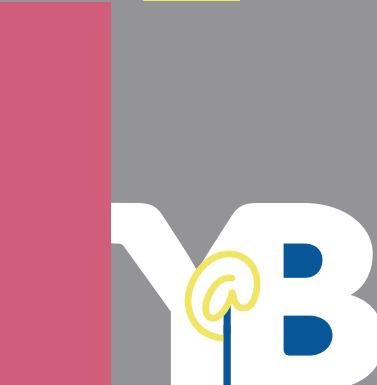
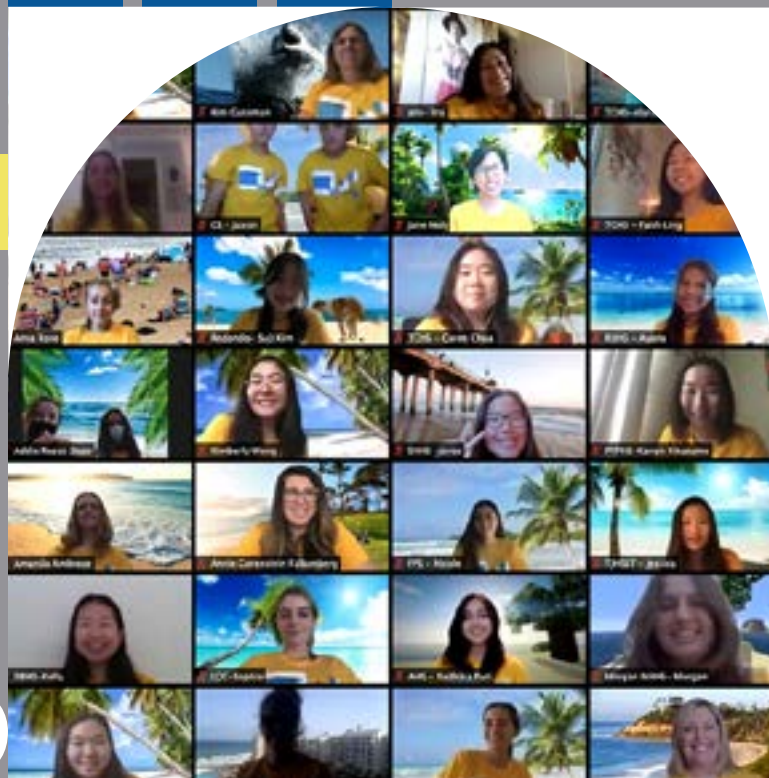


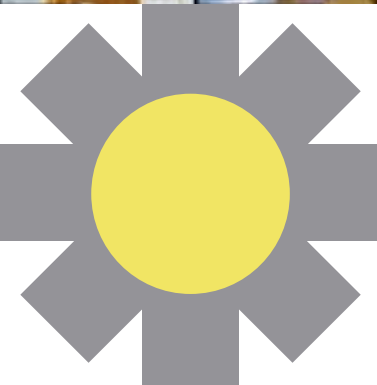


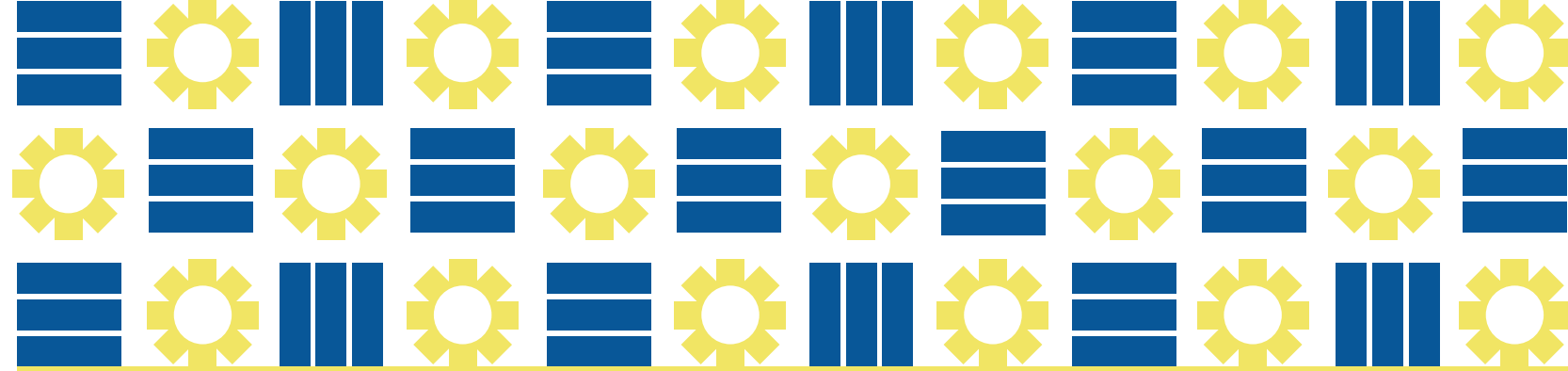
THE YEARBOOK



YEARBOOKS AT THE BEACH [VIRTUAL] 2021

JULY 31- AUG 4





# WHY BE

**on yearbook?**

Because it matters.

The moments you capture,

at school or from your home Zoom screen,  
contain the dreams and triumphs, anxieties and sorrows  
of this single, yet central, year of your life.

Along the way, the staffers you work with, stress with, laugh with,  
become your second family.

Together, you stalk hundreds of students to uncover their stories,  
shoot thousands of candids and portraits,  
spend hours turning blank pages into visual masterpieces.

And those elements transform your school's story  
into a tangible volume that lives forever.

# WHY BE

**at camp?**

Because you want to step up your yearbook game, to  
learn from the best.

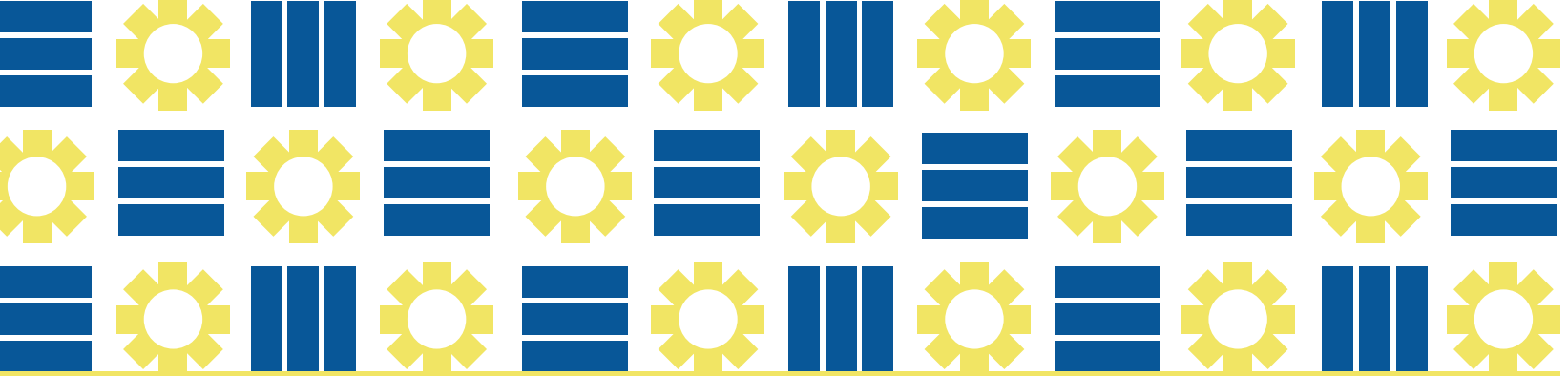
Our staff of award-winning gurus will help you  
turn your passion and potential into skills.

We'll provide examples to inspire, courses to instruct, roundtable dis-  
cussions to join.

You'll draft your theme  
and redraft

and redraft...until 2pm or 2am.

You know it's never done; it's just due.



# WHY BE

**a storyteller?**

Or a designer or a photographer?  
Because your work encapsulates this one year of high school life  
into the pages of your yearbook  
that you'll reach for a thousand times in the future.  
And it will let you know who you once were and where you  
were going.

*It's your signature.*

BE  
THE  
WHY  
IN  
YB

# EDITORIAL STAFF REGISTER

For over 20 years, Yearbooks@theBeach has attracted staffs from across the country who want to improve their book quality and staff cohesion. Our award-winning workshop instructors teach sessions on design, writing, photography, leadership, sales, coverage, media and theme development. They will challenge and inspire you, but you may find you lose more than a little sleep during these five intense days.

Your main task at camp is to develop your theme into a strong package for 2022. You'll work with your staff on a Theme Packet while also learning about as many areas of yearbook journalism as your schedule allows. This year, to help develop strong editorial staffs, we are offering an additional [optional] Leadership Retreat for advisers and up to five editors per staff.

## 1 → REGISTER YOUR SCHOOL [ADVISERS]

<https://www.yearbooksatthebeach.com/school-registration-test>

- Tell us if the adviser will attend  
*[If you attend the Leadership Retreat, advisers must attend with their students]*
- Tell us how many staffers will attend
- Tell us if you will participate in the Leadership Retreat
- Give us your yearbook information

## 2 → REGISTER EACH STAFF MEMBER

<https://www.yearbooksatthebeach.com/registration-test>

- Give us your contact info
- Tell us your role on staff
- Choose your live course and playlist track
- If you're an editor, sign up for the Leadership Retreat  
*[up to 5 editors per school can attend the Retreat]*

## 3 → SEND US YOUR PAYMENT

We'll confirm your reservation right away.

- We will bill you through PayPal, sent separately after your registration is completed.
- We'll email you a packet of info July 1 so you can prepare for camp.
- Leadership Retreat participants will receive a handbook the week before the retreat.
- Campers will receive a t-shirt and curriculum book the week before the workshop.

## NEW!

**LEADERSHIP RETREAT**  
**DATES: JULY 9-10 [VIRTUAL]**  
**OPTIONAL ADD-ON**

In addition to regular camp, we are offering an optional 2 half-day retreat focused on getting editors (up to 5 per school) ready for their leadership positions and setting goals and roles for their staff. Advisers must attend with their students.

**DAY 1: Being a Leader**

- True Colors
- Roles/Job Description
- Communication
- Goal Setting

**Day 2: The Business of YBK**

- Coverage
- Ladder & Deadlines
- The Plant & Production
- Marketing

**YEARBOOKS@theBEACH**  
**DATES: JULY 31-AUG 4 [VIRTUAL]**  
**REGISTRATION DEADLINE: JUNE 1**

**COST:** \$195/ PARTICIPANT FOR CAMP  
\$245/ PARTICIPANT FOR CAMP & LEADERSHIP RETREAT

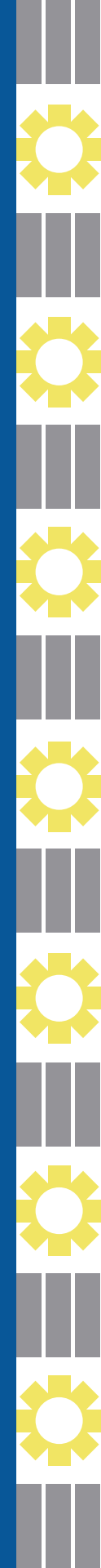
## CONTACT INFO

Check the website for registration forms, complete course descriptions and all the details. Contact us if you have any questions.

626.798.1680

info@yearbooksatthebeach.com  
www.yearbooksatthebeach.com

# WE SHOULD FOCUS ON PEOPLE, NOT THINGS



## WHAT YOU'LL STUDY

**LEADERSHIP RETREAT** *(optional add-on July 9-10)* Two half-days to help your editors (up to 5, plus your adviser) get organized and ready for the year. Day 1: Being a Leader, Day 2: The Business of Yearbook (see the website for more information).

**THEME/STAFF TALK** 20-minute presentations on 4 theme and staff development topics to help you build your Theme Packet.

**THEME DEVELOPMENT** Most staffers (and your adviser) will enroll in our live theme development course that will guide you through choosing your theme, developing it, and creating your Theme Packet.

**PHOTOJOURNALISM** For all staff photographers, there will be beginning and advanced topics covered.

**INTRO TO YBK** For all staffers with no yearbook experience.

**PLAYLISTS TRACKS** Each attendee will follow a Playlist of pre-recorded sessions to build their yearbook skills in one specific area. Daily check-ins with one of our Workshop Staff will provide guidance and feedback.

**LEARN AND EARN** 20-minute pre-recorded videos – think Yearbook Ted Talk – on a variety of yearbook topics, with an assignment.

**FAST TRACKS** 5-minute pre-recorded skill-builders that finish with an assignment. Students then join a 30-minute discussion to get more ideas and feedback on their work.

**LATTES WITH LINDSAY** *(and friends)* Morning adviser sessions with coffee and conversation about staff organization and book structure.

**ROUNDTABLES** Evening discussions for editors and advisers on leadership and organization.

**PRO-TIPS** Interviews with professional journalists, designers and/or photographers, some of whom may have gotten their start in high school yearbook.

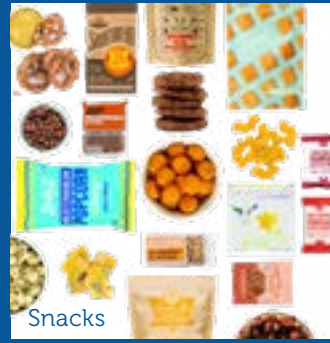




Laptop/charger



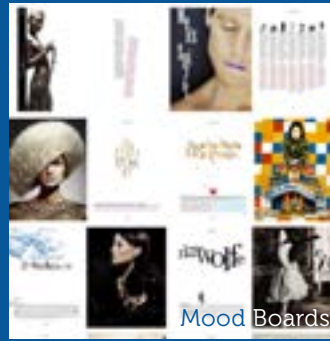
Camp Curriculum



Snacks



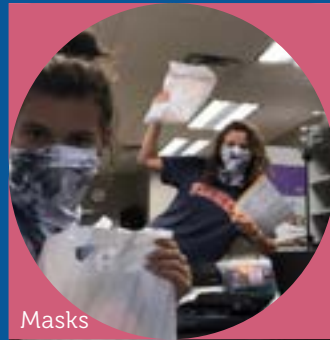
Yearbooks



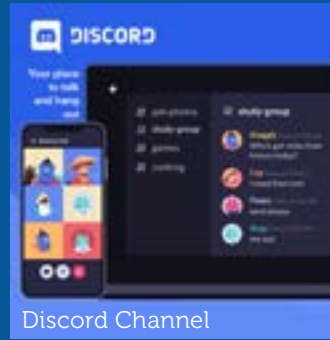
Mood Boards



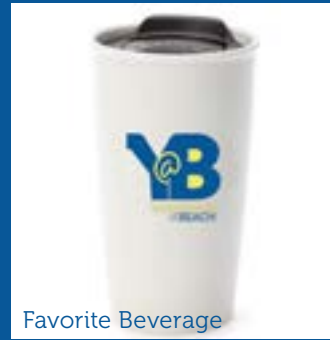
Yearbook Friends



Masks



Discord Channel



Favorite Beverage



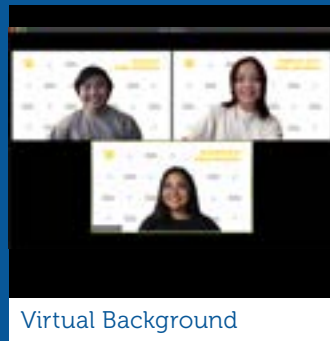
Camp Tee



Camera



Magazines



Virtual Background

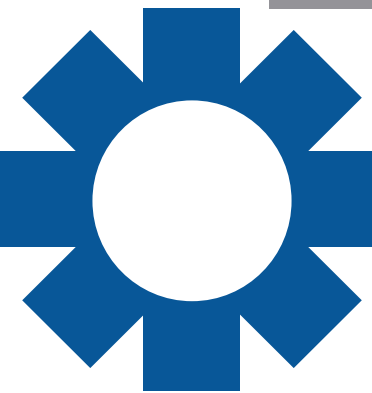


Phone



Zoom Account

# WHAT YOU NEED



# WORKSHOP STAFF

**THESE ARE THE ROCKSTARS  
OF THE YEARBOOK WORLD:**

370 years of experience

**Yearbook Awards**

53 NSPA Pacemaker Finalists

56 NSPA Pacemakers

71 CSPA Silver Crowns

38 CSPA Gold Crowns

*(12 books are Crown Finalists in 2020)*

**Adviser Awards**

3 JEA Rising Stars

8 JEA Special Recognition Advisers

7 JEA Distinguished Advisers

2 JEA Yearbook Advisers of the Year

6 CSPA Gold Keys

6 NSPA Pioneer Awards

4 JEA Medals of Merit

1 Dow Jones Journalism Teacher of the Year  
and numerous state & local awards as well



**Jose Caire**  
Adviser, San Marino HS, CA  
**Rebecca Chai**  
Former Adviser, Walnut HS, CA  
**Robin Christopher**  
Adviser, Del Norte HS, CA



**Dmitri Conom**  
Former Adviser, Bellarmine College  
Prep, CA  
**Justin Daigle**  
Adviser, Brighton HS, CO  
**Annie Falkenberg**  
Adviser, Longmont HS, CO  
**Carrie Faust**  
Adviser, Smoky Hill HS, CO



**Erinn Harris**  
Adviser, Thos. Jefferson HS for  
Science & Tech, VA  
**Alison Jones**  
Herff Jones Rep, CA  
**Pete LeBlanc**  
Adviser, Antelope HS, CA  
**Evelyn Luu**  
Former EIC, Temple City HS, CA



**Trisha Marciano**  
Former EIC, Gabrielino HS, CA  
**Heather Nagel**  
Adviser, Christ Presby. Academy, TN  
**Jane Noh**  
Adviser, CSArts, CA  
**Mimi Orth**  
Workshop Director  
Herff Jones Rep, CA



**Jed Palmer**  
Adviser, Sierra MS, CO  
**Megan Percival**  
Adviser, McLean HS, VA  
**Lindsay Safe**  
Adviser, Sunny Hills HS, CA  
**Mike Simons**  
Adviser, Corning Painted Post HS,  
NY

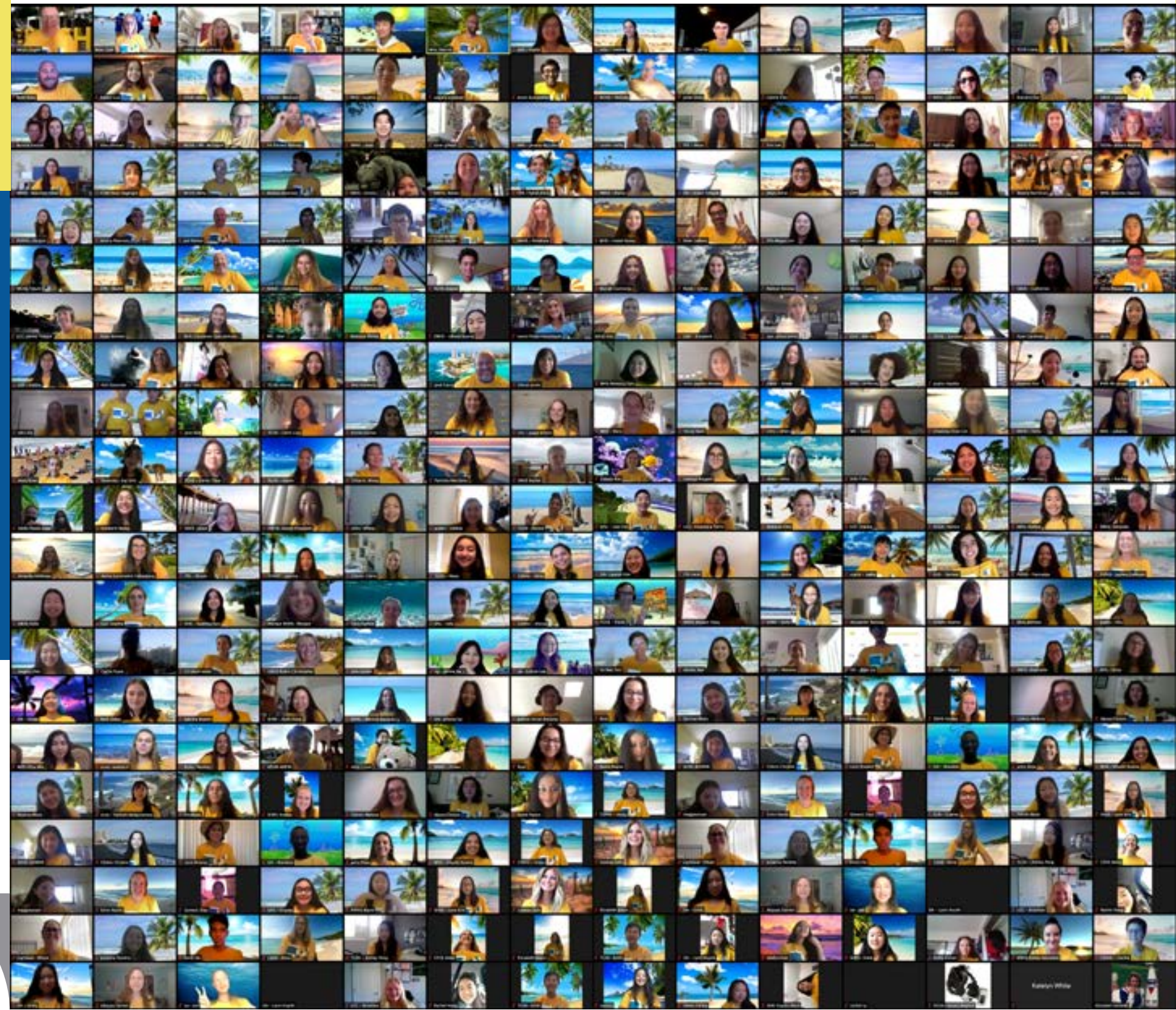


**So Hee Tan**  
Adviser, Walnut HS, CA  
**Chris Waugaman**  
Adviser, Prince George HS, VA  
**Mitch Ziegler**  
Adviser, Redondo Union HS, CA

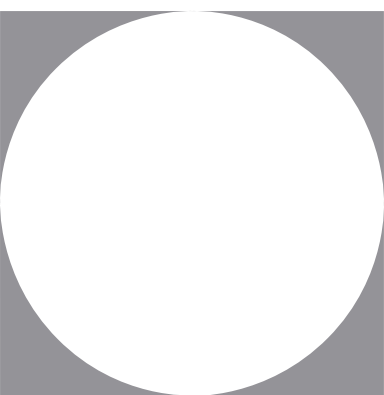
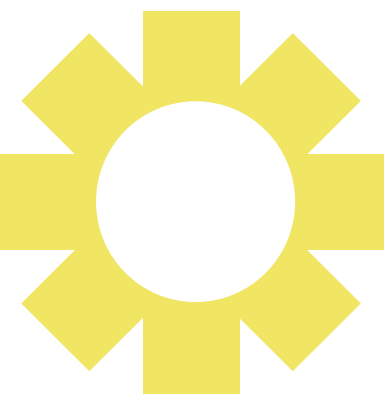


# ORBITAL FAMILY

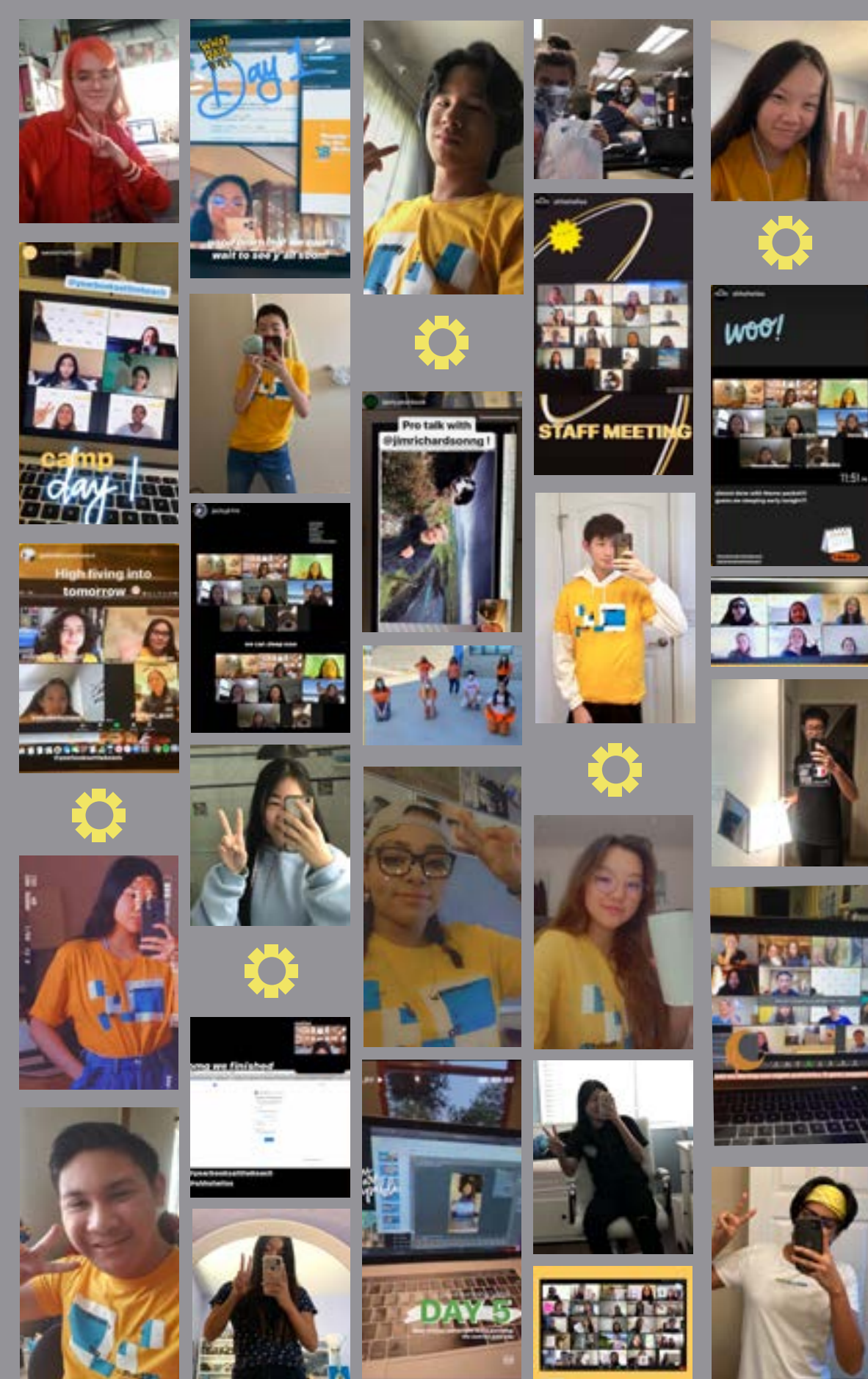
- BRENTWOOD SCHOOL
- CAMPBELL HALL
- CARLSBAD HS
- CASADY
- CATALINA FOOTHILLS HS
- CHRIST PRESBYTERIAN ACADEMY
- CLASSICAL ACADEMY HS
- CORNING-PAINTED POST HS
- CSARTS-SGV
- DEL NORTE HS
- DIAMOND BAR HS
- FLINTRIDGE PREPARATORY SCHOOL
- FLINTRIDGE-SACRED HEART ACADEMY
- GABRIELINO HS
- I-POLY HS
- LA COSTA CANYON HS
- MAYFIELD SENIOR SCHOOL
- MCLEAN HS



- MISSION HILLS HS
- NEWPORT HARBOR HS
- NORTHWOOD HS
- ORANGE COUNTY SCHOOL OF THE ARTS
- OXFORD ACADEMY
- OXNARD HS
- PASADENA HS
- PENINSULA HS
- REDLANDS HS
- REDONDO UNION HS
- SAN MARINO HS
- SANTANA HS
- SONORA HS
- SOUTH HILLS HS
- SUNNY HILLS HS
- TEMPLE CITY HS
- THOMAS JEFFERSON HS FOR SCIENCE & TECHNOLOGY
- TRABUCO HILLS HS
- VALHALLA HS
- WALNUT HS
- WEST RANCH HS
- WEST TORRANCE HS
- WESTRIDGE SCHOOL
- WILLOW CANYON HS



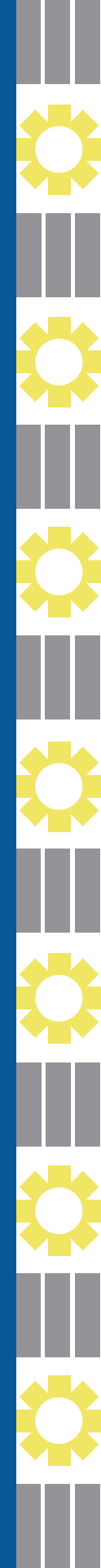




# MOMENTS FROM Y@B 2020

INSTAGRAM:  
YEARBOOKSATTHEBEACH

NO  
OVER  
WHAT  
HAPPENS,  
NOT  
WHAT'S  
HANDLED.



## 2020 REVIEWS

### EDWARD GARCIA

*Coverage Manager, Walnut HS*



"I liked how this year's track was really focused on preparation and theme as this year has been very uncertain. It helped me feel more prepared to guide the staff. I think that virtual camp was successful, enjoyable, and just as fun and crazy in-person camp was. I did miss the physical and face-to-face interactions, but we were able to get our work done and still have a memorable camp experience."

### CHLOE WONG

*Editor-in-Chief, San Marino HS*



"Camp helped us get back into the swing of things and find what direction we wanted out book to go. Also, interacting with other schools and advisers, even if only for brief moments, help us brainstorm ways to cover the school year in unique ways."

### JEDRICK ENCLONA

*Editor, South Hills HS*



"I really liked working with our theme coaches, Kevin and So Hee Tan. Kevin taught me a lot about planning and setting goals for each day. That really helped me prepare for this year."

### LILY CENTENO

*Editor, Oxnard HS*



"Camp really helped us establish the general direction we wanted to follow for our theme. We found our main design element, archetype, the personality of our book and organized a plan to tackle the challenges presented during 2020-2021 school year. Additionally, we created the foundation of the cover we have today."

### GRACE XIAO

*Editor-in-chief, Diamond Bar HS*



"Camp for me personally was more like a trip: we had lots of fun, and I connected to my peers while learning knowledge about yearbook that we were not taught before. Coming back from camp made our technical knowledge more firm, but more importantly, got the year off to a good start."

### ISABELLA ROBLES

*Writer, CS Arts - SGV*



"The copy sessions were probably the best. I love the idea of storytelling and from the point of a yearbook, you have to really know how to do it to connect with the readers."

### RACHEL HONG

*Editor-in-Chief, Peninsula HS*



"I enjoyed camp because we got to meet with all our editors many times, and they were all introduced to many different aspects of yearbook."

### COURTNEY HARPER

*Adviser, OCSA*



"I think it was powerful for the kids to see they were not alone in this task either. By getting the opportunity to see there was an entire community wrestling with the same challenges and, at the end of the day, still excited about creating a book, they were able to settle into being more comfortable with being uncomfortable. Similarly, it was incredibly helpful on the adviser side to be able to commune and collaborate with teachers throughout the country about how the heck to approach yearbook in a virtual environment."



