

Walsworth Sessions

Friday

Anti-bullying strategies for journalists

Friday | 9 a.m. | Southern Hemisphere III, Ballroom Level

Nora Guiney

Bullies come in all shapes and sizes... are you a bully or a victim? Being on a media staff can give you a lot of power, but you need to use that power responsibly, not for bullying. The speaker will talk about treating each other with respect and increasing self-esteem. You will have fun and hear some powerful messages that might just change your life.

For immediate delivery

Friday | 9 a.m. | Southern Hemisphere II, Ballroom Level

Mike Taylor

Martha Akers, Loudoun Valley High School, Purcellville, Virginia

In this "I want it now" world, yearbook staffs are learning to deliver stories in many compelling forms. The story might work best in all quotes, he said/she said or Q&A formats. Learn how to adapt alternative formats to add coverage.

Creating 'theme-tastic' spreads in yearbook

Friday | 9 a.m. | Northern Hemisphere E-2, Ballroom Level

Jessica Crankshaw

Georgia Mavromihalis, Benjamin N. Cardozo High School, Bayside, New York

Learn how to showcase your theme throughout your yearbook, specifically how to enhance certain spreads such as the yearbook club/class and make them more enjoyable for your audience.

Making the big bucks for your publication

Friday | 10 a.m. | Southern Hemisphere III, Ballroom Level

Nora Guiney

The winning attitude for sales of your yearbook, newspaper and magazine starts here. Learn how to sell advertising like a pro and raise the big bucks. This fun, educational session will give you the confidence to succeed at sales.

Let it go

Friday | 10 a.m. | Northern Hemisphere E-3, Ballroom Level

Jill Burns, MJE

Isabel Hanewicz, Robinson High School, Tampa, Florida

So your publication is online and you want to let it go and reach its full potential? Hear how one adviser and her editor-in-chief did just that and found themselves with an online presence that publishes multiple stories daily just by letting it go.

Yearbook fashion week

Friday | 11 a.m. | Pacific Hall B, Ground Level

Joyce Isleta

What is trending in 2015 and what did we leave behind last year? Learn what is NEW and NOW in design, typography and color. Yearbook trends are constantly evolving. You won't see Comic Sans on this yearbook catwalk.

New book, same look?

Friday | Noon | Northern Hemisphere E-2, Ballroom Level

Missy Green, Tracy de la Feuilliez, Adam Livesay

Every year your staff comes up with an awesome new theme for the yearbook, but change shouldn't stop there. It's a new year so don't cover it like last year. Get coverage, story and design ideas to give this year's yearbook the ultimate makeover.

Just my type

Friday | Noon | Northern Hemisphere A-1, Ballroom Level
Joyce Isleta

Like color palettes and graphic elements, fonts tell the story of the theme and school year. We will explore everything from how to choose fonts that work with your theme to pairing fonts like a pro and, of course, the latest trends in typography.

Mod(ern) coverage

Friday | 1 p.m. | Northern Hemisphere E-2, Ballroom Level
Missy Green, Tracy de la Feuilliez, Adam Livesay

How often do you hear, “No one reads the yearbook?” Let modern mods and alternative coverage change that. Spice up your yearbook and entice people to read by learning new ideas for covering quotes, graphs, mini stories, etc., and how to make them look great.

Saturday

Head in the game

Saturday | 10 a.m. | Northern Hemisphere E-1, Ballroom Level
Mike Taylor
Renee Burke, MJE, Boone High School, Orlando, Florida

Tired of unexciting headlines? Come learn how to write and design headlines that will grab the readers’ attention and make them want to read your story.

Design smarter, not harder

Saturday | 10 a.m. | Northern Hemisphere E-2, Ballroom Level
Sabrina Schmitz, CJE

Good design isn’t about smothering your spreads with graphics or knowing every complicated design trick. Good design is smart design. Become an intelligent designer and learn how creative thinking, clever design decisions and unique approaches to layout can help you create advanced designs that wow!

Run your publication like a theme park

Saturday | 11 a.m. | Northern Hemisphere E-1, Ballroom Level
Mike Taylor

There is a reason that one theme park company stands above all the rest. One company has a higher return rate and makes billions of dollars in profit all because of their customer service. Learn how to apply those same values to your publication so you, too, can cash in on stronger service and branding.

Editorial leadership in the real world

Saturday | 1 p.m. | Oceanic 8, Lobby Level
John Gearhart, CJE

If you can learn to be a leader on your staff then leading a team or a company later in life will be a breeze. In this session, we’ll take real-world business practices and apply them in the publications classroom.

Amaze your audience with Aurasma

Saturday | 2:30 p.m. | Asia 2, Lobby Level
John Gearhart, CJE

Learn how to use augmented reality inside your printed publication to expand coverage and content, sell more copies and recruit new students to journalism. See how to bring your pages to life, create interactive content and discover new and innovative uses for the Aurasma app.