

Walsworth Sessions

Friday, Nov. 2

Big school? Huge coverage headaches. Not anymore

Friday | 9 a.m. | Grand D South, Ballroom Level (East Tower)

Mike Taylor, CJE, and Sarah Lerner, Marjory Stoneman Douglas High School, Parkland, Florida

Do you have a school that resembles a member of NATO? How can you possibly get all those kids in the book three times? The speakers will show you how to get those kids in the book.

Yearbook Chat with Jim: Live from Chicago

Friday | 9 a.m. | Exhibit Hall

Jim Jordan

Come be a part of a live recording of Jim Jordan's podcast, *Yearbook Chat with Jim*. Great advisers and their staffs. JEA movers and shakers. See what great guests we have for you. Don't miss this one.

Why did you choose that photo?

Friday | 10 a.m. | Grand D South, Ballroom Level (East Tower)

Mike Taylor, CJE

How many times does a staff member choose the photo that appears first, regardless of much better photos in the folder? Knowing how to select the appropriate photo will add interest and intrigue to your spread and your storytelling.

Don't count them out. Junior high/middle school yearbooks can be journalistic and stylish, too!

Friday | 10 a.m. | Columbian, Concourse Level (West Tower)

Jill Chittum, MJE, and Andrew Young, Woodland Junior High, Fayetteville, Arkansas

A junior high adviser and a yearbook rep will help you enhance the staff management, design, coverage and photography of your book to make them stand out nationally and prepare your students for high school journalism programs.

Yearbook like you're Snapchatting. Why do our stories matter more than ever?

Friday | Noon | Columbus H, Ballroom Level (East Tower)

Sarah Balduff and Kat Bayliss

We are constantly competing for people's attention, and we have short attention spans. We will show you how to write in a short and specific way — like your Snapchat story.

Team building: The importance of fun

Friday | 1 p.m. | Acapulco, Ballroom Level (West Tower)

Jim Straub

Learn the importance of having fun, growing as a team and getting to know the members of the staff you are a part of.

Saturday, Nov. 3

Design Quest 2019

Saturday | 9 a.m. | Grand D North, Ballroom Level (East Tower)

Jim Jordan

This session will stimulate your design thinking for this year's book. Where do the great yearbook designers get all those great ideas? Come see what the professionals are doing and learn how you might adapt these ideas for your 2019 book.

Design with your plate in mind

Saturday | 9 a.m. | Columbus G, Ballroom Level (East Tower)

Lori Mortland

Make a "meal" out of your yearbook spreads by including extras once your "main course" of photos, headlines and captions are on. Leave with 25 ideas for "spicing up" your pages and pleasing your readers' design palettes.

SOS — Systems of Success

Saturday | 10 a.m. | Grand D North, Ballroom Level (East Tower)

Jim Jordan

This session will examine specific systems of success – recruiting, finding inspiration, summer planning, ladder, getting better photos, staff organization, deepening your coverage, caption writing, storytelling, quality control, fun – that will ensure that your book will come out on time and you'll love the process.

Not your typical yearbook staff

Saturday | 1 p.m. | Columbus IJ, Ballroom Level (East Tower)

John Gearhart, CJE

It is getting harder and harder to recruit top yearbook staff members. Once you've selected your staff, you have to organize them! This session will give you conventional and non-conventional ideas for staff organization

It is time for chronological coverage

Saturday | 2 p.m. | Roosevelt 3B, Concourse Level (East Tower)

Valerie Tanke, CJE

Learn the art of using and creating alternative story formats to expand coverage, engage readership and offer more content in a creative way. Not interested in chronological coverage? Alternative story formats work well in traditionally structured yearbooks as well, which you'll learn in this session