

# WE MAKE HEADLINES take note

## SOUTHWEST VIRGINIA YEARBOOKS EARN NATIONAL ACCLAIM

New York, NY — Liberty University's *Selah* yearbook, Salem High School's *Laconian* and Brookville High School's *The Buzzer* claimed several national awards at the Columbia Scholastic Press Association's (CSPA) 84th annual convention.

Liberty's *Selah* earned two prestigious honors: Being named a "Silver Crown" recipient, given to the country's top 10 college yearbook programs, and winning the "Apple Award" for being selected as the top book of fewer than 300 pages at the national convention co-sponsored by College Media Advisers (CMA) and CSPA. The convention took place at the Marriott Marquis Hotel in Times Square. This was Liberty's first-ever Crown award. Ms. Carrie Barnhouse serves as the faculty adviser and Sabrena Carter, editor of the publication.

At the high school convention, held on Columbia University's campus, Salem's *Laconian* also earned a "Silver Crown," ranking the 2007 volume among the country's top 30 high school programs. Salem was the only high school Crown finalist from Virginia. This Crown brought the school's total to five. The yearbook was also awarded its 20th consecutive state championship from Virginia High School League (VHSL) in October. Ms. Katie Reid serves as the faculty adviser and 07 graduate Kristen Horan edited both the 06 and 07 volumes.

More than 1,350 magazines, newspapers and yearbooks from around America submitted publications for the judging which took place at Columbia University in December. Publications were judged on writing/editing, design, concept, photography, art and graphics. From that pool, only the top three percent were selected to receive Crowns. The awards convocation took place in the Roone Arledge Auditorium, Lerner Hall, located at Columbia's historic Morningside Heights campus, on Friday, March 21st at 2:30 p.m.

In individual competition, Brookville's *The Buzzer* earned eight awards known as "Gold Circles," including two first place finishes. These were the only individual awards won by a Virginia high school yearbook. In recent years, more than 13,000 entries have been submitted for this competition. The yearbook also claimed its second consecutive VHSL state championship and was featured in "*Best of High School Design*," another national publication recognizing outstanding high school journalists' work. Mr. Mike George advises the publication and 07 graduates Lauren Moser, Brittany Atkins, Morgan Holt and Megan Turnmire served as editors with 08 senior Kelcey Thurman who currently serves as editor-in-chief of her senior book.

## YEARBOOKS WIN AWARDS, continued

Brookville's "Gold Circles:"

Sweep of All Three Places:

ACADEMICS SECTION SPREAD

1. Brooke Harding, "*Mr. Fix-it*"
2. Brandy Witt, "*Slice 'n dice*"
3. Beth Cooper, "*Hands-on*"

National First Places:

DIVISION PAGES by Morgan Holt,

Kelcey Thurman & Brittany Atkins

BLACK & WHITE PORTRAIT SPREAD

by Lauren Moser & Maria Hartley,  
"*Pinch me*"

National Certificates of Merit:

COLOR PORTRAIT SPREAD by Ashley  
Shores, "*Legal!*"

BLACK AND WHITE SPORTS SPREAD  
by Beth Cooper,

MINI-MAGAZINE by Brittany Atkins

All these award-winning yearbooks — the only high schools and colleges from Virginia to make the lists — have chosen to work with Steve Kent and Herff Jones yearbooks. Based in Roanoke after having worked in the professional design arena, Kent also serves on the CSPA and CMA faculties, having previously won the nation's top honors when he was himself the editor-in-chief of the University of Alabama's *Corolla*. Kent serves as a direct consultant for elementary, middle and high school yearbook and literary magazine programs as well as college yearbook programs in southwest Virginia, and as a sought-after instructor for workshops around the country.

"What we're creating in southwest Virginia is gaining the attention of yearbookers all over America," Kent said. "When I meet other students and advisers, they know about the books here. It makes me very proud.

"We are changing the way yearbooks are done, the way they are created and marketed," he said. "Schools around the country, and in our area, face declining sales and a lack of enthusiasm for and participation in their journalism programs. But in my schools, we combat that through quality reporting and design, and by making our books anticipated and important. Students want our books because they are timely, original and the students can usually find themselves within the pages several times. Once the student populations and surrounding communities see the work product, they are very supportive. I'm happy to report sales are very strong!

"And, it's not just in these three schools," he continued. "When I checked into the CSPA registration desk, the worker said ours was the largest contingent at the workshop this year. We had 10 schools represented. In addition to the ones already mentioned, Hidden Valley, Northside, Altavista, William Campbell, Halifax County, Heritage and E.C. Glass all sent folks on my New York trip. From one-on-one sessions with special consultants to classes taught by some of the best journalism teachers from around the country, this group — including some 70 students — had an unbelievable learning experience. And, it shows in the kinds of books they create."

CSPA is an international student press association uniting student journalists and faculty advisers at schools and colleges through educational conferences, idea exchanges and award programs, and has been operated as an academic program associated with the Columbia University Graduate School of Journalism since 1925.

Herff Jones prints more award-winning yearbooks than any other yearbook company on both the state and national level. At the 2007 Virginia High School League state championships in October, for instance, of the 27 state champions named, Herff Jones published an astonishing 20, including the aforementioned Salem and Brookville, as well as Hidden Valley and Northside, the only state champions from southwest Virginia.

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