



**JUNE 6, 2024**

- 8:00-9:00 REGISTRATION/CHECK-IN | *TN Reps* MCWHORTER ATRIUM  
9:00-9:15 WELCOME & INTRODUCTIONS | *TN Reps* MCWHORTER 110  
9:15-10:15 GENERAL SESSION: THEME & CONCEPT | *Mitch & Margaret* MCWHORTER 110  
10:30-11:30 STAFF WORK TIME: THEME FOCUS | *Editor Led* MCWHORTER 110  
10:30-11:30 ADVISER ONLY BREAKOUT SESSIONS

**NEW ADVISERS** | For advisers with 3 years or less experience that need help with curriculum/teaching, grading and project management.

*Margaret Sorrows and Jay Hall* INMAN 110

**EXPERIENCED ADVISERS** | For advisers with 3 or more years experience. Discussion on best practices surrounding deadline performance, signature submission, having an editor led yearbook staff, etc...

*Mitch Eden and Kelly Salassi* INMAN 111

- 11:30-12:30 LUNCH | HARRINGTON PLACE DINING IN THE JOHNSON BUILDING  
12:45-1:30 BREAKOUT SESSIONS

**INTERVIEWING, REPORTING & WRITING** | Unlock the power of storytelling. Learn essential techniques to capture the essence of your school community through compelling interviews, thorough reporting, and engaging writing. From honing interview skills to crafting captivating narratives, you will gain hands-on experience and valuable insights to create memorable yearbook features that resonate for years to come.

*Mitch Eden* INMAN 111

**INSPIRATION** | Design inspiration is everywhere. You just need to know where to look. In this session, we uncover sources of inspiration waiting to fuel your yearbook's visual identity with the perfect blend of innovation and tradition for your publication.

*Margaret Sorrows* INMAN 110

**INTRO TO LAYOUT PRO** | Learn how to design, edit and submit your yearbook pages.

*Michelle Hutsell* MCWHORTER 109

- 1:45-2:30 BREAKOUT SESSIONS

**GREAT THEME COPY** | Now that you've got a killer theme, cover and concept, it's time to make the inside of the book come alive with great copy. In this session, we will look at developing theme copy on essential pages to help unify your book, develop your concept and help make the story of the year one that your readers will remember.

*Margaret Sorrows* INMAN 110

**BUILDING A POSITIVE CULTURE** | You work hard, but don't lose sight of what matters. Your class, your staff, your culture should be one that supports, promotes and celebrates you and the work you are doing. Come get some ideas to incorporate fun and pride into your organization.

*Pam Pearson and Michelle Hutsell* MCWHORTER 109

**HEADLINES & CAPTIONS** | Unleash the power of words and transform ordinary moments into unforgettable memories with impactful headlines and captions. Learn the crucial techniques to succinctly capture the essence of each moment, infusing your yearbook with personality and depth.

*Mitch Eden* INMAN 111

# JUNE 6, 2024 CONTINUED

## 1:45-2:30 BREAKOUT SESSIONS CONTINUED

**ALTERNATIVE COVERAGE TREATMENT** | Think about how you read a yearbook or a magazine. Do you stop and read long blocks of text? Maybe. OR do the graphs, charts, timelines, and other little sidebars grab your attention more? Definitely! In this session, we'll learn new ways to tell a story in order to give your readers what they crave beyond traditional paragraphs. Whether it be a single mod or an entire spread, we need to imagine stories differently.

*Amey Graybeal* **MCWHORTER 108**

2:30-3:30 **STAFF WORK TIME** | *Adviser Led* **MCWHORTER 110**

3:45-4:15 **GENERAL SESSION: COVERAGE** | *Mitch & Margaret* **MCWHORTER 110**

4:15-5:00 **STAFF WORK TIME: COVERAGE FOCUS** | *Adviser Led* **MCWHORTER 110**

## 4:15-5:00 EDITOR ONLY BREAKOUT SESSION

**LEADERSHIP** | This leadership session will be led by editors from various schools across the state. Learn how they spend their class time leading their staffs, help motivate their teams to meet deadlines, mentor new staffers and celebrate successes all year long

*Mitch Eden* **INMAN 111**

5:30-6:30 **DINNER** | **HARRINGTON PLACE DINING IN THE JOHNSON BUILDING**

6:30-8:30 **MOVIE NIGHT FUN** | *TN Reps* **IN THE LAWN**

# JUNE 7, 2024

7:30-8:30 **BREAKFAST** | **HARRINGTON PLACE DINING IN THE JOHNSON BUILDING**

8:45-9:00 **GENERAL SESSION: PHOTOGRAPHY** | *Margaret* **MCWHORTER 110**

## 9:05-10:05 DESIGN BREAKOUT SESSIONS

**BEGINNING DESIGN** | For those yearbook staffers (and advisers) who have had little opportunity to design spreads.

*Mitch Eden* **INMAN 111**

**ADVANCED DESIGN** | For those who understand basic design principles and have designed spreads.

*Margaret Sorrows* **INMAN 110**

## 10:15-11:00 BREAKOUT SESSIONS

**PHOTOGRAPHY VISUAL VARIETY** | Photos dominate yearbook real estate. Learn how to shoot a photo story and use those images to tell a better story on yearbook spreads. Photo editing will also be discussed.

*Mitch Eden* **INMAN 111**

**BASIC PHOTOSHOP AND SNAP EDIT TOOLS FOR LAYOUT PRO** | Learn how to do quick tasks in Photoshop, such as cutouts, without spending hours frustrated at your computer. Don't have Photoshop? Learn how to put the Snap Edit tool in Layout Pro to work.

*Alicia Archuleta (Rossvieview HS, TN)* **MCWHORTER 108**

**SMART PHONE PHOTOGRAPHY** | Get out your phone and go on a scavenger hunt for some great photos using techniques outlined in this class. This class is about photo composition strategies. Bring your phone.

*Margaret Sorrows* **INMAN 110**

**IT'S A PLAN** | Finding a production process that works the same for each staff is like trying to find a needle in a haystack. BUT, there are some universal best practices that can be modified for any staff. In this session, we will cover production cycles, work flow and grading.

*Instructor Name* **MCWHORTER 109**

11:15-12:00 **GENERAL SESSION: MARKETING/SOCIAL MEDIA** | *Mitch* **MCWHORTER 110**

12:00-1:00 **LUNCH** | **HARRINGTON PLACE DINING IN THE JOHNSON BUILDING**

1:15-2:00 **STAFF WORK TIME: FINALIZE CONCEPTS** | *Adviser Led* **MCWHORTER 110**

2:15-3:00 **GENERAL SESSION: CONCEPT SHARE** | *Mitch & Margaret* **MCWHORTER 110**

3:00-4:00 **CLOSING & AWARDS** | *TN Reps* **MCWHORTER 110**