



It seems like the big day will never arrive. After all, dozens of pages still need to be completed, and even more pages of proofs need to be checked. However, before you know it, a truckload of precious cargo will soon be arriving at your school. From



Make yearbook distribution an event to remember.



breakfasts to picnics, cruises to fire drills, assemblies to dances – staffs from coast to coast are turning yearbook distribution into a **SPECIAL DELIVERY.**

A Friday dance party

@ Glenbard South High School, Glen Ellyn, IL

A Friday night distribution event doubles as a fundraiser at Glenbard South High School. For a \$5 admission, students pick up their yearbooks early and enjoy a signing party. A cool disc jockey spins the latest hits. Refreshments are sold and leftover photos can be purchased at bargain prices.

"Those who don't make the Friday night social must wait until Monday to receive their yearbook," says adviser Candace Vickers. "This event has been well received. We have been able to add more pages of full color with the revenue we have made from it."

A four-alarm event

@ Jenkins High School, Chewelah, WA

Distribution 2000 at Jenkins High School was a four-alarm event. In previous years, distribution was uneventful. Yearbooks were delivered after the school year was over, forcing staffers to run an ad in the local newspaper telling students to pick up their books.

This year, the books arrived before school was out, and staffers decided to pull out the stops.

On June 1, the fire alarm sounded at 11 a.m. and students raced into the halls and out the doors.

"It was the second fire alarm at our school that week. The third in two week's time," says adviser Denise Smith. "So the students



thought it was real. When they got outside and saw the fire truck loaded with yearbooks and staff members, they were totally floored."

Smith and her staff knew this year's event had to be BIG. They got the fire truck idea at a summer yearbook workshop and got to work. Denise used her small town connections to ask the local fire department for a driver and a truck. Her friend, local fire fighter Dave Stroyan, agreed to help out on his day off. Next, Smith pre-arranged with the principal to sound the school fire bell on distribution day and swore the teachers to secrecy.

On the appointed day, staffers were excused early to go to the fire station and load up the truck. With the books on board staffers donned official fire helmets and coats. Stroyan drove the truck – full of yearbooks and staffers – to the school, accompanied by two fellow fire fighters who had volunteered to ride along.

With sirens screaming, the fire truck roared up to the school. Smith and her staffers unloaded books and put them on tables set up in front of the building. Before distributing books to the students, Smith jumped up on a table and handed the first yearbook to Sherri Frizell — a 30-year Jenkins High School staff member, to whom the book was dedicated.

"The whole thing took about ten minutes," says Smith. "The kids had a half hour to sit on the lawn and sign books. We arranged to have the event occur just before lunch period so it wouldn't disrupt classes. We got a big trough and filled it with pop so the kids could have refreshments. Many skipped lunch or ate it outside to be with their friends and look at the annual."

The staff knew this year's event had to be BIG.



With sirens screaming, a fire truck roared into the Jenkins High School parking lot in Chewelah, WA with cartons of the school's 2000 yearbook. A fire alarm released unsuspecting students. To make this event a success, the staff anticipated every little detail, including pens imprinted with the yearbook theme, after all, students don't take pens out of the building for a fire drill. Adviser Denise Smith jumped up on a table and gave the first yearbook to a staff member retiring after 30 years and to whom the yearbook was dedicated. Smith also explained how distribution was set up.

When they saw the fire truck, they were totally floored.

A three-day event

@ Valley High School, Gilcrest, CO

A three-step process launches yearbook distribution at Valley High School.

Distribution Day One features a reception at an evening school board meeting, complete with food and refreshments. School administrators and school board members each receive a complimentary, personalized yearbook.

After that meeting, adviser Steve Zanetti takes his yearbook staff out for a year-end dinner where the staff receives the yearbook before the rest of the student body.

On Distribution Day Two, interested students pay \$2 to attend an evening yearbook signing party. Seniors get in free. Music, a barbecue, freebies and prizes from local merchants add to the excitement. "This party gives students a chance to get their book a day earlier than the rest of the student body," says Zanetti. "It also serves as a fundraiser for yearbook, helping us defray the cost of yearbook camp in the summer."

Distribution Day Three is usually not a huge hassle since most

students have already received their yearbooks at the signing party. The remaining books are distributed during lunch and advisement period to keep class disruption to a minimum.

First things first

@ Shelton High School, Shelton, WA

First period is special on yearbook distribution day.

With the help of the faculty, yearbooks at Shelton High School are distributed during class. Some teachers distribute the books at the beginning of the hour, others make their students wait until the end. Beginning or end, the entire process takes about 10 minutes.

After the first period dismissal bell sounds, students head to a 40-minute yearbook signing assembly between first and second periods.

"We invite other clubs to set up booths and sell food at the assembly if they are interested," says adviser Jennifer Isley.

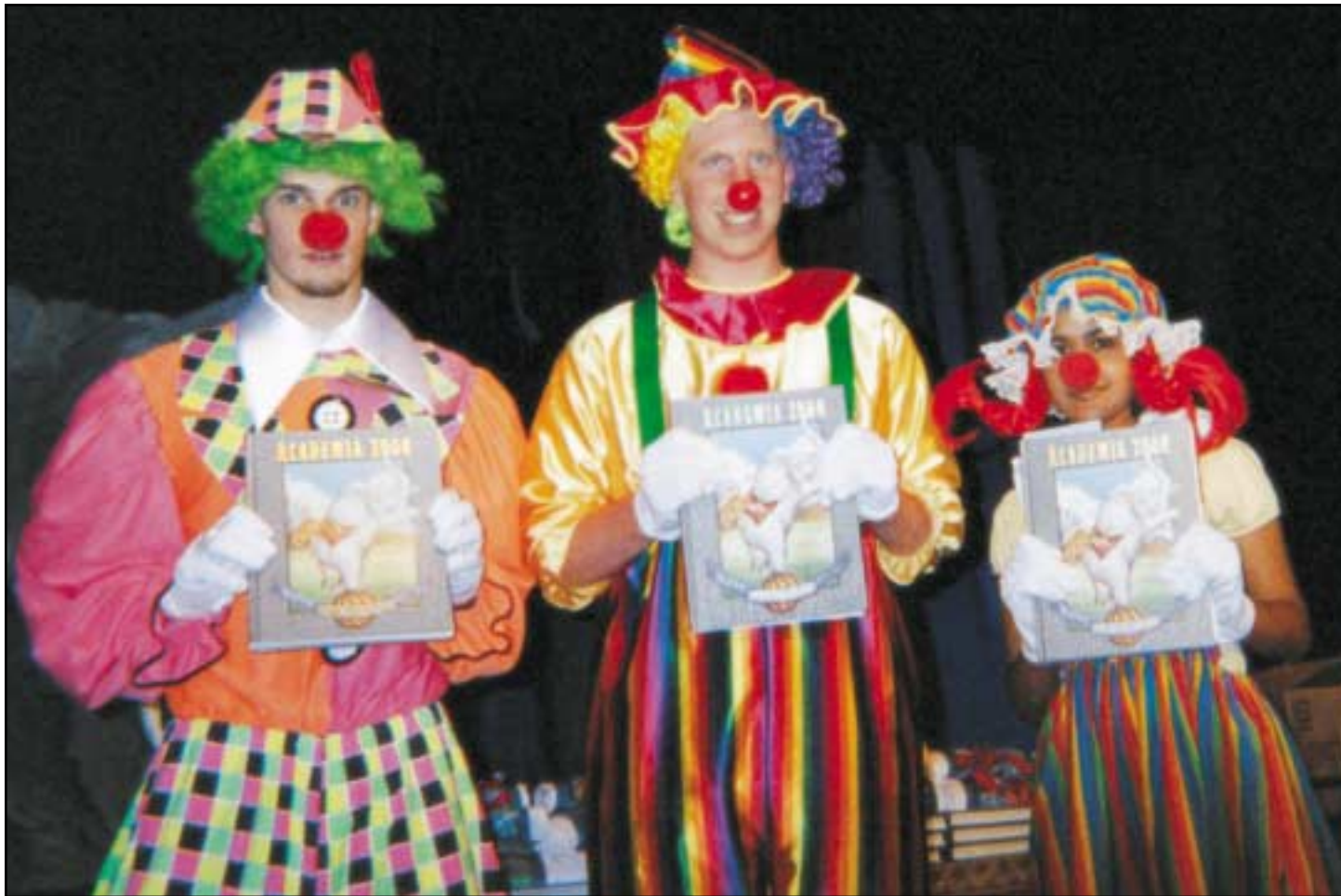
To make the in-class distribution a success, the yearbook staff devotes a couple of hours on a Saturday separating yearbooks into >



Before

The more details you consider ahead of time, the smoother your distribution event will go. Begin planning now.

- Plan your distribution for minimal disruption of classes.
- Reserve facilities and secure administrative approval.
- Confirm the expected arrival date with your yearbook specialist.
- Check that all of the yearbooks arrived in the shipment.
- Note damages with the freight company before the truck leaves.
- Plan a secure storage location for the yearbooks.
- Order refreshments, decorations and other supplies.



Dressed as clowns, the yearbook editors...



> boxes based on the first period class lists. A list of yearbook purchasers is attached to each box.
 “The teacher must be sure that each student who receives a yearbook signs for it. Any unclaimed books are returned to the office and the office staff takes over distributing yearbooks to students who did not receive them during first period,” says Isley.

The envelope please

@ Timberline High School, Lacey, WA
 Promotion is the key to success for Timberline High School’s distribution event. Yearbook staffers start early and end with a bang. Staffers sell sno-cones during school lunch periods on Wednesday and Thursday and remind students about the Friday night book signing party. To simplify the distribution of yearbook options, such as yearbook covers, autograph pages and Hear the Year® CDs, staffers place each student’s ordered items in an envelope and attach a “packing slip.”
 Next, envelopes are organized according to second period classes and distributed to teachers with a checklist asking them

to verify which students receive an envelope.
 The “packing slip” doubles as a reminder message, inviting students to the Friday party.
 “We take over the cafeteria, the gym and the commons area for our Friday night event,” says Smith. “Students pay a \$4 admission fee to pick up their books early, dance to a DJ and sign yearbooks.”
 Students who don’t attend the party are released from class early on Monday afternoon to pick up their books in the cafeteria.

A FUNraiser

@ Horizon High School, Scottsdale, AZ
 A combination autographing party/fundraiser is a big hit at Horizon High School.
 “It’s a big money-maker for us – not to mention that it is the climax to the entire year,” says adviser Lisa Baker. “The kids get to see all their hard work pay off in the smiling faces of the student body.”
 Pre-party work begins at 12:15 p.m. Staffers unload boxes

of books, set up tables, fill balloons, make balloon arches, hang streamers, etc.
 “Set-up time doubles as a ‘pre-party’ party,” says Baker.
 Baker unveils the book cover (which has been kept a secret) at that time. Goofy awards, great food and a cake iced to resemble the cover of the yearbook round out the fun.
 When the doors open at 6 p.m., the party begins for the rest of the student body.
 For a \$3 admission students get a plastic cover, a pen imprinted with the yearbook theme/logo, three hours of book-signing time, music by a local DJ, and the opportunity to pick up the book a day ahead of regular distribution.
 Sales of unused yearbook photos, extra signing pages and plastic covers complete the fundraising activities.

Under the big top

@ Staten Island Academy, Staten Island, NY
 Yearbook distribution is a formal occasion at Staten Island Academy — complete with dignitaries, speeches, a visual production, and an after-assembly reception.
 “We have a skit, a slide show or a video of the year, and some music,” says adviser Barbara Neiderhoffer. “Yearbook staffers give speeches about the book and their experiences of working on it. Editors share a kind comment about each senior as he or she comes up to



receive a book. This adds a nice personal touch.”
 The yearbook theme is also worked into the evening’s events. The “Under the Big Top” theme allowed the editors to make an entrance on tricycles, dressed as clowns.
 Decorations coordinated with the theme as well, with the elephant from the cover appearing life-size. Seniors received a yearbook along with a T-shirt featuring the cover art.
 The event is open to parents, family members and the student body. Underclassmen receive their yearbooks after the seniors are honored. The post-presentation dessert reception doubles as a yearbook signing party.
 “This event is so nice because the person to whom the book is dedicated gets formal recognition in front of the entire school community,” says Neiderhoffer. “The staff gets to thank the yearbook advisers publicly, and the yearbook group gets to thank their parents, who do a lot for the kids, especially during their senior year.”

A senior tradition

@ Mexico High School, Mexico, NY
 A Senior Breakfast is a strong tradition at Mexico High School, and yearbook distribution is the highlight of the event.
 In addition to approximately 150 seniors, school board members and administrators gather in the school cafeteria to dine together and celebrate. >

...made an entrance “under the big top” on tricycles.



The yearbook’s “Under the Big Top” theme doubled as the theme for the distribution assembly at Staten Island Academy in Staten Island, NY.
 The popular evening assembly, attended by parents as well as students in all the grades, was kicked off by the editors (from left to right) Andrew Schneider, Vito Colasurdo Jr. and Alia Hasham making an entrance dressed as clowns and riding tricycles.

Before

- Get chaperones. ■ Make arrangements for entertainment. ■ Assign jobs to each student for the event. ■ Get change.
- Arrange the distribution area so the yearbooks are behind tables or a counter. ■ Check for conflicts with other events. ■ Plan the event so students arrive at different times. ■ Triple check the sales list to ensure it is accurate.

- Order Jostens Hear the Year® CDs, Autograph Sections and Clear Plastic Covers to sell. ■ Alert the local media for possible coverage.
- Allow the staffers to see the yearbook before the event, or they will be distracted. ■ Set up the distribution area before students arrive. ■ Don’t allow yearbooks to circulate before the event. ■ Invite administrators. ■ Prepare the staff for both positive and negative feedback about the book.

> “When the seniors come into the cafeteria, the books are already arranged, by homerooms, on the tables,” says adviser Dola Deloff. “Seniors pick up their books after breakfast is over. We make sure that we have extra books on hand, so people who haven’t purchased one can buy one at that time.”

Underclassmen who have already paid in full receive their books in their homerooms. Students with unpaid balances pick up their yearbooks during lunch.

“Barker Day”

@ Bradford High School, Bradford, PA

“Barker Day” (as in the name of the yearbook) is a memorable event at Bradford High School.

The morning starts with a fundraising jog-a-thon sponsored by the physical education department. By early afternoon, seniors and underclassmen gather for an all-school assembly. Parents and community members attend, too.

“We introduce the yearbook staff to the school,” say co-advisers Susan Evans and Kathy Kresge. “We have 1,000 kids on campus so not everyone knows who is on staff.”

“The ‘Barker Day’ assembly is the only time our yearbook kids get that kind of recognition.”

A slide show presentation, complete with music, adds the perfect touch to the festivities. Staffers read copy from some of

the yearbook sections as slides are displayed. After distribution, kids have 45 minutes to sign each other’s books. Later that evening, the senior staff is honored at a special dinner. Staffers draw names beforehand and swap small gifts that relate to a funny incident about yearbook.

All aboard

@ William M. Davies Jr. Career and Technical High School, Providence, RI

The yearbook made a big splash at William M. Davies Jr. Career and Technical High when the senior class adviser decided to hold its long-standing breakfast event on board the Narragansett Bay cruise liner, known as the Bay Queen.



This seniors-only event occurs the day after seniors complete their final exams.

“It’s a great way to celebrate,” says adviser Paula Rice. “We get about an 80 percent turnout, even though seniors pay \$15 to attend.”

Dining bay-side isn’t the only treat for these seniors. In addition to their yearbook, they receive a video yearbook highlighting their past four years at William Davies.

Underclassmen pick up their yearbooks the following day, in school, during lunch.



Aboard the Bay Queen, yearbooks make a splash.

The yearbooks were the highlight of the traditional senior breakfast – held in 2000 on board the Narragansett Bay cruise liner, known as the Bay Queen.

The seniors-only event had about 80 percent turnout and was held the day after seniors completed final exams.



The breakfast is for seniors only.

A yearbook house party

@ Tiverton High School, Tiverton, RI

The members of the yearbook staff are the first to see their publication at Tiverton High School. And adviser Jean Souza makes the event special by hosting a staff party at her home.

“The kids get to look through the book and the comments are priceless,” says Souza. “They exclaim, ‘Look! that was my page.’ ‘Jen, the sports layout you designed looks great!’”

Seniors receive their yearbooks at the senior banquet.

The banquet honors senior yearbook staff members, and this year two special guests were invited — Mr. & Mrs. John Berg.

The Bergs started teaching in the 1930s and were featured in the yearbook because it traced the history of the schools in Tiverton.

First class tradition

@ Mashpee High School, Mashpee, MA

Being first comes naturally to seniors at Mashpee High School. As the very first graduating class from the very first high school

in town, they know a thing or two about putting first things first. So when it came to distributing the 2000 yearbook, staffers knew there was a lot riding on this first-ever event.

“We wanted to make this a truly special time for our seniors,” says adviser Debra Contrino. “It’s an emotional time. The kids would be signing each other’s books and then graduating two days later.”

Seniors received their yearbooks at a special senior breakfast. This gave them a sneak preview of the much-anticipated book — a fitting first look at the beginning of a new tradition.

Underclassmen picked up yearbooks a day later, during first period classes.

The yearbook bus stop

@ Raytown High School, Raytown, MO

Hop on the bus, Gus!

Raytown High School yearbook staffers distribute their books by handing them out of school bus windows.

“We arrange to have a bus delivered to the stadium area and we >



During

Stay calm. The event itself will be busy and emotional. Enjoy the moment, but take care of business as well.

- Students will arrive early, so be ready early.
- Check identifications.
- Ask students to sign or initial the list when picking up the book.
- Keep money collection stations to a minimum.
- Take photos.
- Survey students to learn what they like/dislike about the book.
- Don’t take it personally when you hear critical comments.
- Assign the adviser or editor to handle problems.
- Have fun. Smile. Enjoy the attention.



The picnic is the favorite day of senior week.

> take the books and load them into the bus," says adviser Lauri Davidson. "We post alphabetical listings in the windows — 'A to B', 'C to D' — so students who are prepaid know what line to stand in."

Before the students arrive to pick up their books, Davidson hosts a pizza party for her staff to ensure high-octane energy for their bus-distribution efforts.

During the last two hours of school on a day in May, students are released by class. Seniors go first, then juniors, sophomores, and finally freshmen. Students must show their receipts or they must be on the list generated from the yearbook staff's sales receipt book.

Students who haven't yet purchased a book can do so at the stadium ticket booth window. Afterward, everyone heads to the football field for a book signing party.

If it rains, the bus is parked in front of the school and the signing party is held inside the school building.

"This process does disrupt classes, so you need a good working relationship with teachers," Davidson says. "But, by this time of the year, most of them are okay with letting the kids out for a little fun at the end of the day."

The last dance

@ Black Hills High School, Olympia, WA (Tumwater, WA)
Save the last dance for me.

That's what the yearbook staff asks of the student body at Black Hills High School. Once a year, the commons area turns into a yearbook distribution dance party.

"It's one of the most anticipated dances of the year," says adviser Francie Froehlich. "The yearbook program receives all the profits from the dance, minus the fees for the facilities and the DJ."

All students are invited to the dance. Staffers decorate with leftover yearbook pictures and students are free to take as many as they like.

The school newspaper also prints its last issue for the event and the yearbook staff distributes this with each book. Students must show a photo ID to claim their yearbooks.

Concessions, pens and autograph pages are for sale in the Student Store, too.

An annual Awards Banquet potluck for the yearbook staff happens before the dance.

Hot dogs and yearbooks

@ Sandwich High School, Sandwich, MA

It's not unusual to see police officers cooking hot dogs at Sandwich High School's senior picnic.

It's all part of the community feel that makes this event so special.

"We invite a lot of folks," says adviser Carole Antis.

Kids, parents and dignitaries alike feast on chips, soda and cake. Afterwards, they spend the afternoon out on the grass, signing books, as the music blasts.



"So many kids come up to me during Senior Week and say that the picnic is the best day of their week," says Antis. "It allows them to see kids that they have not been as close with, as well as their best friends. They don't want to leave."

A party for each class

@ Crockett Middle School, Amarillo, TX

The PTA pulls out all the stops to make yearbook distribution a fun event at Crockett Middle School.

"Our PTA hosts a separate signing party for each grade level — sixth, seventh, and eighth," says adviser Monica Tucker.

"They provide pizza, candy and drinks for the students. We have a CD player for music, and parents decorate the room."

A community celebration

@ East Clarendon High School, Turbeville, SC

Yearbook distribution is a community event at East Clarendon High School.

Everyone from clerks at the local IGA grocery store, to parents, to friends and former graduates attend the all-school assembly.

At the assembly, Senior Hall of Fame honorees are announced and books are distributed.

But the showstopper is the annual slide show.

"The show has become more technologically advanced over the past four years that I have been on staff," says editor Ashleigh Kemp. "My first year we sent the slides off to be developed. To save money, it evolved into a staff-made video, in which we set up a camera and shot selected photos. This year we scanned all of the photos into Corel Presentations and used different fades and identifiers for each picture. It's great."

The slide show highlights events such as the homecoming parade and football games, but it also includes fun photos of students making strange faces at the camera and more poignant photos of emotional moments. Music plays a key role.

Students sign books during class time rather than having a separate autographing party.

It's not unusual to see police officers cooking hot dogs.



On May 31, 2000, seniors at Sandwich High School gathered on the lawn for two hours for a cookout and to receive their yearbooks.

In addition to receiving and signing yearbooks, teachers and administrators were honored.

The event attracted parents and community members including police officers who cooked hamburgers and hot dogs.



After

The yearbooks might be distributed and signed; however, some of the finishing tasks are the most important.

- Deposit income immediately to avoid theft.
- Clean up.
- Write thank-you notes to everyone outside the staff who helped.
- Make notes on what to do differently next year.
- Pay for any special services or entertainment.
- Celebrate your success as a staff.