

In -depth with our Summer Organizer



Register for and attend a summer workshop. Nothing you do will make your 2012 yearbook better than doing this. Send as many students as you can and go yourself as well. At a summer workshop, you and your staff can learn the ins and outs of YearTech, create your theme, plan your ladder and so much more. We cannot stress enough the value of going to a summer workshop. For more details about the right workshop for you, call us at your earliest convenience or see the front page of this newsletter. If you really want to immerse yourself in yearbook and become the best adviser possible, consider attending Jostens National Adviser University in July. If you are interested, go to <http://www.jostens.com/yearbook> and click on the JAU tab.

Contact your portrait photographers. Make sure senior photographers know the specifications you require and get a firm date when the photographers will deliver the photos to you. The photographer should be able to tell you now as they already have your picture and retake days scheduled.

Get your computers cleaned out and cleaned up. There are four major things you need to do to your computers before the new school year starts. Clean your computers, archive (save to digital media, like CD or DVD) and remove all of your 2011 book, upgrade software and possibly (if you have the budget) upgrade your hardware.

Meet with your editors. (Two or three times if possible!) Go over grading, ad sales, book sales, supplies (kit materials, general forms), equipment (computers, typewriters, paper cutters, rulers, etc.), underclass mug shot and retake dates, senior picture requirements, ladder, deadlines, budget and philosophy (how you will handle reporting controversial topics such as drugs and crime, memorials, dedication, senior messages, baby pictures, etc.). Formulate a priority list of options you want in your yearbook. If you have additional funds, what is the most important addition you want to make to the book? More color? An improved cover? World Beat?

Establish your budget, ad prices and book prices. Don't get caught with your prices down. It is far better to increase the price of your book \$1 per year than to jump the price by \$5 every five years. And don't forget to check your ad prices. They may have been set in the mid '00s, and you may now be losing money on each advertising page you have. A good rule of thumb is to pay for four pages of yearbook with each page of advertising sold. Or maybe you don't want to sell ads. If you do an all-color book, you should raise ad prices for that reason as well.

Meet with your school administrators to establish rapport. Also touch base with front office secretaries and custodians. If your book is shipping in August (fall delivery books), explain what you want done with it when it arrives.

Meet with your new staff members. Go over ad sales, book sales, the general design of the book and requirements for grades. Staffers should be willing to meet before school opens in the fall. This meeting establishes the fact that yearbook is not just a "school day" activity but requires extra time and effort. If possible, combine this meeting with a social get-together.

Meet with your staff photographers. Establish quality level, general overview of the book—and picture-selection process. Make sure all equipment is clean and in good repair.

Begin taking pictures of school. Begin taking pictures even before the school year starts. Photograph team practices, informals of employees getting ready, students registering, group money-making events, students at work in the community and theme shots. Color photos look especially good when taken in summer sun. Plan on covering summer 2011 in your 2012 yearbook. ←