

THE YEARBOOK IS DONE

## There's still a ton to do

You may think that just because you sent your final pages of your yearbook in to the plant that you are finished for the year—WRONG!

You wouldn't believe how much stuff you can accomplish in March, April and May. Some of it will do you some good in this school year, and some of it will make your 2009 yearbook experience, the best ever. Here's a quick overview of some of the more important items and how to accomplish them in the balance of the school year.

### Sell all your yearbooks

Yes, we fully realize that the time to order extra spring yearbooks has come and gone. But we are betting that you still have a few that you ordered back at the end of January that are not yet sold. March and April are the perfect time to make sure those books are sold. In fact, why not set a goal to have no books unsold by the day they arrive at your school.

During the upcoming month, watch your e-mail for weekly tips on how to sell those unsold copies. If you would like some concrete ideas on how to sell those books now, turn to page seven



**Yahoo! You finished your final deadline. But wait! There is still a whole lot of stuff to do before this year is over.**

of this newsletter, and you will find quite a few.

### Plan your distribution

How hard did you work on the yearbook? We bet you worked harder than on almost anything you have ever done. Then you need to celebrate it. Don't just let the yearbook arrive and then pass it out in homeroom or at lunch time in the cafeteria. Have a signing party or a big assembly. Do something. Start planning now. We bet if you brainstorm for half an hour today you will come up with some incredible ideas. See some of ours on page six of this newsletter.

### Decide how you will cover spring activities

Does your yearbook just end

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## Summer is coming!

**That means it is time to start planning to attend our Jostens yearbook workshop. Advisers tell us the number one reason they take their students to yearbook workshops is bonding—making them into a team. So this year, try bringing your entire staff to our summer yearbook workshop. Watch your mailbox for more information coming your way soon and sign them all up.**

While many yearbook staffs think that their job is done when the final deadline is met, that couldn't be further from the truth.



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in March? In 20 years, your students will be looking at their yearbooks at a reunion and be wondering what happened to all the stuff that happens in the spring: baseball, prom, theatrical productions, carnivals, softball, track and maybe even graduation. All of those activities are things that every student will still want to remember in 10, 20 or 30 years so make sure you cover them someplace.

### Enter a contest

There are four super contests that your students can enter, and once the yearbook is done, that's the time to enter them. Your photographers can enter Jostens/Wolfe's Camera 2008 Student Photo Contest. Find out all the info on that one by going to Yearbook Avenue and clicking Contests. Your photographers have probably taken hundreds of pictures this year. All they need to do to enter is to find the right one and fill out a short entry form.

Your Business Managers can enter the 2008 Yearbook Business Manager

**Get your yearbook staff excited! Spring time can be the most fun you can have in yearbook. There is so much to do, and a lot of it is truly fun stuff. Make spring 2008 the most fun ever.**



Contest. You can find the details for that contest at the same place on Yearbook Avenue. If your Business Manager has done a great job this year, make sure he or she takes the time to enter.

Of course, we have your InDesign designers covered with our annual Design Contest that we co-sponsor with Adobe, but this year we are adding a second design competition specifically for our schools that use YearTech Online. Yes, there is now a YearTech Online Design Contest, and your students can just pick their best design and submit it right online. It's that simple.

See more about both design contests on our centerfold poster this month and on the Jostens Website and Yearbook Avenue. Make sure and post the centerfold to give your kids some great ideas and encourage them to enter. There are great

prizes, and all winners will be featured in the 2009 *Gotcha Covered Look Book*.

### Read a good book

Speaking of the *Gotcha Covered Look Book*, the 2008 edition will soon be coming to high schools all across the USA. And the big news this year is that it



is now hardbound. We (all of the Jostens sales reps) got our copy at our national meeting in Orlando at the start of February, and yours should be in your school by the time you read this or soon after. It is outstanding, and you'll love it!

The *Look Book* is a great place to start planning your 2009 yearbook. Have your students pay special attention to the theme, cover and photo sections. Inside, you will find the winners of the 2008 photo and design contests as well as thousands of great ideas for covers and interior spreads. It just may be the definitive source for yearbook ideas. If you don't receive a copy and would like to see one, please let me know early this month.

### Get started on 2009

Now is the best time to start planning your 2009 yearbook. Your theme, cover and ladder can all be put into the first phases of production. As you plan your ladder, we would like to get you to consider a new and interesting way to organize your yearbook in 2009—chronologically.

Now don't freak out when we mention that. We know that yearbook is a very traditional activity and we know that section coverage can be the cornerstone of that tradition, but we are just asking that you take a look at chronological coverage and see how it might work for you. This spring is the perfect time to do just that.

To give you a taste of chronological coverage, first check out the next page. Then if you would like to know more, let's discuss it the next time you see me. I have a superb new planning publication called "Chronological Yearbooks—a reader-friendly and practical approach to telling the authentic story of your school year" that I would like to share with you.

### Register for a workshop

We know we say this a lot, but we truly believe that there is nothing you can do that will improve your yearbook experience like attending a summer yearbook workshop. Especially a Jostens summer yearbook workshop. So if you want to join us this summer and you don't have registration information yet, just drop us an e-mail or give us a call, and we will get it out to you right away.



### Get excited about 2009

The April issue of this newsletter will feature all the new stuff Jostens and I have in store for you in 2009. You will be blown away. We promise.

