

balfour.

YEARBOOK

YOU



belong

august 2-4, 2011
metroplex mediamania
JOURNALISM WORKSHOP
WWW.NORTHTEXASYEARBOOKS.COM

balfour®

3824 cedar springs road #418
dallas, texas 75219

YEARBOOK NEWSPAPER PHOTOGRAPHY INDESIGN

august 2-4, 2011

METROPLEX
MEDIAMANIA 2011

JOURNALISM WORKSHOP

@ THE DALLAS ANATOLE

WWW.NORTHTEXASYEARBOOKS.COM



metroplex mediamania 2011

Metroplex MediaMania '11 takes a different approach to yearbook and newspaper training. Many times, summer workshops divide students between beginner and advanced, and keep staff members divided during the entire workshop. Consequently, the staff never gets to work together as a team. Yet, grouping the entire yearbook staff together all day could result in veteran staff members unchallenged and novice students missing beneficial help.

This workshop combines individualized learning and group brainstorming sessions for an unparalleled learning experience. Morning instruction will be personalized for each staff member, with "tracks" geared toward staff experience. Then, each afternoon your staff will work together as a team to create the projects assigned. Our nationally-recognized workshop instructors will mentor each staff to create and develop theme, concepts, and coverage.

With this in mind, we encourage staffs to spend the night to work on their projects.

>> yearbook & newspaper instruction . graphics . writing

>> beginning & advanced design . teambuilding .

>> indesign training . promotions . photography .

>> adviser & . cover art . trends . convergent media .

TUITION

\$125 student for yearbook and Newspaper
\$145 student for Photography and InDesign

Please bring laptop computers for the InDesign and Photography sessions. Laptops are also beneficial for other sessions. Price includes lunch on Tuesday and Wednesday. Advisers who bring five (5) or more students attend tuition-free!

***NEW LOCATION!**

Hilton Anatole
2201 North Stemmons Freeway
Dallas, Texas 75207

Our host hotel for all workshop sessions and lodging will be the Hilton Anatole in Dallas. Room rates are \$109/night for a suite with two double beds (4 students to a room.) Identify yourself as a participant in the Taylor Balfour group and you will receive this special rate, good for the evenings of August 1st, 2nd and 3rd.

Hotel Reservation deadline: July 15, 2011

Please call 1-800-HILTONS to make your room reservations **Group Name: TAYLOR BALFOUR**

Workshop registration will begin downstairs at the Anatole at 8:30 am on August 2nd.
All sessions will end by 12:30 pm on August 4th.

SCAN TO CHECK OUT THE NEWEST WAY TO MAKE YOUR YEARBOOK MORE INTERACTIVE AND HELP YOU SELL MORE ADS...

no smartphone? type the website listed below the code into your web browser



bal4.tv/stywkzgu

SIGN ME UP!

For more information and to register online:
www.NorthTexasYearbooks.com

Workshop Registration Deadline: June 1, 2011

Additional \$30/person after June 1
\$100 non-refundable cancellation fee after July 1

Mail Payments to:

Cox Scholastics
3824 Cedar Springs Road #418
Dallas, TX 75219

214.443.6353 info@northtexasyearbooks.com

Dozens of **CSPA Crown and NSPA Pacemaker Finalists and Winners** have trained at Metroplex MediaMania!

"I like to bring my yearbook and newspaper students to Metro because they get to work at their skill level with a variety of talented advisers; and it's good staff bonding time before the school year starts."

Leland Mallett
Legacy High School