

WEDNESDAY, JULY 7 – FRIDAY, JULY 9

9AM - 5PM WEDNESDAY-THURSDAY
9AM - 3PM FRIDAY

LADUE HORTON WATKINS HIGH SCHOOL
1201 SOUTH WARSON ROAD // ST. LOUIS, MO 63124

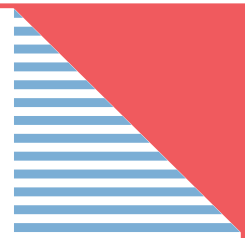
YBK-STL SUMMER YEARBOOK CAMP
QUESTIONS? CONTACT DAN MUELLER
DBMUELLER@HERFFJONES.COM // 314.249.0068

Registration fees: 1-7 campers \$180 // 8+ Campers \$160 // Yearbook Advisers FREE
Pre-pay discount of \$10 is applied if paid in full by JUNE 1.

REGISTER ONLINE AT: WWW.YEARBOOKDISCOVERIES.COM/YBK-STL

PAY ONLINE OR MAIL A CHECK TO

YBK-STL, LLC
1849 ELMIRA COURT
ST. LOUIS, MO 63146



**IT'S TIME TO START YOUR NEXT YEARBOOK.
IT'S TIME FOR A FRESH START.
IT'S TIME TO RESET AND RECHARGE YOUR STUDENTS.**

Editors and staffers everywhere attend summer workshops to prepare for their new roles on staff. To become inspired. To start making plans for their next yearbooks.

Whether you'll be writing, taking photos or designing spreads, you're a journalist. You tell stories, focusing on the people, moments and memories that capture the year.

JUMP IN NOW TO GET READY.

The magic of yearbook doesn't just happen. A yearbook staff dreams and plans, creates and revises for months before the first pages are ready to submit. Your work will be treasured not just when the books arrive on campus, but also years into the future when the readers return to the yearbook you've created, because — then, too — the process repeats itself and the year comes back to life.

As editors, advisers and staffers, you balance the privilege of capturing memories and telling stories with the responsibility of creating an accurate and inclusive history and the challenge of finding new ways to make each volume fit the coverage year.

We'll cover the basics of yearbook and more. Learn more about how powerful photography, compelling stories, new coverage strategies and fresh design ideas work together to become a cherished time capsule of the school year.

You'll learn how to make your readers smile every time they

TURN THE PAGE.

CHOOSE A TRACK



BEGINNING YEARBOOK

New to yearbook? This class is for you. We have everything you need to know about the yearbook world – from design and photography to copy and captions. We'll devote time to interviewing, caption and headline writing, spread design and technology. We'll use Herff Jones' eDesign software, and you'll learn the necessary skills to contribute to the publication.

ADVANCED YEARBOOK

This course is for those in leadership roles, especially editors-in-chief and managing editors. You'll build a ladder, develop a coverage plan and establish deadlines. We'll discuss time management, design consistency and staff motivation. And, we'll cover options for reference pages including portraits, team/club photos and scoreboards.

PHOTOGRAPHY

We have a course for every photographer. You'll practice the essentials of expert photography. Bring your digital camera, charged batteries, memory cards, card readers and anything else you need to get the perfect shot. You'll work in groups based on experience and knowledge. Beginners will learn the essentials and mechanics. Returners will learn new techniques and photo-editing skills.

FEATURED SPEAKERS



NANCY SMITH
LAFAYETTE HS, 2017
JEA YEARBOOK
ADVISER OF THE
YEAR, PACEMAKER
FINALIST, JEA WRITE-
OFF CHAIR



CARRIE FAUST
SMOKY HILL HS,
NSPA PACEMAKER
WINNER, CPSCA CROWN
WINNER, JEA PIONEER
AWARD, GOLD KEY
RECIPIENT



JONAH FISHER
PHOTOGRAPHY
EXPERT AND AWARD-
WINNING ADVISER
FROM ATLANTA, GA



MIKE SIMONS
CORNING-PAINTED
POST HS, NSPA
PACEMAKER
WINNER, CPSCA
CROWN WINNER,
PODCAST HOST

DEBRA KLEVENS, PARKWAY WEST HS; JEFF KUCHNO, OAKVILLE HS; DANIELLE CORGAN, HJ STL

NEED TO KNOW



CHECK-IN

Check-in the morning of July 7 will be in the senior lobby on the south side of the building starting at 8 am. We will start the workshop promptly at 9am so please arrive early.

MEALS

BREAKFAST/SNACK

Juice, fruit and assorted snacks will be available when students arrive each day and throughout the morning hours to enjoy between sessions. This is intended as a morning snack – not a full breakfast.

LUNCH

Lunch will be provided each day from local eateries, based partially on student selections. Pizza or sub sandwiches usually top the list!

EVENINGS – ON YOUR OWN

All evening meals are independent of the workshop. Local staffs have plenty of time for normal summer activities. Travelling staffs can choose to spend the evenings together developing their theme or exploring the many sights of the St. Louis area.

CAMP FORMAT

SESSIONS

Students will enjoy a mix of large group learning opportunities and smaller sessions based off interest taught by nationally-recognized journalism advisers.

COVER DESIGNER

Students will be able to sit with a cover designer to see their ideas come to life.

SCHOOL GROUP TIME

Time will be dedicated specifically for staffs to meet together, create team unity and make plans for the upcoming school year.

TECHNOLOGY

Throughout the workshop, staffs will have the opportunity to receive technology training. Schools are encouraged to bring laptops if available. Public wi-fi will be accessible.

SUPERVISION

Adult supervision will be provided during camp. Adhere to all school and/or district policies regarding chaperones and adult supervision.

COVID-19

Our team will be following enhanced safety protocols to ensure the health and safety of all involved. Prior to the workshop, you will receive an e-mail with all COVID related restrictions and guidelines based on guidance from our host school and local health officials that will reflect the current status of COVID in our community.

TRANSPORTATION

All transportation arrangements are the sole responsibility of the attending school, adviser/chaperone and/or participant.

OVERNIGHT ACCOMMODATIONS

If your school is travelling to St. Louis from out of town, we do not provide overnight accommodations. It is your responsibility to make all reservations, but we suggest this hotel below:

**DRURY INN & SUITES - BRENTWOOD
OR
DRURY INN & SUITES - CREVE COEUR**
www.Druryhotels.com