pacemaker winner. Nichols is a frequent speaker at conventions and workshops across the country and has earned the NSPA Pioneer and JEA Medal of Merit.



Sherri Taylor

A professor of visual communications at Syracuse University and co-author of the popular *Scholastic Journalism* textbook, Taylor launched her career as an award-winning adviser at Irving High School, Irving, TX, where the *Lair* yearbook and the *Tiger Rag* newspaper were frequent CSPA Crown and NSPA Pacemaker winners. Taylor was named a DJNF Distinguished Adviser. She is also a CSPA Gold Key and NSPA Pioneer Award recipient and was inducted into the Scholastic Journalism Hall of Fame. At Syracuse University, she directs the Empire State School Press Association and the Student Press Institute. Taylor served on the team that produced *Get the Picture*, the Jostens photography curriculum.

Jostens trainers

In addition to the outside scholastic journalism gurus, a team of Jostens experts will serve on the faculty as well. Many were former award-winning advisers and educators and are well-known experts in scholastic journalism and publishing technology. The Jostens team includes:

Betty Bacon, senior marketing technology manager

Linda Berry, senior marketing manager

John Cutsinger, senior creative accounts manager

Sheryl Fulton, marketing services manager

Tina Klecka, creative accounts manager

Gary Lundgren, senior marketing education manager

Laura Schaub, creative accounts manager

Shannon Williams, creative accounts manager



Disney's Coronado Springs Resort

Inspired by the explorers who searched for the fabled Seven Cities of Gold, *Disney's Coronado Springs* Resort celebrates the character and traditions of the American Southwest and northern Mexico. Here, palm-shaded courtyards and Spanish-style haciendas create the perfect climate for business and pleasure. You can soak up the sun at a five-story Mayan pyramid that towers over an elaborate themed pool area, or indulge in the flavors of Mexico, the Caribbean and South America at the *Maya Grill*. Conveniently located in *Disney's Animal Kingdom*[®] Resort area, *Disney's Coronado Springs* Resort is a stone's throw from all four *Walt Disney World*[®] Theme Parks, championship golf and Disney entertainment districts.

All guest rooms have two double-beds or one king-size bed, table and chairs, ceiling fan and vanity area with sink. Guest room amenities include in-room wall safe, voice mail, high-speed internet access, data port on phone; hair dryer; coffee and coffee maker, iron and ironing board. Dining options at the resort include Latino cuisine in a full-service setting at the *Maya Grill*; *Pepper Market* featuring a variety of counter-service selections; *Francisco's* Lounge offering specialty drinks and regional snacks; and *Siesta's*, a poolside bar and grill.

Disney's Coronado Springs Resort

1001 West Buena Vista Drive
Lake Buena Vista, FL 32830-1000

Reservations: 1.407.939.1020

Main Resort Number: 1.407.939.1000

Reservation Cut-Off Date: June 12, 2009.

Group rate is \$149 + 12.5% tax = \$167.63 per night.

Please make your room reservation directly with Disney's Coronado Springs Resort by phone at 1.407.939.1020. You must identify your affiliation with Jostens to receive the group rate. Rates cannot be adjusted at check-in or check-out should you fail to secure the group rate at the time the reservation is made.



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All reservations accepted after this date will be based upon availability and the prevailing published hotel rates. The Jostens group rate will not be honored.

Deposit/Payment: Disney's Coronado Springs requires all reservations must be accompanied by a first night room deposit or guaranteed with a major credit card.

Cancellations: Reservations must be cancelled with the hotel at least five days prior to scheduled check-in date, or the first night's room and tax will be charged.

Walt Disney World® services and tours

Take advantage of these Disney offerings available only to Jostens Adviser University attendees, their guests and family members:

Disney's Magical Express Service: This exclusive complimentary shuttle and luggage delivery service conveniently takes you from the airport directly to your Disney Resort and back again when it's time to return. It's the hassle-free benefit that allows you to arrive at Jostens Adviser University relaxed and stress-free. Allow at least an hour for the shuttle trip to the airport. To book, call 407.827.6777 or visit www.jostens.com/jau.



Special Disney Meeting/Convention Theme Park Tickets: Available only to Jostens Adviser University attendees, their guests and family members, Disney's multi-day and half-day Meeting/Convention tickets must be purchased in advance rather than at the Theme Park gates. For more information, visit www.jostens.com/jau.

Behind-the-Scenes Tour: Innovation in Action, presented by The *Disney Institute*, will take Jostens Adviser University attendees, their guests and family members who are at least 16 years old, on an unforgettable three-hour behind-the-scenes adventure where facilitators will share stories about the early days of Walt Disney's career and take participants to a variety of locations for an up-close look at innovation. This optional tour is scheduled for Saturday, July 11, from 2-5 p.m. and costs \$99 per person. For more information, visit www.jostens.com/jau.

Register early to save

Register early to take advantage of the available price break! The registration fee includes admittance to all sessions, conference materials and six meals. Your registration becomes effective when full payment is received. The date of online registration or postmarked date of the mailed form determines the registration fee.

Online Registration: Register online to receive your confirmation and additional information as soon as possible. You can complete your registration online with a credit card, or pre-register and create a printer-friendly completed form that can be used to request payment from your school or district.

To register or complete your form online, go to www.jostens.com/jau and select "Register Now!" to be redirected to our secure registration Web site. Alternatively, complete the form on the last page of this brochure and mail it with your check or purchase order.

Early-Bird Registration (\$400): Jostens invites registrants to take advantage of the \$25 early-bird registration discount. Registration form and full payment of \$400 must be completed online or postmarked by June 8, 2009 to qualify.

Standard Registration (\$425): Registration form and full payment of \$425 for all registrations completed online or postmarked on or after June 9, 2009.

Payment Information:

Acceptable forms of payment include credit cards, checks or purchase orders.

Registration Confirmation:

All registrations will receive a formal conference confirmation email. Be sure to include an email address on your registration form that is accessible to you during and after the close of your school year. Please allow two weeks for delivery of confirmation. If you do not receive confirmation within two weeks of your registration submittal, contact Jostens at jau@jostens.com. If no email address is available, confirmation information will be sent to you at the address listed on the registration form via standard U.S. mail.

Cancellation Policy:

Registration cancellations must be made in writing. Send to Jostens Adviser University by U.S. mail, fax or email:

Jostens Adviser University

3601 Minnesota Drive, Suite 400

Minneapolis, MN 55435

Fax: 952.830.3364

Email: jau@jostens.com

All cancellations postmarked by June 8, 2009 will be refunded in full, less a \$25 registration processing fee. After that date, no cancellation refunds will be honored. The processing fee will apply to each individual registration cancelled and represents the cost incurred by Jostens to process a registration. This fee is non-refundable. Refunds from cancellations will be issued in the same payment form as received. All refunds will be processed six to eight weeks after the conference. Please remember to also cancel your hotel reservation.

Transfer of Registration:

The transfer of a registration from one individual to another will be accepted (at no charge) through June 8, 2009. After this date, a \$25.00 fee will be assessed for registration transfer. Submit transfer requests to jau@jostens.com.



Individual Registration Form

2009 Jostens Adviser University • July 11-14, 2009 • Lake Buena Vista, FL

One form per registrant. Form may be copied. Please type or print clearly.

Two Ways to Register:

1. **WEB:** www.jostens.com/jau
2. **MAIL:** Jostens Adviser University
3601 Minnesota Drive, Suite 400
Minneapolis, MN 55435

Registration Information *Information will appear on name badge

*First Name _____ *Last Name _____

*Name of School _____

Address Home School _____

City _____ State _____ Zip _____

Phone# Home School Cell _____

Email (please provide email address that is accessible to you during and after the close of your school year)

Course Registration

Please select one of the following tracks to attend:

- Beginning Yearbook Advising [no experience]
- Intermediate Yearbook Advising [limited experience]
- Advanced Advising Strategies
- Design for Advisers
- Photography for Advisers
- Writing for Advisers

Years of experience you have in advising publications

- New Adviser
- 1-3 Years
- 4-6 Years
- 7-10 Years
- 10+ Years

Mini-session Registration

Please select two of the following mini sessions to attend:

- Chronological Yearbooks
- Covering Everyone at Least Three Times
- Marketing and Selling Yearbooks
- Selling Business Advertisements
- Staff Manuals: An Adviser's Friend
- Working With Administrators, Teachers and Parents

Publication Advised (select all that apply)

- Yearbook
- Newspaper
- Magazine

Yearbook creation method

- Desktop Publishing
- Online Publishing

Academic Credit [optional/extra fees apply]

I am interested in receiving more information about the following:

- Post-baccalaureate credit from Weber State University
- Graduate credit from South Dakota State University

Registration Fee

- \$400 Early-Bird Registration (postmarked by June 8, 2009)
- \$425 Standard Registration (postmarked after June 8, 2009)

Payment Method

- Check enclosed (Please make check payable to Jostens Adviser University)
- Purchase Order enclosed
- Other



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