

ADVISERS
Aug. 3 - 6, 2011

Register in **6** easy steps!

1 CHOOSE A WORKSHOP PACKAGE

This will tell us whether you want to attend the adviser session and/or accompany your students to the student session. Please read each package description carefully before marking the appropriate blank.

Package 1: Adviser Session Only, Aug. 3-6

Specialized instruction includes sessions in beginning advising, experienced advising, and desktop publishing with InDesign. Mini-workshops will also be offered on a variety of topics. Appropriate for middle/junior high school as well as high school advisers who advise student media. Includes lodging, meals, state banquet, parking, registration, and WJEA membership dues. **Fee: \$375**

Package 2: Both Sessions, Aug. 3-10 This package is only for those who will be attending the adviser workshop **and have been hired to work as a floor supervisor at the student session.** **Fee: \$375**

Package 3: Student Session Only, Aug. 7-10. This package is for adults who will arrive on Aug. 7 and **have been assigned to serve as an instructor at the student session.** **Fee: None, but registration must be postmarked by June 24.**

_____ Check here if you are an instructor for adviser session.

_____ Check here if you are an instructor for student session.

_____ Check here if you will accompany your students to the Student Workshop but will not be working at the student workshop. There is a lodging and meal fee for this option. Then contact Workshop Director for more information.

Package 4: State Banquet Only, Aug. 5
Attend the WJEA State Banquet only on Aug. 5, 6-9 p.m. Open to all publications advisers and their guests. Arrangement for overnight housing in a college dorm (cost extra) may be made by calling CWU Conference Center at 1-800-752-4379. Attendees must register in advance. **Fee: \$40**

In addition to registration fees, advisers may wish to plan for other expenses that require separate payment.

- Two university quarter credits or 20 clock hours are available at the workshop.
- A selection of classroom curriculum materials, books and reporter's notebooks will be available for purchase.
- Donations to the Student Press Law Center will be accepted.

2 SELECT A FOCUS GROUP

Your focus group will be your area of emphasis for this workshop; you'll spend about 15 hours there. But don't worry, there will be keynote sessions and mini-workshops in addition to your focus group, which will provide learning opportunities in other areas.

Sessions may be modified based on enrollment. Please indicate your first and second choices.

Beginning Publication Advising

Instructor: Joy Lessard, Ellensburg High School

Designed to meet the needs of **both newspaper and yearbook advisers**, this session will help inexperienced advisers (those with three or fewer years of experience) conquer the panicky feeling of knowing they will be teaching a new journalism class or advising a new publication in a few weeks. Whether you need a "boot camp" to get ready for the new year or some ideas to teachy in your first few years, the instructor will provide curriculum ideas, tips on staff management and legal matters, technology basics, motivation, grading, fundraising — and lots of hand-outs. Participants will develop a support network of advisers for during the year. Yearbook advisers will also have the opportunity for a special breakout session with fellow advisers.

Advanced Publication Advising

Instructor: Alan Weintraut, our expert-in-residence, will offer a wealth of strategies for recruiting a staff, taking journalistic instruction to a successful level and challenging students to achieve. Some curriculum will be determined by the needs of participants. Each adviser will compile a notebook of practical lessons and ideas for teaching journalism and advising student media.

Desktop Publishing with Adobe InDesign CS

Instructor: Mark Isakson, Lynnwood High School

Are you new to desktop publishing? Do you want to learn publishing software used by professionals and successful school journalism programs? Do your students know more than you about the software? Learn in a relaxed, easygoing atmosphere, suitable for beginners or those who know InDesign but want to learn all the "tricks." This class will be custom-tailored to meet the needs of participants; course content may include graphic design and layout concepts; Adobe InDesign fundamentals; working with text, photos, graphics and frames; little-known tools, palettes and toys; tons of time-saving shortcuts and neat design tricks; printing tips; and unveiling other mysteries of superior publication design. Class will be hands-on in a state-of-the-art computer lab.

Mini-Sessions — You will sign up at the workshop!

The workshop provides an opportunity for two one-hour breakout sessions on specialized topics. Past topics have included planning in-depth coverage, grading a production course, introduction to InDesign, earning certification through JEA, Photoshop tips and tricks, yearbook advisers' roundtable, and the newsmagazine format. Indicate topics of interest:

BONUS! All Adviser Session participants will receive a one year membership in WJEA, a \$30 value. (Membership in national JEA is not included).

3 FILL OUT ALL NECESSARY INFORMATION

Name _____ Gender: M F JEA certification? CJE MJE

Address _____

City _____ State _____ ZIP _____

School name _____

Home / summer phone () _____ School phone () _____

E-mail _____ Summer E-mail _____

Please indicate number of years advising media and type. Write "NEW" if you're starting your first year:

Newspaper: _____ Yearbook: _____ Newsmagazine: _____ Literary Magazine: _____ Broadcast: _____

Roommate request _____

I would like a single room for an additional \$15 per night.

Special needs (lodging/dietary) _____

Emergency contact: Phone () _____ Name / Relationship _____

Attach a list of health-related concerns of which workshop staff should be aware, including medications.

In the event that emergency contact and/or physician cannot be reached, I give permission for conference directors to seek medical attention as needed at my expense.

Signature (required) _____

4 CREDITS OR CLOCK HOURS? LET US KNOW

Check here if you plan to register for two quarter credits from Central Washington University. Cost will be \$200 at the workshop. Bring a separate check for credits, payable to WJEA.

Check here if you plan to register for 20 clock hours. Cost will be \$80 at the workshop.

Do NOT include credit/clock hour fee with this registration. Credit and clock hour fees will be collected at the workshop. Because workshop content changes, credits/clock hours count for a new class each time you register — even if you have attended this workshop in the past.

5 MAIL THIS FORM AND PAYMENT BY JUNE 24

Workshop cost is \$375, and includes instruction, materials, three nights lodging, meals (including the state banquet) and parking. Add \$45 for a single room. Add a \$25 late fee if form is received by Central after July 1. Add \$3 per person if paying by school purchase order. Add \$15 for internet access in your room.

Purchase order #: _____

Make checks payable to **CWU Conference Center. NO REFUNDS**, but substitutions are allowed.

Mail this form and full payment to:

CWU Conference Program, 400 E. University Way, Ellensburg, WA 98926-7592.

If you have questions about registration or facilities, contact the CWU Conference Center at 1-800-752-4379.

6 MARK YOUR CALENDAR. WATCH YOUR MAILBOX.

Registration is Aug. 3 from 1 to 2:30 p.m. First session begins at 3 p.m. Final session ends at noon Aug. 6. You will receive additional information in the mail within a few weeks of the workshop.