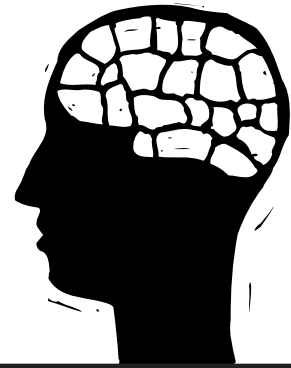


# reTHINK

Journalism has become increasingly fractured among various platforms over the past few years, but this summer why not focus on the foundation of great student journalism programs: **print**. Newsmagazines, magazines, yearbooks... we will focus on producing great print products next school year. Our goal? **Great content and great design to attract a tough audience.**



## CONCEPT & DESIGN: MOVING TO THE NEXT LEVEL

We will emphasize finding ways to give readers more choices, more information, and “attracting more eyeballs.” We won’t ignore the breadth of platforms you use to reach your community, but the focus is on print yearbooks and newsmagazines, exploring how they can be the bedrock of your media program. We will help you make your designs work seamlessly with your coverage and your writing.

Attendees are expected to have at least a working knowledge of InDesign and Photoshop (all need a digital camera of some type, though smart phones are sufficient for most purposes). 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 available.

### THE SCHEDULE AT A GLANCE

#### Monday, June 5

8:30 - 9 a.m. Check in and late registrations  
9 - 9:10 a.m. A morning shot of inspiration  
9:10 - 10:25 a.m. Introductions/sharing stories  
10:35 - 11:30 a.m. Our goals and the plan  
11:30 - 12:15 Lunch (sub sandwiches)  
12:15 - 12:30 Putting the afternoon’s plan together for you and your staff  
12:35 - 1:25 p.m. Breakout Session 1  
1:30 - 2:20 p.m. Breakout Session 2  
2:25 - 3:15 p.m. Breakout Session 3  
3:20 - 4:15 p.m. Featured session; staff, individual work

#### Tuesday, June 6

9 - 9:10 a.m. A morning shot of inspiration  
9:15 - 10:05 p.m. 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. Featured sessions; staff and individual work.

#### Wednesday, June 7

9 - 9:10 a.m. A morning shot of inspiration  
9:15 - 10:15 Featured sessions for all  
10:20 - noon Staff and individual work, prep for BIG SHOW  
Noon - 12:45 p.m. Lunch (pizza)  
12:45 - 1:30 p.m. Final prep for The BIG SHOW  
1:30 - 3 p.m. The BIG SHOW, where we share our work  
3 - 3:20 p.m. Final shot of inspiration, and WHAT’S NEXT?!

#### 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!

**Mark Newton**, MJE, advises the converged VISTAj program at Mountain Vista HS. He previously built a progressive and much-lauded program at Grand Junction HS. He is finishing his final term as 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 2015 Denver national journalism convention, and the 2014 book was a National Pacemaker. Carrie won a Gold Key from CSPA this spring.

**Kristi Rathbun**, CJE, advises the Black & Gold yearbook and The Rock newsmagazine at Rock Canyon HS. The yearbook has won numerous state and national honors and was a 2014 Pacemaker Finalist. Both publications were Crown winners this spring from CSPA. 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. His students won 12 National Pacemakers in newspaper and one in yearbook. He is the CSMA 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

In an age where the press seems under relentless attack and where phrases like “fake news” are used to describe even the student press, advising has become an even tougher job. From ethics to teaching interviewing, from managing a staff to organizing photography, and from helping students sell ads to creating a grading system that is fair and motivating, the job of student media adviser has never been more difficult. But we are here to help!

**FACILITIES** Rock Canyon High School, 5810 McArthur Ranch Road, Highlands Ranch CO 80124. This 14-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 in one wing of the school, and approximately 80 computers running Adobe Creative Suite will be available in three computer labs (both Windows and Mac). Please bring a digital camera to use during the workshop.

You are encouraged to bring your own laptop computer 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, if you request that. 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, led by Adam Dawkins, CJE, from Regis Jesuit HS, 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. Our Press Law & Ethics course will finish up as part of SAW (after three previous meetings earlier this school year), but everyone will review the basics of understanding student press rights in Colorado.

## Our Content

### Featured Sessions for reTHINK participants

**Alternatives to traditional text.** If you want to appeal to your audience, there’s more than photos, headlines and text to do it.

**The Maestro print strategy.** A way to not only present information, but to organize the staff.

**Making typography work for you.** Type choices and treatments are your bread and butter.

**Page architecture.** Great design depends on underlying grids, on understanding balance and dominance, and so much more.

**Watch your attitude!** Your publication needs a clear “voice” and personality.

### Breakouts for students and advisers alike

Monday afternoon and Tuesday morning offer a menu of in-depth sessions, much like a mini-national convention, presenting ideas, tips and challenges for all print journalists. Each day offers three blocks of 50-minute sessions.

**One beat, many readers.** It may start with print, but your program needs to reach students in many ways, and your staff needs to reflect that.

**Appealing to readers and increasing your reach.** We need to rededicate ourselves to serving our audience.

**Photoshop I** (for those who need to get started).

**Photocomposition.** Everyone on staff needs to become a photographer as well as a reporter.

**Planning, calendars and deadlines.** Even the coolest ideas need some organization to work.

**Adapting great ideas from the professionals.** We don’t need to start with a blank page or spread.

**InDesign I** (for those who need to get started).

**Leadership does not equal management.** Students don’t want to be managed. They want to be led!

# reTHINK

## 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 5-7 at Rock Canyon HS in Highlands Ranch, brainstorming, arguing, and experimenting. **Please register by May 29 to 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.

You may register using our convenient **online form**, as well. Go to [www.colostudentmedia.com](http://www.colostudentmedia.com) for the direct link.

### FOR ADVISERS

- I will be bringing students to reTHINK2017. 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 reTHINK2017, June 5-7.
- I will be attending Summer Adviser Workshop, June 5-7.

Total advisers x \$150 each = \$ \_\_\_\_\_

### FOR STUDENTS

- \_\_\_\_\_ (total students) will be attending reTHINK2017 June 5-7. The workshop begins at 1 p.m. on Monday, June 5, with check-in beginning at 8:30 a.m. 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.  
We also offer payment by credit card (see below):

Pay by credit card by attaching this to an email to:  
[jkjournalism@gmail.com](mailto:jkjournalism@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: \_\_\_\_\_

DECORATION ↑

Where should your news publication or yearbook land on this chart?

INFORMATION →

How about here?

We can help!

# JUNE 5-7

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 2017-18 school year. Learn about a wide variety of journalism skills and philosophies through focused sessions that appeal to advisers and students alike.

**REGISTER BY MAY 29 TO ASSURE YOUR SPOT!**



## 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.**

# reTHINK

Isn't it time to take your news publication, yearbook, or magazine to the next level? If you want to do what you did last year, by all means DON'T attend reTHINK2017. Our promise: We will take your student medium from wherever it is now and help students take the next step. **Our 12th year!**