

Who is Special Consultant Lynn Strause?

The Ceniad yearbook adviser at East Lansing High School in Michigan, Lynn Strause was the Journalism Education Association's 2001 Yearbook Adviser of the Year. A 29-year veteran of advising, she has guided her staffs to Columbia Scholastic Press Association Gold and Silver Crowns, National Scholastic Press Association Pacemakers and 12 consecutive Spartans, Michigan's highest award for student publications. In 2003, the Ceniad became a charter member of the MIPA Hall of Fame, and in 2004 was inducted into the NSPA Hall of Fame. Lynn was awarded the Michigan Interscholastic Press Association's Golden Pen, received the Lifetime Achievement Award from the Oklahoma Interscholastic Press Association, was named a JEA Distinguished Yearbook Adviser and earned a CSPA Gold Key in 2002 and NSPA Pioneer Award in 2004. She has served as JEA state director and MIPA's yearbook chair. A former Herff Jones yearbook sales professional, Lynn is eager to share her love of typography and is excited to give advisers the tools needed to make advising as rewarding as possible.



With a large group, Lynn Strause enjoys talking about...

- “Confessions of a Font Fanatic” (typography)
- “The Well-Rounded Yearbooker” (aspects of successful staffer/adviser)
- “Yearbook A to Z” (yearbook standards and trends)
- “Tell the Whole Story” (coverage/copy alternatives)
- Basic Design
- “Find Your Voice” (unified/consistent yearbook voice)
- “Mich Mods” (transitioning to modular coverage)
- “Theme: What a Concept” (theme/concept development)
- Copy writing

When working one-on-one with an individual staff, Lynn Strause is an expert at...

- Design: spread, section, overall book, effective packaging
- Typography
- Theme/concept development
- Coverage
- Improving the overall book

- Copy/caption writing



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