

**balfour**®

'21 A VIRTUAL FESTIVAL FOR  
ALL THINGS JOURNALISM  
**JUMPSTART**

STUDY GUIDE  
TEACHER'S EDITION

# '21 A VIRTUAL FESTIVAL FOR ALL THINGS JOURNALISM

# JUMPSTART

Jumpstart your 2021 publications with a day full of inspiration and training. It's a VIRTUAL FESTIVAL for all things journalism!

## Two ways to join!

Use your GoToWebinar link provided in your registration email.



GoToWebinar



Streaming live on [www.facebook.com/balfouryearbooks](http://www.facebook.com/balfouryearbooks)

Note: We're expecting a full room! GoToWebinar has a limit of 3,000 attendees per webinar, and given registration numbers, there's a possibility that some people won't get in. If you can't get in, or have connection issues, join us on Facebook Live!

If you have connection issues, we may be able to assist. You can reach Balfour Tech Support at 1-(800) 945-1675 during the broadcast.

## Here's how it works...

We have nine, high-impact sessions from some of the best and brightest minds in scholastic journalism today.

Each session is 21 minutes starting on the hour and half hour. All session times are in Central Daylight Time (CST). This means that if you are in EST zone, add one hour to the listed session times. And, if you are in the PST zone, subtract two hours from listed session times.

Stay all day or attend the sessions that interest you the most. Post questions and make comments during the sessions. Follow along in the study guide, take notes and get inspired!

## Meet Your Hosts!



**Amanda Reynolds**  
Director of Communication,  
Training & Corporate Events



**Brynda Everman, CJE, AET**  
Senior Product Development &  
Training Manager

# All-Star Lineup!



**10**  
AM

## Wrap the Present | Stephen Williams

The yearbook is a gift that you give to your community. Starting with the package, let's wrap up this present and make it special.

PAGE 4

All session times listed are in Central Daylight Time (CDT) zone and run 21 minutes each.



**10:30**  
AM

## From Stage 1 to Spread Done | Samantha Jo Berry

A blank page is terrifying. What do we cover? Where does it go? What's the big story? Learn tips for helping staffers tackle a spread with brainstorming strategies, a helpful handout and some tips for how to approach content in a meaningful way.

PAGE 5



**11**  
AM

## Quick Photoshop Tips | Mark Murray

It only takes a moment to make an okay photo look amazing! From straightening a photo to fixing brightness, contrast and color balance, here are six quick tips to improve your photos in Adobe Photoshop.

PAGE 6



**11:30**  
AM

## Read Easy. Write Hard. | Kristi Rathbun

Alternative copy makes reading easy for your audience, but they still require research and reporting. We'll take a look at examples from both pros and peers that will inspire both you and your readers. You'll leave with a plan for implementing alternative story formats in your media.

PAGE 8



**12**  
PM

## Journalism + Gen Z | Jeni Daley and Gadi Schwartz

Can we just say it? Journalism is having a moment. Amid the Coronavirus Pandemic, we're seeing journalism in the spotlight. How does this affect the next generation of journalism professionals?

PAGE 9



**12:30**  
PM

## Book Looks | Gary Lundgren

You need to see this one! Gary will show us great examples of award-winning books and what makes them great. See what's trending for 2021 yearbooks from someone who sees them all!

PAGE 10



**1**  
PM

## The Six P's | Emma Shea and Kinley Rex

Prior Proper Planning Prevents Poor Performance. Get a head start on your 2021 publication with the tips and tricks we've learned, and skip the trials and tribulations of starting a new year.

PAGE 11



**1:30**  
PM

## Eye-Opening Design | C. Bruce Watterson

Cut through the noise. Stop listening to "we've never done it that way," and start encouraging everyone on staff to help develop a refined graphic strategy, clever copy writing and content-inspiring style.

PAGE 13



**2**  
PM

## Writing is Essential | Bobby Hawthorne

In this surreal moment of social distancing, shelter-in-place and flattening-the-curve, you must ask yourself, "Am I essential? Do I provide an essential service?" We need teams of reporters, writers and editors, to tell the stories about all that was lost and, maybe even, all that was gained.

PAGE 15



# From Stage 1 to Spread Done | 10:30 AM

## SAMANTHA JO BERRY

**Samantha Jo Berry** is the newspaper and yearbook adviser at Bridgeland High School. She is a former campus Teacher of the Year, Texas Association of Journalism Educators Pathfinder, and JEA Rising Star. Her students have earned TAJE, ILPC and ATPI awards as well as Crown and Pacemaker nominations. Samantha loves to teach staffs how to put the “fun” in functional and is passionate about creating positive, creative classrooms.



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### KNOWLEDGE CHECK

Yearbooks are for our **FUTURE** self.

Why is it important to brainstorm as a whole staff when planning content?

**THE VARIETY OF INDIVIDUALS ON STAFF GIVES VOICE TO MULTIPLE IDEAS, IMPROVING COVERAGE.**

Good content planning comes from finding the **FACTS** and finding the **FEELINGS**.

Content drives **DESIGN**, and cooperation and brainstorming generate great content.

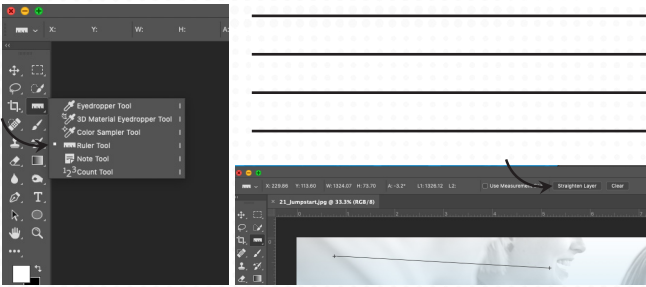
# Quick Photoshop Tricks | 11 AM

## Mark Murray

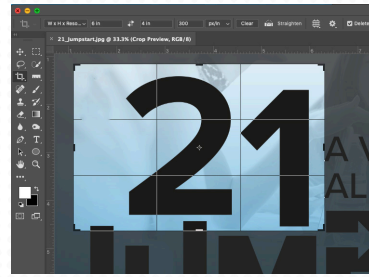


**Mark Murray** retired in 2019 from the Arlington Independent School District in Arlington, Texas, after 35 years as a classroom teacher and district technology director. For the past 33 years, Murray has served as the president and now executive director for the Association of Texas Photography Instructors. Murray is a Joseph M. Murphy and Gold Key recipient from the Columbia Scholastic Press Association and a Pioneer Award winner from the National Scholastic Press Association. He has received the Carl Towley Award and Medal of Merit by the Journalism Education Association, and been named a Trailblazer by the Texas Association of Journalism Educators. The Interscholastic League Press Conference in Texas named him one of 75 Texas Legends of Scholastic Journalism and ATPI has presented him with their highest honor, the Star of Texas Award.

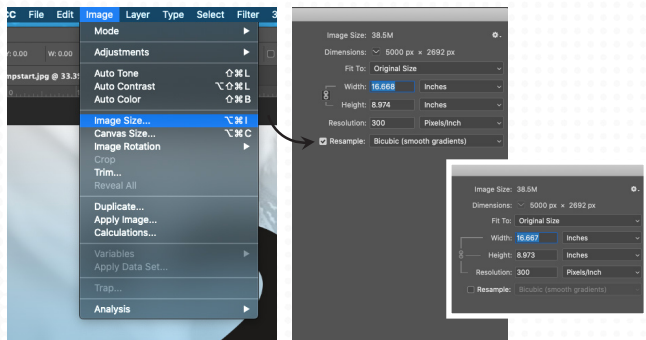
### 1 Modify Horizon Line



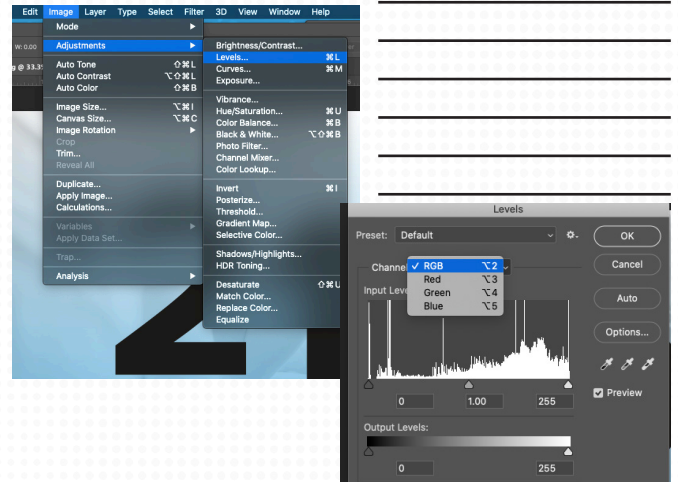
### 2 Cropping



### 3 Image Size



### 4 Adjustment Levels



# 5 Red-Eye Reduction



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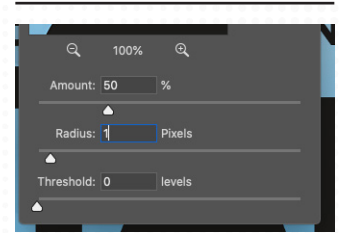
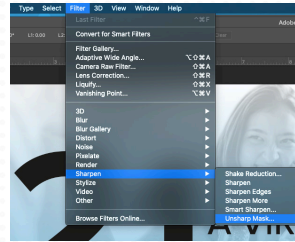
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# 6 Unsharp Mask Filter



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## KNOWLEDGE CHECK

1. The **RULER** tool allows you to draw a line to auto-straighten the image.
2. The only reason to crop a photo is to strengthen the **COMPOSITION**.
3. The guides on the cropping tool assist in cropping the image using the Rule of **THIRDS**.
4. Image resolution requirements for newspaper printing is **160** pixels per inch.
5. Image resolution requirements for yearbook printing is **260-300** pixels per inch.
6. Modifying image with the brightness/contrast controls are visual corrections on the **SCREEN** only.
7. Use level adjustments to modify the **RED, BLUE** and **GREEN** channels to improve photo color.
8. Using the red eye tool requires you to click on the **RED** part of the eye only.
9. Even if a photo is going to be used as a grayscale image, red eye reduction should always be done in **RGB** mode.
10. The unsharp mask will increase the edge contrast of the pixels and make the photo appear **SHARPER**.
11. Using Filter > Unsharp (or Smart Sharpen) filter is the **LAST** step of the editing process.
12. For a digital photograph, what are the suggested settings for the unsharp mask filter?  
Amount = **50-70%**    Radius = **1 pixel**    Threshold = **0**
13. To ensure proper resolution for an image without increasing the file size, uncheck the **RESAMPLE** box to link width, height and resolution.

*Bonus Question:*  
Name one other photo application that can be used to edit photos other than Adobe Photoshop.  
**GIMP, AFFINITY PHOTO, PHOTOPEA**

# Read Easy, Write Hard. | 11:30 AM

## KRISTI RATHBUN, MJE



**Kristi Rathbun** advises the Black & Gold yearbook, The Rock newspaper and Rockmediaonline at Rock Canyon High School. in Highlands Ranch, Colorado. Her students have earned All-Colorado Awards from Colorado Student Media Association (CSMA), Crown and Medalist recognition from CSPA, and Pacemaker, All-American and Best of Show honors from NSPA. Rathbun is CSMA vice president; she was CSMA Adviser of the Year in 2012, JEA Distinguished Adviser in 2014 and received a CSPA Gold Key in 2016.

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### KNOWLEDGE CHECK

What does Read Easy, Write Hard. mean? **OUR TEXT SHOULD BE INVITING AND LOOK EASY TO READ. CREATING EASY READ COPY ACTUALLY IS HARD AND TAKES TIME.**

According to eye-tracking research, 80% of readers will look at **ARTWORK**, and only **25** percent look at text.

What is one type of alternative copy you want to use in your 2021 publication? **FACT BOX, QUOTE COLLECTION, STEP-BY-STEP, HOW-TO, Q&A, QUIZ, CHART, TIMELINE, MAP, DIAGRAM, LEAD+QUOTE+TRANSITION, STUDENT-DIRECTED CONTENT, PHOTO QUOTE, NUMBERED LIST**





# Journalism + Gen Z | NOON JENI DALEY, CJE & GADI SCHWARTZ

**Jeni Daley** found her way into teaching and advising after working for two years as a marketing coordinator. Her passion to work with students, combined with her knowledge of journalism, was the perfect fit when Shawnee Heights High School was looking for a journalism teacher. Daley helped expand her students' reach by connecting with the community. She entered into an agreement with the local newspaper, The Topeka Capital-Journal, to have a number of student newspaper publications included as part of the Capital-Journal circulation.



**Gadi Schwartz** is a co-host of Stay Tuned, a twice-daily news show on Snapchat's Discover platform and on Instagram, created by NBC News. Schwartz is also a correspondent for NBC News and MSNBC and is based in Los Angeles. Before joining NBC News, Schwartz worked for KNBC, an NBC owned-and-operated television station located in Los Angeles. He joined KNBC after spending nearly a decade at KOB-TV, the NBC affiliate in Albuquerque, N.M, where he was a weekend co-anchor and managing investigator for the "4 On Your Side" Investigative Unit. Over the course of his career, Schwartz has received multiple industry awards, including five regional Emmy Awards and two Los Angeles Golden Mikes.

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## KNOWLEDGE CHECK

What are two key points you agree with in regard to Gen Z students and journalism?  
**OPINION ANSWER**

# Book Looks | 12:30 PM

## GARY LUNDGREN



**Gary Lundgren** is the associate director of the National Scholastic Press Association [NSPA] and manages the organization's contests and critiques including the Pacemaker competitions. He has earned the CSPA Gold Key, NSPA Pioneer, JEA Medal of Merit and ILPC Edith Fox King Award and was inducted into the OIPA Scholastic Journalism Hall of Fame.

Lundgren served 10 years as director of Student Publications at the University of Arkansas where his students produced Crown and Pacemaker winning yearbooks and newspapers. After leaving Arkansas, he moved to Minneapolis where he worked 20 years in the yearbook business as a senior marketing manager focusing on education.

#### TRENDS:

- BOLD HAND-LETTERING
- OUTLINE FONTS
- TYPE STACKING EVEN WITH AWKWARD HYPHENATIONS
- BRIGHT COLORS
- DUOTONES
- TRANSPARENCY
- COLOR BLOCKING AND FRAMING
- DYNAMIC (VERBAL AND VISUAL) THEME COPY
- UMBRELLA CONTENT ARRANGEMENT
- STRATEGIC USE OF BLACK AND WHITE
- WHOLE-BOOK TYPE AND COLOR PALETTES
- TEXT, INSETS, OVERLAPS ON THE DOMINANT
- PARTIAL PHOTO CUT-OUTS, BIG IMAGES
- JUMP COVERAGE
- MODULAR DESIGN, UNIQUE STORY FORMATS

#### AVOID:

- UNREADABLE COPY
- TINY PHOTOS AND GROUP SHOTS
- CLUSTERS OF MORE THAN THREE CAPTIONS
- CROWDED FRAMING MARGINS
- LACK OF WHITE SPACE

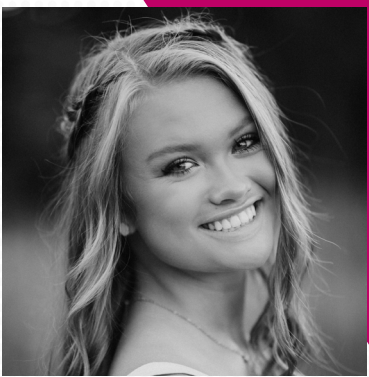
### KNOWLEDGE CHECK

List at least two trends you would like to utilize in your 2021 publication?

Telling your theme story with a **VISUAL** and **VERBAL** presentation gives your book a **VOICE**.

What is jump coverage? **CONTENT THAT SPANS MORE THAN ONE SPREAD.**

Student head sizes in group photos should be at least the size of a **NICKEL**.



# The Six P's | 1 PM EMMA SHEA & KINLEY REX

**Emma Shea** and **Kinley Rex** joined the Rocky Heights Middle School yearbook, The Nighthawk, in eighth grade. Six years later they are now senior co-Editor-in-Chief at Rock Canyon High School in Littleton, Colorado.

They helped guide The Black and Gold yearbook to CSPA 2017 and 2019 Silver Crowns. They presented at the 2019 Colorado Student Media Convention sharing tips on leadership and utilizing technology for staff organization. They were scheduled to speak at the CSPA and JEA conventions before the events were canceled.

Shea plans to attend the University of San Diego, majoring in marketing. Rex plans to attend the University of Colorado, Boulder, majoring in language hearing and speech science with a minor in ASL.

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## KNOWLEDGE CHECK

What is a benefit of creating an Editorial Board?  
**HELPS IDENTIFY LEADERS, ENCOURAGES MORE INVOLVEMENT, DECISION MAKING, GIVES MORE STAFF MEMBERS A VOICE**

What is an app you can use to communicate and help organize your staff?  
**TRELLO, GROUPME, ZOOM, GOOGLE HANGOUTS**

What is one “P” you can implement with your staff right now? **OPINION ANSWER**

- **PRIOR—REFLECT ON PAST YEAR TO IDENTIFY WEAKNESSES**
- **PROPERLY—SET GOALS TO PROPERLY IMPROVE**
- **PLAN—CREATE AND PUT SYSTEMS INTO PLACE.**
- **PREVENT—ESTABLISH CLEAR RESPONSIBILITIES TO PREVENT ISSUES LATER.**
- **POOR—AVOID POOR PERFORMANCE THROUGH TRAINING.**
- **PERFORMANCE—STAY CONNECT WITH STAFF TO BUILD A POSITIVE ENVIRONMENT**



To access a copy of slideshow and handouts, scan the QR code.



# ENTER TO WIN

April 20 - May 8 | #balfourgreatstory

## SHOW US YOUR GREAT DESIGNS!

We love a good challenge! Show off a great spread design from your yearbook. Or, even better, get a jumpstart on designing your 2021 book. Here is an assignment that will engage your students to hone their design skills.

## ASSIGNMENT:

With software available to you, design one double-page spread for a section of the yearbook. Then, enter your spread to the GREAT DESIGN contest for an opportunity to win prizes. One entry per student; must be 13 or older to enter.

## WHAT WE'RE LOOKING FOR:

- Design follows good design principles. [Click for a delicious design lesson.](#)
- Design includes a headline, subhead, copy blocks, captions, modules and photo placeholders.
- Copy or captions are dummy (fill) text with your choice of fonts and point sizes.
- Headline text suggests the subject of the design and is appropriate font, size and style for the subject.
- Placeholder areas for photos - Images are not required. If used, any artwork or images are student originals.
- **Bonus:** includes secondary coverage to support the spreads content. [Click here for some ideas.](#)

## TWO WINNERS SELECTED!

1<sup>ST</sup> PLACE: \$100 GIFT CARD

HONORABLE MENTION: \$50 GIFT CARD

## HOW THE CONTEST WORKS

1. Visit [www.balfour.com/greatdesign](http://www.balfour.com/greatdesign)
2. Upload a PDF of your design

# Eye-Opening Designs | 1:30 PM

## BRUCE WATTERSON



Shawnee Mission Northwest



Vista Ridge High School



Foster High School



St. Mark's School

**Bruce Watterson**, nicknamed the “yearbook whisperer” by his colleagues in the industry, has been inspiring young journalists for years, particularly those editing yearbooks. From the first day of his teaching and consulting career, Watterson has worked to help staffs kick-start their thinking about yearbook production. He believes innovation and creativity help staffs and advisers create a better, a fresher, a more desirable yearbook.



Highland Park High School



Timber Creek High School

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### KNOWLEDGE CHECK

What are “stringers” and how can they help you with visual and verbal coverage?  
**“STRINGERS” IS A TERM USED FOR FREELANCE MEMBERS OF THE SCHOOL COMMUNITY WHO CONTRIBUTE TO CONTENT OF THE PUBLICATION. THEY ARE NOT FULL-TIME STAFF MEMBERS. USING INPUT FROM STUDENTS FROM ALL AREAS OF THE SCHOOL, YOU WILL HAVE UNIQUE VOICES AND CONTENT.**

What is one overlooked part of the book that has an opportunity to further heighten your interview style? **INDEX**



# ENTER TO WIN

April 13 - May 1 | #balfourgreatstory

## SHARE YOUR GREAT STORY!

In Spring 2020, people everywhere took a pause. Schools closed their doors, businesses shut down and we stayed home, sheltered in place. Distance learning becomes the new normal, and traditional spring events are uncertain. Our graduates see the celebration of their accomplishments drastically changed. So, let's talk about it.

## ASSIGNMENT:

In 300 words or less, tell us an impactful story of how these current events effect you, a classmate or a friend. Then, enter your story to the GREAT STORY contest for an opportunity to win prizes. One entry per student; must be 13 or older to enter.

## WHAT WE'RE LOOKING FOR:

- Less than 300 words
- Correct spelling and grammar
- Consistent point of view
- Colorful details
- Use of direct quotes and anecdotes. [Click here for interview tips.](#)
- Evokes emotional response

## TWO WINNERS SELECTED!

1<sup>ST</sup> PLACE: \$100 GIFT CARD

HONORABLE MENTION: \$50 GIFT CARD

## HOW THE CONTEST WORKS

1. Visit [www.balfour.com/greatstory](http://www.balfour.com/greatstory)
2. Upload your best story!

# Writing is Essential | 2 PM

## BOBBY HAWTHORNE

**Bobby Hawthorne** is an Austin, Texas writer and writing instructor. He is the author of the popular textbook, *The Radical Write*, as well as an assortment of books, handbooks, manuals, monographs and collections of fiction and non-fiction pieces. He has been involved in scholastic journalism since the fall of 1969, and he directed scholastic journalism contests for the University (of Texas) Interscholastic League from 1979-1999. He has received more than his share of accolades, including JEA's highest award, the Carl Towley Award, and CSPA's Charles O'Malley Award for Excellence in Teaching. He has also received CSPA's James F. Paschal Award as the nation's outstanding scholastic press association director, and the Trailblazer Award from the Texas Association of Journalism Educators, its highest honor also.



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### KNOWLEDGE CHECK

In terms of yearbooks, good **COPY** and **PHOTOGRAPHY** are the two things that matter.

What two parts of the yearbook are **ESSENTIAL**? **NARRATIVE AND VOICE**

What is one way you plan to improve your writing? **OPINION ANSWER**

# REAL HELP IN REAL TIME

## INTRODUCING THE BALFOUR KNOWLEDGE BASE

### MEET BUZZ!

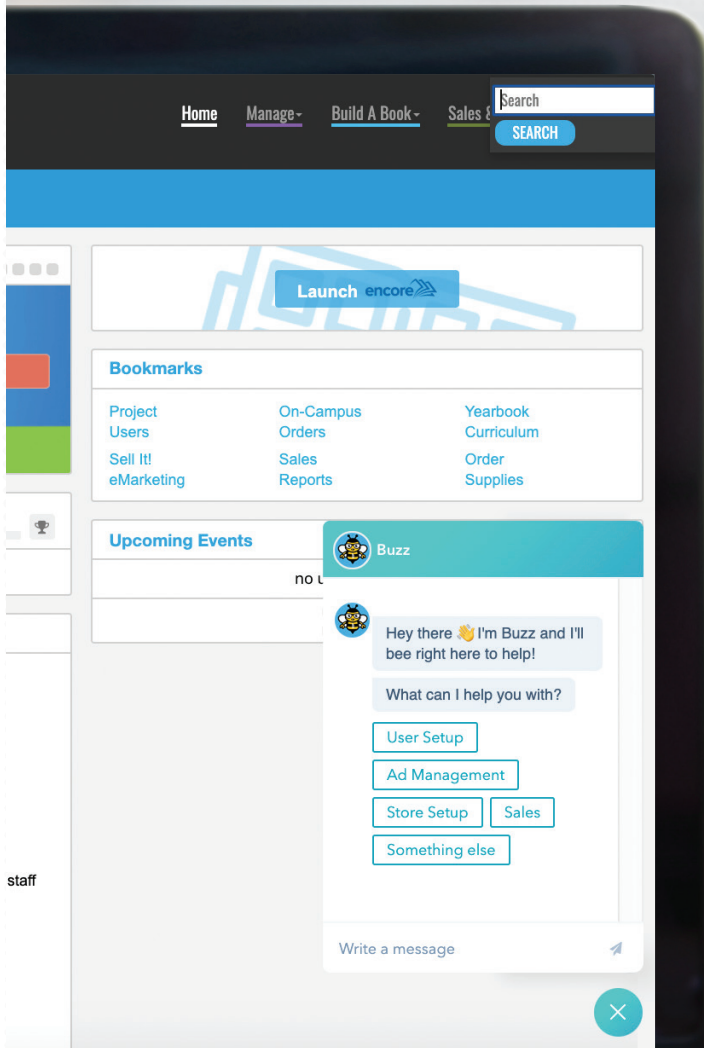
He's here to connect and answer your questions. Ask Buzz anything. Best of all, the more questions you ask, the smarter Buzz gets! He'll "Bee" here for you!

### INCREASES PRODUCTIVITY

This simple-to-use tool keeps students engaged and on task with self-service answers to their questions.

### ENCOURAGES INDEPENDENT LEARNING

Search within the application and find out what you want to know when you want to know it.



*I'm here for you!*





# '21 JUMPSTART

A VIRTUAL FESTIVAL FOR ALL THINGS JOURNALISM

Thank you all for joining our virtual festival!  
Our sincere thanks to our instructors for their time, insight and expertise.

## Balfour Production Staff

Mike Cobb  
Director of Marketing

Brynda Everman  
Senior Manager Product Development & Training

Mark Goshgarian  
General Manager of Publishing & Digital Assets

Kel Lemons  
Key Accounts & Education Manager

Gaylene Mabry  
Marketing Project Leader

Oscar Mascorro  
Marketing Project Coordinator

Mike Parker  
Vice President Sales

Amanda Reynolds  
Director Communication, Training & Corporate Events

Pam Shoemake  
Senior Executive Assistant

## '21 Jumpstart Instructors

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Bobby Hawthorne @  
@bobbyhawthorne

Gary Lundgren  
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markmurray1028 ✉ mmurray@atpi.org

Kristi Rathbun  
✉ kristi.rathbun@dcsdk12.org

Kinley Rex  
✉ rcbgyearbook@gmail.com

Gadi Schwartz  
@GadiNBC @gadischwartz

Emma Shea  
✉ rcbgyearbook@gmail.com

C. Bruce Watterson  
✉ rbwatterson@bellsouth.net

Stephen Williams  
thecoverartist.com @coveraday

✉ Contact us at [training@balfour.com](mailto:training@balfour.com)



# Introducing **VIRTUAL SIGNING PARTY**

from Balfour, powered by *Tribute*

## WHAT IS A VIRTUAL SIGNATURE PARTY?

A virtual signature is a video montage of friends, classmates and family sharing their appreciation and support for someone they want to celebrate. Balfour is teaming up with Tribute to support students who are missing out on graduations and yearbook signing due to COVID-19.

This year, your students can use the Tribute service (normally \$25) free of charge to create their very own virtual signing page where friends, classmates and family can share favorite memories, funny stories and messages of love and support.

Tribute.co's video platform makes it easy to invite friends, collect videos and compile footage into a meaningful montage. No editing skills or tech knowledge required.

## HOW DOES TRIBUTE WORK?

Head to [www.tribute.co/balfour](http://www.tribute.co/balfour) to get started. Students can "start a tribute," enter basic information about themselves to create a personalized page that is easily shared with friends and family members.

Page settings can either display video submissions publicly for all contributors to see, or make submissions viewable only by the recipient.

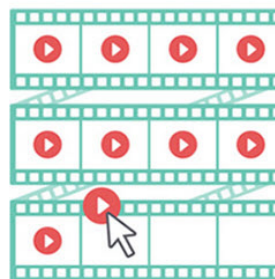
## Take these three easy steps to create a tribute:



### Invite Your Friends



### Collect Videos



### Compile Your Tribute

**1. INVITE** – Share your custom url through text and social media with your community. Or, add a list of emails and we'll schedule automatic reminders for people to submit.

**2. COLLECT** – Your friends and family can visit the Tribute page where they will learn more and submit their funny/meaningful videos from their phone or computer.

**3. COMPILER** – Submitted videos are automatically compiled in our custom video editor where you can easily set the order and add cool effects before downloading the final video.

Compliments of Balfour, use code **Balfour2020** for the DIY Tribute option. Go to [www.tribute.co/balfour](http://www.tribute.co/balfour) to get started.

**balfour**