



WASHINGTON JOURNALISM EDUCATION ASSOCIATION  
PO Box 24389  
Seattle WA 98124

WJEA SUMMER JOURNALISM WORKSHOP  
July 27-30, 2017

REGISTER BEFORE JULY 1!



## Washington Journalism Education Association's Summer Workshop for Students & Advisers

July 27 - July 30 | 2017 | Western Washington University

Want to improve your student media? Better train your staff?  
Become a better adviser? Become a more effective editor?  
Want to network with attendees from across the country?

Then the  
**WJEA Summer Workshop**  
is for you!

**Look inside to find out more...**

### Important Information

Check-in is between 1 to 2:30 p.m. on Thursday, July 27. The first session begins at 3 p.m. and the final session ends at noon, Sunday, July 30. More info will be sent to registrants via mail prior to the workshop. For driving directions and info about WWU, visit [www.wvu.edu/campusmaps/](http://www.wvu.edu/campusmaps/) Still have questions? Contact Kathy Shrier at [wjaexecutivedirector@gmail.com](mailto:wjaexecutivedirector@gmail.com) or 206-979-3234

**Here's a brief sampling of comments on evaluations completed by past workshop participants:**

*"The workshop was very helpful. It calmed a lot of the fears I had as a new adviser."*

*"I am thoroughly inspired. Thank you!"*

*"Overall, this was a very positive, helpful experience."*

*"I found the format to be highly helpful. The workshop seemed to fly past."*

# JOURNALISM



## Washington Journalism Education Association's Summer Workshop for Students & Advisers

July 27 - July 30 | 2017 | Western Washington University

**J**oin us this summer on the beautiful campus of Western Washington University overlooking the San Juan Islands to the west and nestled at the foot of Mt. Baker to the east. Spend four intensive days with our incredible workshop staff who will help you develop exemplary journalism skills and knowledge in practical, hands-on sessions. Whether you're a novice student reporter, a senior editor, a veteran educator or advising for the first time, our staff and curriculum will meet your needs. We'll see you in July!

### World class workshop

**S**tudent and adviser sessions run concurrently, and in some cases sessions are combined in order to provide the best educational experience possible. Our experienced staff members are among the finest journalism educators in the country and are specifically selected because of their knowledge, skill and passion for scholastic media.

**Student Sessions** – Make your school media program the best it can be and make tons of new friends from around region at the WJEA Summer Journalism Workshop for students.

Whether you're an editor or a beginning staff member, you can choose a Major Session that fits your needs. Our fun, knowledgeable workshop instructors will bring you up to date on the latest trends in all aspects of media, plus give you plenty of hands-on experience.

Besides your Major Session, you'll attend several Minor Sessions choosing from several topics. And of course there will still be time for recreation and socializing.

Start the school year refreshed, recharged and refocused on improving your skills and the student media at your school.

**Adviser/Educator Sessions** – Learn new techniques to improve your advising skills while networking with colleagues from around

the region. Knowledgeable workshop instructors will bring you up-to-date on the latest trends in all aspects of student media, plus give you tips on curriculum, staff management, press law and assessment. Separate sessions for experienced and inexperienced advisers address more specific needs, and combined sessions address challenges facing advisers in our ever-changing media landscape.

**The Novice Adviser/Educator Session** is an introductory boot camp that will get you fully prepared to begin your advising career. Aimed at serving educators who are in their first few years advising student media, our program will help you establish the foundation of an exemplary program. In addition to information and materials, you'll establish a lasting network of fellow advisers who will be there with a helping hand throughout the school year. That's the WJEA way of working together!

**The Experienced Adviser/Educator Session** builds on existing skills by not only providing you with the opportunity to *learn about journalism*, but also by *doing journalism*. In the world of 21st century media, we know you need to help your students become well-rounded and skilled in an increasingly complex, technology rich environment. So we've created a program focused on convergence advising for team coverage and packaging. We'll teach you *how*, and provide you the opportunity to *do*.

So, start the school year refreshed, recharged and refocused on building the legacy of great student media at your school.





# You've got a Major decision to make

But, don't worry – we've got you covered. Just like in college where you choose a Major, that's what you do at our workshop. Our ever-evolving curriculum is presented by some of

the top instructors and advisers in the country. So, no matter which Major track you choose, you're going to learn a great deal and get plenty of attention. We believe in learning-by-doing,

so look over the options below and choose the Major that will best fit your personal needs and goals. Please note that all Major sessions (except just two\*) are open to student journalists and

journalism educators alike. After all, we're all in this to learn about producing great scholastic journalism. Have questions or want help choosing the best Major for you? Give us a call!



## Editorial Leadership (\*students only)

This Major is designed for students who will be in a leadership position on a newspaper, yearbook, news website, broadcast or magazine staff. This session focuses on building leadership and editorial skills, setting goals, designing effective news coverage, staff management, teamwork and conflict resolution. **Prerequisite:** At least one semester experience on a student media staff. **Note:** Students who have attended this session before or who have been an editor for at least a year should indicate so on their registration form. Additional leadership opportunities may be provided to repeat attendees.



## Intro to Journalism Boot Camp

New to journalism? This is your Major! You'll cover just about everything you need to know for a successful start in student media. Learn the basics of journalistic writing, including interviewing, reporting, AP style, story structure and how to write news and feature stories. Other key topics are also covered in this amazing intro to journalism crash course. Recommended for those who are new to publications staff and/or those with limited journalistic writing experience.



## Advising Student Media (\*educators only)

Feeling overwhelmed? Need to recharge your advising batteries? We'll take care of you with morning and afternoon refreshments and networking time as you become part of our great network of advisers! Come and learn from some of the top veteran journalism educators in the country. While we have a great established curriculum, we also want you to come with your concerns and questions so we can address your specific needs. Advisers are asked to bring a laptop and a flash drive, if possible. And, of course, clock hours are available at an incredibly reasonable price.

### Adviser Options

1. Choose either the Novice or Experienced Adviser session –

#### Novice (fewer than three years advising)

Whether you need a "boot camp" to prep for the new year or a creative kick start, we'll provide curriculum ideas, tips on staff management and legal matters, technology, motivation, grading, fund-raising – and lots of handouts and digital files. In addition to information and materials, you'll establish a lasting network of fellow advisers who will be there with a helping hand throughout the school year. That's the WJEA way of working together!

#### Experienced (three or more years advising)

Topics are developed in part based on your specific needs. Here you'll build on existing skills by learning about journalism and by doing journalism. In the world of 21st century media, we know you need to help your students become well-rounded and skilled in an increasingly complex, technology rich environment. So, we've created a program focused on convergence advising for team coverage and packaging. Bring your smartphone, laptop and DSLR camera, if possible!

2. Or, attend one of the other sessions as a student participant (except for the editorial leadership Major) This option is for experienced advisers who have attended the workshop in the past. You may prefer to observe one or more student Major sessions so you can glean instructional and curricular ideas from our expert staff. Details for this option will be worked out with our Experienced Adviser instructor on the first day of the workshop.



## Journalistic Story-telling

Most school publications, websites and broadcasts are full of features in many formats. This Major will further develop the writing abilities of those who have had a beginning journalism (writing) course or who have experience on a publication staff by exploring the varieties of feature writing. Interviewing, copy editing and AP style are also addressed. Instructors may reassign students at the workshop. Be prepared to write on short deadlines.



## Photojournalism

All aspects of being an effective, competent and ethical photojournalist are covered in this limited-enrollment Major session. To best serve our attendees, we've broken this session into two parts:

### Beginning

Novices will concentrate on basic digital camera operation, technique and lighting. Managing digital files, working with editors and reporters, ethics and other issues related to photojournalism will also be addressed.

### Advanced

This session will review camera operation, but will spend the majority of time perfecting exemplary photojournalism techniques as well as using Adobe Photoshop. **NOTE:** Participants in this Major should bring the digital camera they will use during the school year, connection cables and adequate storage media. Additional information will be sent prior to the workshop.



## Digital News Management

This Major is aimed at helping publications make the move online. Participants will create a WordPress site from scratch and develop processes for managing the content of an online publication. By the end of the session, participants will have the opportunity to get a basic site up and running and looking good at little or no cost. While no prior coding or WordPress knowledge is needed, participants should have a solid understanding of their publication with regard to establishing a web presence. Other digital tools and social media connections will be addressed.



## InDesign for Publications

### Beginning InDesign

This Major focuses on basic graphic design and layout concepts for all types of print publications. The majority of work focuses on using InDesign to layout pages for newspaper, newsmagazine, yearbook or literary publications. Topics include: formatting text, headlines, and captions; placing and formatting graphics; and basic tricks to make InDesign more productive. *Designed for participants who have little or no experience with InDesign.*

### Advanced InDesign

Participants move beyond the basic functions listed in the Beginning Major and explore InDesign's many palettes and advanced text handling. Attendees may also use Photoshop for photos and graphics. A solid working knowledge of InDesign is prerequisite. **NOTE:** These sessions are hands-on in state-of-the-art labs. Depending on availability, sessions may be taught using either Apple or Windows operating systems. Differences between platforms are slight, and instructors will provide information for both formats when they differ. Due to lab space, enrollment is limited to just two students and one adviser per school.



## Graphic Design

Learn the classical principles of graphic design as well as some cutting edge trends in this Major. Also, learn about packaging information, about creating infographics, and about using color and fonts well. Attendees will work in a computer lab as well with pencil and paper.

WHERE MEDIA CONNECTS  
**WJEA**

WASHINGTON JOURNALISM EDUCATION ASSOCIATION

## We're all about collaboration and making connections

Exemplary student media isn't created in a vacuum, so many of our Major sessions work together to produce real content during the workshop. We want writers to write, photographers to shoot, leaders to lead, and so on. So, be prepared to learn – and work – in a dynamic, collaborative environment. Want a glimpse into what we've done in the past? Check this out: [www.HumansofWJEA.org](http://www.HumansofWJEA.org)

## And several Minor decisions, too

When you get to the workshop, you'll choose three additional sessions to attend as part of your workshop experience. These hour-plus, intensely focused mini-sessions address topics that complement your Major session. Topics from past workshops have included: sports writing, editorial/opinion writing, intro to design, press law and ethics, headline and caption writing, advertising and business for student media, effective staff management, AP style, intro to broadcast streaming, moving your publication online, and more! You'll get more info when you register and then you'll sign up at the workshop.