



Bring your staff and prepare for your yearbook! The entire staff is invited to attend this one-day workshop in your area for the small price of:

FREE!!!

You will gain some insightful ideas as well as tap into the latest trends in yearbook design. We are looking forward to seeing you in September!

We are happy to help you with your publication throughout the year. Please phone or e-mail any time you would like to set up an appointment.

This free workshop is brought to you by your Jostens publishing representatives:

Thane Chastain 316-371-4474 thane@thanesbrain.com	Jake Wright 316-993-6671 jake.wright@jostens.com
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important Please return the enclosed postcard if your school will attend one of the sessions. **Return it even if you DO NOT plan to attend.**

These cards provide CRUCIAL information so that we can schedule school visits. Please include days of the week and specific start and finish times of staff meetings and planning periods along with your phone number and e-mail.

time line

8:15 a.m.	Traveling library opens
8:30 a.m.	Workshop begins
10:30 a.m.	Break (snacks provided)
11:00 a.m.	Workshop resumes
1:00 p.m.	Dismissal

ROLL CALL kicks off the workshop with an opportunity for each staff to respond with an original cheer. A prize will be awarded to the staff with the most creative cheer. You must limit your cheer to under one minute.

workshop sites

1 **Newton**
Tuesday, September 7
Bethel College, Auditorium

2 **Garden City***
Thursday, September 9
Garden City Community College, Auditorium

3 **Dodge City***
Friday, September 10
Dodge City Community College, Auditorium

4 **Hutchinson**
Monday, September 13
Hutchinson Community College, Auditorium

**Workshops taught by Laura Schaub*

topics covered

- Cover Selection
- Yearbook Copy Writing Trends
- Working with Photographers
- Writing Captivating Captions
- Theme Development
- Layout and Design
- YearTech 2010

PHOTOGRAPHERS bring your cameras!

Sessions specifically designed for photographers will be conducted at many workshops.

TRAVELING LIBRARY featuring award-winning yearbooks.

COVER PLANNING SESSION following the workshop with your representative can be scheduled using the enclosed response card.

Top Journalism Professional Laura Schaub will teach workshops in Garden City and Dodge City



Laura Schaub

Laura Schaub is a national creative accounts manager for Jostens. Prior to joining the Jostens team, she served as executive director of the Oklahoma Interscholastic Press Association at the University of Oklahoma where she also taught courses in typography, design, desktop publishing and photography. Previously, she taught journalism courses and advised student publications at Charles Page High School in Sand Springs, OK, for 22 years.

Schaub is a CSPA Gold Key recipient, past Oklahoma Journalism Teacher of the Year and former Dow Jones Newspaper Fund Distinguished Adviser. She was inducted into the National Scholastic Journalism Hall of Fame in 1991 and served as president of the CSPAA for two terms.

In 1997, she was University of Oklahoma Journalism Professor of the Year. She received the NSPA/JEA Pioneer Award in 2000. She has directed and taught student publications workshops throughout the United States and recently served as contributing author to Journalism Today, a newly revised journalism text and workbook series published by the National Textbook Company. She also co-authored and edited Scholastic Yearbook Fundamentals, a monograph published by the Columbia Scholastic Press Association. She served as images editor and contributing writer for CSPA's most recent monograph, Magazine Fundamentals.

She chaired the CSPA Judging Standards and Practices Committee for over ten years. In March 2001, she received the Col. Joseph M. Murphy Award from CSPA and The New York Times for outstanding service to scholastic journalism. In 2002, she received the James F. Paschal Award for service as a state scholastic press association director. She also recently was named one of 75 Legends in Texas Scholastic Journalism. At the spring 2004 CSPA convention, she received the Charles R. O'Malley Award for Excellence in Teaching Journalism. She is a professor emeritus at the University of Oklahoma.