

reTHINK2015



Isn't it time to take your news publication, yearbook, magazine, or website to the next level? If you want to do what you did last year in 2015-16, by all means DON'T attend reTHINK2015. Our promise: we will take your student medium from wherever it is now and help you take the next step. Our 10th year!

CONCEPT & DESIGN: MOVING TO THE NEXT LEVEL

We will emphasize finding ways to give readers more choices, more information, and more media "convergence." We focus on print yearbooks and newsmagazines, but also take a look at how social media, video and websites can expand coverage and readership.

Attendees are expected to have at least a working knowledge

THE SCHEDULE AT A GLANCE

Monday, June 8

12:30 - 1 p.m. Check in and late registration
1 - 1:45 p.m. Introductions/sharing stories
1:50 - 3:15 p.m. Our beliefs and the plan for this workshop
3:25 - 3:45 p.m. Activity personalized for you
3:50 - 4 p.m. Inspiration, prepping for Tuesday

Tuesday, June 9

9 - 9:10 a.m. A morning shot of inspiration
9:15 - 10:05: Breakout Session 1
10:15 - 11:05 a.m. Breakout Session 2
11:15 - 12:05 p.m. Breakout Session 3
12:05 - 12:45 p.m. Lunch [sub sandwiches]
12:45 - 1:15 p.m. Putting the afternoon's plan together for you and your staff
1:15 - 4 p.m. Staff and individual work.

Wednesday, June 10

9 - 9:10 a.m. A morning shot of inspiration
9:15 - 10:05: Breakout Session 4
10:15 - 11:05 a.m. Breakout Session 5
11:15 - 12:05 p.m. Breakout Session 6
12:05 - 12:45 p.m. Lunch [Chic-Fil-A]
12:45 - 1:15 p.m. Putting the afternoon's plan together for you and your staff
1:15 - 4 p.m. Staff and individual work.

Thursday, June 11

9 - 9:10 a.m. A morning shot of inspiration
9:15 - noon Staff and individual work, final prep for the BIG SHOW
Noon - 12:45 p.m. Lunch [pizza]
12:45 - 2:15 p.m. The BIG SHOW
2:15-2:30 p.m. Mid-afternoon shot of inspiration, and What's NEXT?!

of InDesign and Photoshop [all need a digital camera of some type, though smart phones are sufficient for most purposes], and Wordpress, if they want to explore online options. Also, staffs are encouraged to have a working domain and have Wordpress installed prior to arriving at the workshop. We will provide our generic Wordpress site as an alternative, just to practice skills.

Lunch and snacks are provided each day, Tuesday through Thursday. Windows and Apple computer labs will be available, and you may bring your own laptops, with wireless access

Past participants

You can count Pacemakers, Crown winners, and All-Colorado honorees among the programs that have gathered to do some "rethinking" over the past decade:

- Arapahoe HS
- Arvada West HS
- Castle View HS
- Cherokee Trail HS
- Conifer HS
- Dakota Ridge HS
- Doherty HS
- Douglas County HS
- Eaglecrest HS
- East HS
- Englewood HS
- Geo. Washington HS
- Grand Junction HS
- Grandview HS
- Legend HS
- Monarch HS
- Montrose HS
- Mountain Vista HS
- Overland HS
- Palmer Ridge HS
- Ponderosa HS
- Ralston Valley HS
- Regis Jesuit HS
- Rock Canyon HS
- Smoky Hill HS
- Standley Lake HS
- Thornton HS

Learn from the best!

Our team has developed this workshop over the past decade, and we think our tenth edition will be the best yet.

Mark Newton, MJE, advises the converged VISTAj media program at Mountain Vista HS. He previously built progressive and much-lauded program at Grand Junction HS. He is president of the Journalism Education Association.

Carrie Faust, MJE, advises the Summit yearbook and NEXT magazine/website at Smoky Hill HS. Summit was named Best of Show at the recent Denver national journalism convention, and the 2014 book was a National Pacemaker. Carrie is a Regional Director for JEA.

Kristi Rathbun, CJE, advises the Black & Gold yearbook at Rock Canyon HS. The 2014 book won third place Best of Show in April and was a finalist for a Pacemaker. She is JEA state director for Colorado.

Jack Kennedy, MJE, advised newspaper and yearbook in Iowa and Colorado for 30 years prior to leaving the high school classroom. He is the Colorado Student Media Association executive director and now teaches college writing.



SUMMER ADVISER WORKSHOP

Just starting your advising career? Join us. Need to shake things up for next year, as a teacher and adviser? Join us. Want to brush up on your skills and knowledge? Join us.

WHETHER YOU ARE INTERESTED IN SURVIVAL OR REVIVAL, YOU WILL FIND WHAT YOU NEED AT SAW THIS JUNE

TAKE THE CJE OR MJE EXAM Are you a JEA member with a journalism degree and/or the experience you need to be recognized as a professional media educator? CSMA Executive Director Jack Kennedy, MJE will offer a chance to take the CJE or MJE examination, without attending a national convention, Monday, June 8, from 9 a.m. until noon. **Important:** You must contact JEA to register and pay for the test at least two weeks prior to the workshop so materials will be available.

FACILITIES Rock Canyon High School, 5810 McArthur Ranch Road, Highlands Ranch CO 80124. This 12-year-old building is located at the southern end of Quebec Street, about 3 miles south of Park Meadows Mall. No matter the direction you are coming from, the most efficient route is to take C470 and exit at Quebec. Then drive south until you see the school on your right. Rock Canyon is fully air-conditioned and fully accessible. All classrooms and labs to be used are all in one wing of the school, and approximately 60 computers running Adobe Creative Suite will be available in two computer labs (both Windows and Mac). Please bring a digital camera to use during the workshop.

You are encouraged to bring your own laptop computers and fonts, but we will not be able to hook your machine to our network. Wireless is available. PDFs of pages may be loaded onto our system for printing. We recommend USB flash drives for transferring files. Our basic font package is the one that ships with Creative Suite.

This is a commuter camp, so if you need to stay overnight, you will need to make your own arrangements. We will send you a list of local hotels offering special rates after you register. Lunch and snacks are provided each day, but no evening meals are provided.

SAW will feature a faculty of Colorado Student Media Association board members and will provide instruction in class organization, advising philosophy, grading methods, professional support options, multimedia basics and hands-on training, and teaching writing & reporting. Advisers will also be able to choose from a menu of 50-minute sessions [part of reTHINK] which touch on all aspects of student media.

All SAW participants will participate in our Press Law & Ethics Quick Course, which can lead to earning **one hour of graduate credit** from Adams State.

reTHINK2.0

Need a late summer refresher? reTHINK offers a two-day crash course in media technology and staff organization, Aug. 3-4. Cost is \$50 per day per person. For schools attending our June 8-11 workshop, the daily cost is only \$40 per person!

Held at Mountain Vista HS, in Highlands Ranch, choose from this menu:
Aug. 3 OR Aug. 4 (Monday OR Tuesday)
Half-day workshops
• Photo management and editing (afternoon only)
• Staff organization and calendar (morning only)
• Writing & Editing crash course (both sessions)

Aug. 3 OR Aug. 4 (Monday OR Tuesday)
Full-day workshops
• Intro to Photojournalism + Photoshop basics
• InDesign basics

Aug. 3 AND Aug. 4 (Monday AND Tuesday)
Two-day workshop
• Video for your news site

So for \$100 per person [\$80 for schools attending reTHINK2015 June 8-11] you can provide your editors, new staff, or just you as adviser a jump start on the new school year, learning from experts who promise a hands-on experience, plus continuing support as the school year begins. And you can do all that in two days!

Will that be all you need to learn to excel in 2015-16? Of course not. But everyone involved will be that much further along in producing the best year yet in student media at your school.

Contact Jack Kennedy by July 15 with your questions, interests, including workshop choices, and numbers for each workshop.

Email him at jpkjournalism@gmail.com or call 303-550-4755.

reTHINK2015

SAW Summer Adviser Workshop Survival • Revival sponsored by CSMA

YES! YES! YES! My staff leaders and I want to "push the envelope" next school year, and we can't wait to spend June 8-11 at Rock Canyon HS in Highlands Ranch, brainstorming, arguing, and experimenting. **Please register by June 1 for assure your spot!**

Adviser(s): _____

School: _____

Street Address: _____

City: _____ ZIP: _____

Preferred Email: _____

Preferred Phone: _____

Desktop publishing system we use: Mac Windows

Adobe Creative Suite will be on all computers. Please feel free to bring your own laptop(s), software, fonts, etc., if so desired.

Lunches will vary each day, and a variety of snacks and beverages will be available throughout the day. Please let us know in advance about any dietary issues.

Summer information

Primary adviser contact: _____

Street Address: _____

City: _____ ZIP: _____

If mailing your registration, send to:

Jack Kennedy
9253 Sori Lane
Highlands Ranch CO 80126

You may mail your check in payment, or provide a check (or credit card) at registration, the first day of each workshop.

Questions? Email Jack at jpkjournalism@gmail.com or call 303-550-4755.

For advisers

- I will be bringing students to reTHINK2015. Include that information below. *Advisers are encouraged to bring students, allowing valuable staff planning opportunities, but may attend either workshop without students. It's your call.*
- I will be attending reTHINK2015, June 8-11.
- I will be attending Summer Adviser Workshop, June 8-11.

Optional opportunity for JEA members:

- I will be taking the CJE or MJE test on June 8 (There is a cost for this testing, to be paid to JEA. There is no additional cost to take the exam at Rock Canyon, from 9-noon. You need to complete your registration with JEA at least three weeks prior to the test, and you must be a member of JEA to earn national certification.)

Total advisers x \$150 each = \$ _____

For students

- _____ (total students) will be attending reTHINK2015 June 8-11. The workshop begins at 1 p.m. on Monday, June 9, with check-in beginning at noon that day.

Total students x \$150 each = \$ _____

Please list student names (substitutions may be made later)

Add advisers plus students attending = _____ x \$150 each
TOTAL DUE = \$ _____

Checks should be payable to Colorado Student Media Association.

Pay by credit card by attaching this to an email to:
jpkjournalism@gmail.com

Choose card type:

- Visa Mastercard Discover American Express

Name on card _____

Card number _____

Expiration Date _____ CVV code _____

(3 digits on back of card)

TOTAL AMOUNT PAID: _____

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JUNE 8-11

Two great workshops, **running concurrently** and hosted at Rock Canyon HS in Highlands Ranch, featuring the top student media advisers in Colorado as instructors.

Bring your editorial leadership team. Bring your entire staff. Enjoy classes focusing on advising skills most teachers only get from long (often painful) experience. Check in with your editors as they do in-depth planning for the 2015-16 school year. Learn about a wide variety of journalism skills and philosophies through focused sessions that appeal to advisers and students alike. Get a start on your CSMA Press Law & Ethics Certification and earn one graduate hour of credit from Adams State University.

REGISTER BY JUNE 1 TO ASSURE YOUR SPOT!



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