A DESIGNER’S DOZEN

Twelve concepts that will result in fresh, content-driven designs that connect with readers. Turn to page 7.
Back to school means it's time to get down to business and our fall checklist provides a yearbook to-do list to get you started.

From creating marketing campaigns to selling page sponsorships, advisers share success stories.

Twelve concepts that will result in fresh, content-driven designs that connect with readers.

The redesigned Yearbook Avenue Web site will turn a few heads and make it easier to complete tasks and find important information about your yearbook.

Checkout the winning designs from the Jostens/Adobe Yearbook Design Contest.

Jostens creative accounts managers share inspirational ideas.

From expanding coverage to keeping the yearbook room organized, experienced advisers share their secrets to success.

A wide array of additional content is available to Jostens customers on the Web at YearbookAvenue.com.

Welcome to Jostens Adviser & Staff — the largest-circulation magazine in the world devoted entirely to producing and marketing yearbooks. Your subscription is provided compliments of your local Jostens representative.

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Get into it.
Getting down to yearbook business

While the yearbook editor is busy barking out story assignments and hounding photographers to carry a camera with them everywhere — the business manager is thinking MONEY — how to generate it, how to spend it wisely, how to attract it, track it and put it to good use. Without sufficient revenue, even a superstar editor won’t be able to produce that once-in-a-lifetime yearbook. Want a four-color book this year? An embossed cover? Extra pages of coverage? As they say, money talks and money talks loud and clear.

They’ll rock your bottom line

With an eye to a yearbook’s bottom line, a business manager is as creative with numbers as editors are with words, ideas and images. Though they often work “behind the scenes,” the business manager’s position carries the same respected status as the editor-in-chief.

The many skills that a business manager brings to the team are vital to a yearbook’s success. In addition to finance-specific duties, the business manager works with the adviser and the editor to plan and create the yearbook, stimulate demand for the product, and manage resulting sales.

That’s no small feat. After all, without avid buyers there would be no need for a yearbook.

Mentor an entrepreneurial spirit

The business manager position offers an enterprising staff member the opportunity to run a small business. While gaining real-life experience, they’re also building a résumé that reflects valuable real-world expertise in accounting, marketing and sales. Think of it as mentoring tomorrow’s entrepreneurs.

More and more advisers are coming to see the benefit in assigning the business of a yearbook to a trustworthy, detail-oriented student business manager. While this student CFO focuses on expense/income spreadsheets, sales tracking lists and promotional campaigns, the adviser is able to more effectively focus on the bigger-picture details. Relieved of the task of financial micromanaging, the adviser is freed to advise and lead the staff on this iconic journey called yearbook.

Learn to write it right with popular textbook

In the past decade, countless high school publications students have learned the art of journalistic writing from the Radical Write, the popular yearbook written by Bobby Harthorne.

By popular demand, a second edition of The Radical Write was released in 2004. Hawthorne teamed with Jostens to publish a new edition with updated text and a fresh, new design. The hardbound, 216-page text covers writing for all student publications and features an extensive chapter devoted exclusively to yearbook writing.

The dollars-and-cents of yearbooking

A business manager is part financial whiz, part promotional guru. Equally at home crunching numbers and developing head-turning marketing and sales campaigns, the yearbook biz buzz takes aim at beating last year’s book sales mark.

To accomplish that, you have to think outside the financial spreadsheets and increase cash flow through:

- Book sales
- Recognition ad sales
- Business ad sales
- Add-on sales such as Personalization, Clear Protective Covers, Hear The Year, Photo Pockets, Autograph Sections and more

To biz or not to biz

The right student business manager can be a great asset to any yearbook program. Ultimately, only you can decide if you’re ready for a new addition to your staff organizational chart.

When considering your options, remember that it takes more than indefatigable creative energy to run a successful business. As your right brain spins with ideas and images, it’s also important to honor the valuable contributions of its left-brain counterpart.

If you’re ready, willing and able to make rooms on your yearbook staff for a student business manager, solicit referrals from your school’s business department, marketing teacher, or DECA and FBLA adviser. Ideally, the new business manager should be announced in the spring, when you select the yearbook editors, and should be ready to take the financial helm in the fall.

“The yearbook business manager must be very organized and dependable. If the job is well done, it’s a full-time job.” — SANDRA PENNEKAMP

FALL CHECKLIST

As school bells welcome students back for another action-packed school year, hit the ground running in the yearbook room. While the first deadline might be weeks away, advance planning and organizing is the key to a successful publishing year. Refer to this checklist for a guide on how to begin the exciting task of reporting the year in words and photos.

- Choose last year’s book making a list of strengths and areas for improvement.
- Establish plans for first week of school coverage.
- Create budget.
- Select all student staff positions; announce the key editors and the business manager if this wasn’t done in the spring.
- Distribute information to parents on how to purchase and submit content for Recognition Ads.
- Create a page template for editors to create pages, upload Jostens/yearBook-2001 or all computers used for yearbook production.
- Obtain the master list of teacher schedules and keep on file for reference.
- Obtain the master student list and refer to this for correct name spellings.
- Contact and authorize editors and sales representatives.
- Train staff on basic policies and operating procedures.
- Ask your representative for the BestBuy Business Kit.
- Register your student business manager on YearbookAvenue.com.
- Familiarize yourself with YearbookAvenue.com. If you do not have log-in information, watch for your mail for a back-to-school packet from Jostens or call your plant consultant.
- Preview the things you program on YearbookAvenue.com.
- Meet with your yearbook representative to discuss deadlines, color placement, budget planning and cover specifications.
- Fill in staff information and the ladder diagram on YearbookAvenue.com.
- Purchase new supplies, especially CDs and camera batteries.
- Study and organize the content of the Yearbook Kit while planning.
- Purchase information packs for your students.
- Obtain the master list of teacher schedules and keep on file for reference.
- Assign beats to staff writers and photographers for the first deadline.
- Establish plans for first week of school coverage.
- Obtain the master student list and refer to this for correct name spellings.
- Contact and authorize editors and sales representatives.
- Complete and submit all color pages early.
- Schedule club/group picture day.
- If using YearTech Online, print page previews and review them carefully before submitting first deadline to the plant.
- Submit pages for first deadlines.
- If using YearTech, make a backup of each submission disk that is sent to the plant.
- Collect and submit all color pages early.
- Complete and submit all color pages early.
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Creating a buzz is good for biz

Page sponsorship makes room for great coverage and alternative ad sales. As a small school whose campus includes junior and senior high students, Ocosta Junior/Senior High School, Westport, WA, relies on business and community involvement to generate revenue for its yearbook. Even so, the ad space is limited in their 116-page yearbook. Five years ago adviser Jessica Ably came up with an inventive way to sell and integrate advertising space into their yearbook. Instead of the traditional approach that places businesses in the back of the yearbook, her staff sells page sponsorships.

“Since we have a small yearbook we can’t afford to have an entire page devoted to a business,” said Ably. “And while selling ads is important, it’s also important that we make sure everyone in the school is included in the yearbook. That requires us to utilize all 116 pages for coverage.”

When a business opts to buy a full-page sponsorship, it receives a headline announcement at the bottom of the page. Small business logos are added, as well, if a staff member is involved in that year’s theme. The staff also created an advertising campaign featuring music students, in the band area.

All the right stuff: Choosing your business manager

An ideal business manager candidate should:

- Excel at paying attention to all the details.
- Possess strong follow-through skills.
- Be an entrepreneur: self-motivated, responsible, personable, driven and entrepreneurial.
- Easily and confidently direct others and oversee tasks to make sure they’re implemented.
- Be trustworthy and dependable.

Grad Ads boost book sales

Success stories advisers share for increasing yearbook sales and generating income

It was a match made in yearbook heaven. Thirty-odd years ago Nancy Jappinen, a business teacher at Ocostomowoc High School, Oconomowoc, WI, approached Larry Crawford, English teacher and yearbook adviser, with the idea of teaming with him to advise the yearbook.

The English teacher and business education teacher combination resulted in a diverse skill set that benefited the yearbook operation. Crawford came up with an idea to target the parents of graduating seniors that came to be known as the Grad Ads campaign. In its first year, the campaign generated two spreads of ads. Twelve years later, the yearbook incorporates nine spreads of Grad Ads.

“You can tell, the response has been continual, steady and profitable,” Jappinen said.

Each year Jappinen divides her staff of 60 students into four teams. From these, the editors select one team to head up the Grad Ad sale. They design and produce an 11 x 17 tabloid-size brochure that is mailed to every family with a graduating senior.

Jostens’ staff designs posters, usually tied to the book’s theme, and hangs them throughout the school. They also post a list of non-buyers, inviting them to purchase a book for their student. Jappinen said the letter resulted in the sale of 50 additional books.

In addition to the Grad Ad brochure, another reminder accompanies the first-term final grade mailing. Jappinen’s staff designs posters, usually tied to the book’s theme, and hangs them throughout the school. They also post a list of non-buyers, inviting them to purchase a book for their student. Jappinen said the letter resulted in the sale of 50 additional books.

A personal note on non-buyers, inviting them to purchase a book for their student. Jappinen said the letter resulted in the sale of 50 additional books.

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“We spent about $75 on good posters and marking pens, but recovered that with the sale of two yearbooks.”

Mike Doyle

“A letter is sent to families of non-buyers, inviting them to purchase a book for their student. Jappinen said the letter resulted in the sale of 50 additional books.”

New business manager guide provides selling, marketing tools

An exciting, new Jostens Yearbook Business Manager’s Guide offers everything you need for managing sales and marketing the yearbook. The Sell It! Kit in the Jostens Yearbook Kit also offers a host of tools and publications.

The Yearbook Business Manager’s Guide contains a comprehensive, 40-page Guidebook, a CD containing dozens of working files and a DVD featuring yearbook promotional commercials. The tools are packaged in an attractive notebook portfolio.

To receive a copy of the Yearbook Business Manager’s Guide, contact your Jostens yearbook representative.

Also, check out the Budget BOOSTERS and the Marketing Guide in the Jostens Sell It! Kit for even more helpful ideas to help finance the creation of your “dream book.”
Cash in on back to school excitement to market yearbook

Without a doubt, the best time to grab a potential yearbook buyer's attention is at the beginning of the school year, when energy and excitement is HIGH.

Start by displaying posters from your Sell It! Kit. Follow up with a customized campaign that zeros in on your yearbook theme. For maximum impact, be consistent in your messaging.

Determine when, and where, to launch your campaign. Choose the approach that affords the greatest impact — summer mailing, back-to-school registration, parent open-house or homeroom.

Design fun and colorful displays to place near your yearbook ordering table. These draw attention to your table and pique student interest.

Non-JDS schools might offer discount coupons. Include an expiration date and ordering information.

Ask to post information on your school’s Web site announcing when yearbooks are for sale or send yearbook-buying direct mail reminders to families at home.

It’s not about picas and pixels. It’s not about eyelines and rule lines. And, it’s not about you.

It’s pure and simple. It’s all about the content. And, it’s all about the reader.

Take a step back from all the rules that micromanage yearbook design. They mean well, but they often cloud the big picture.

Let’s examine 12 concepts that will result in content-driven designs that connect with readers.

**A designes Dozen**

by Gary Lundgren

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**A tale of two leaders**

In yearbook-land the old adage, “What’s yours is mine and mine is yours,” definitely rules. While producing a yearbook is truly a team effort, editors and business managers each bring a decidedly specialized set of skills and talents to their respective roles. These checklists are meant to provide a quick overview of the key distinctions of each position.

**Checklist for Biz Managers**
- Manage the financial side of running the yearbook as a business.
- Track all incoming and outgoing expenses.
- Review financial information with your adviser on a regular basis.
- Oversee and sell business ads, recognition ads and add-on sales to generate revenue for the yearbook.
- Develop and implement marketing and sales campaigns.
- Plan and oversee the yearbook distribution event.

**Checklist for Editors**
- Work with your adviser and staff to develop the yearbook theme.
- Oversee the yearbook content and production.
- Assign stories to writers and photo assignments to photographers.
- Edit content.
- Work with designers to create a compelling yearbook.
- Manage and motivate the entire staff, building a sense of teamwork and pride.

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**PHASE ONE**

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**success profile**

Business managers earn an A+ for assets

To survive life in the harried financial fast lane, the successful yearbook manager must:

- Set revenue goals with your adviser regarding yearbook, advertising and personalization sales.
- Collaborate with your adviser and school bookkeeper to establish and maintain a balanced budget.
- Create a process to track yearbook and ad sales.
- Conduct research to uncover the wants and needs of potential buyers for staff planning and production.
- Set up and manage yearbook order day.
- Inspire successful yearbook promotional marketing and sales campaigns.
- Lead the business staff in articulating and executing plans.
- Manage all yearbook sales and keep orderly accurate records.
- Monitor the financial standing of the yearbook and conduct regularly scheduled financial updates for the staff.
- Work closely with the advertising manager to help set advertising goals.
- Organize an ad sales campaign, produce customer-approved ads, send invoices and collect/post payments for advertising.
- Ensure complete customer satisfaction with advertising and book sales.
- Plan and oversee the yearbook distribution event.

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Tell a story with photos and words.
An effective design delivers a compelling story to your readers. Designing the spread is the final step of a process that begins with content brainstorming and planning.

Plan for a variety of photographs that show different aspects of the story. Utilize different story presentations to make the text inviting.

Finally, when the visual and verbal content is finalized, the photographers and writers should work with the designers to build a spread that maximizes the power of the photos and words.

Use an ample framing margin.
The framing margin acts like a picture frame around the spread. Because spreads are often packed with content, an ample frame of white space around the spread adds a pleasing finishing touch.

For best results, keep content, with the exception of bleed photos and folio tabs, out of the framing margin. Caption blocks especially have a tendency to creep into the margin area.

When building templates, some staffs add a little extra room to the framing margins.

Display content in modules.
Professional newspaper and magazine designers discovered long ago that designing in modules didn’t just make their job easier; it also resulted in organized designs that readers could easily understand and follow.

A visually interesting spread results when a variety of modular shapes and sizes are used. Modules might be small or large, vertical or horizontal.

The size and shape of a module should be determined by its content. A vertical photo fits best in a vertical module. The most important content usually deserves the largest module.

Modular design doesn’t mean that dynamic shapes such as photo cutouts or circles can’t be used; however, for best results these shapes should be anchored within a module.

Place modules on a grid framework.
A framework of narrow vertical columns and horizontal grids makes it easy to arrange content modules on the spread.

For a true modular approach, the width of the columns and the height of the grids should be the same, resulting in a framework of squares.

Depending on the size of the page and the number of grids and columns used, the grids and columns will be approximately 1.5 to 3 picas. Leave one-pica spacing between the columns and grids.

Once the vertical and horizontal guides are locked in, this framework can be used effectively for every section of the yearbook.

Create a visual centerpiece.
A visual centerpiece grabs the reader. To be effective, the centerpiece should be the largest content module on the spread, at least twice the size of the other modules. For dramatic impact, the centerpiece on some spreads might be super-sized.

In some cases, the centerpiece might be an action-packed and technically flawless dominant photo.

To maximize coverage, many staffs display a collection of photographs as the centerpiece.
When selecting photographs for the centerpiece, be aware of the gutter, taking special care to avoid placing faces or other important content in the area where the yearbook is bound.

**Employ three levels of separation.**

“Space everything one pica apart.” This cardinal rule has served yearbook designers well for decades. And, it still works well to use traditional, one-pica spacing between content modules on a spread.

However, one-pica spacing isn’t ideal for every situation. Sometimes tight spacing is perfect. For example, a collection of related photos might “touch.” This would tell the reader that the photos belong together.

In other instances, expanded spacing might be used to set apart a module by leaving a vertical column or horizontal grid empty to create a rail. Since the rail separates the module from the other modules on the spread with expanded spacing, this would signal to the reader that the content might be special in some way.

**Contrast creates visual interest.**

Opposites do attract. In design, opposing elements add contrast or visual energy, if you will, and this keeps the reader engaged.

Some examples of contrast:

- **Content:** verbal/visual
- **Size:** big/small
- **Format:** horizontal/vertical
- **Shape:** modular/circular/cutout
- **Lines:** thick/thin
- **Weight:** bold/light
- **Width:** wide/narrow
- **Fonts:** serif/sans serif
- **Alignment:** justified/unjustified
- **Color:** black and white/process color

**Typography is for reading.**

Don’t be seduced into using artsy, decorative fonts because in small point sizes they are difficult [or impossible] to read. After all, you didn’t struggle to write those stories and captions for them to go unread.

For stories and captions, a traditional, serif font works best. Examples include Times, Palatino and Garamond. Because they are displayed in larger point sizes, there is more freedom to use creative fonts for headlines.

However, readability still must be considered. A goofy lettering style detracts from the message the headline is attempting to deliver.

**Make a verbal and visual connection.**

Study professional magazines and notice how the headlines coordinate verbally and visually with the photos, especially the dominant photo.

Headline writers need to brainstorm a list of words, phrases and ideas inspired by the photos prior to writing a catchy, primary headline that makes a verbal connection.

When designing headlines, consider emphasizing the key words by using a larger point size, or perhaps bold or color, so they scream for attention and make a visual connection.
A personality feature provides a nice reader surprise in each section of this yearbook. Contrast is achieved by using a huge photograph along with smaller photos. A cut-out background [COB] photo also contrasts the modular shapes used for the other images. To further reflect the student's personality, his signature is reproduced adjacent to the COB photo. 

[Bryant High School, AR]

Graphics unify, separate and highlight.

Graphics include lines, tints and color. And while they are fun to use, graphics shouldn’t be used to decorate. Like everything else on the spread, graphics must serve a content-driven function.

Graphics unify. A box placed around a photo and a quote links the two related elements.

Graphics separate. A line divides unrelated content.

Graphics highlight. With this in mind, use the power of graphics to call attention to the content while remembering that the graphics should never steal the show from the content.

Incorporate a three-peat strategy.

With some strategic planning, the repetition of lines, color, textures, patterns, shapes, space and typography gives a spread continuity and personality.

Designers call this strategy the “three-peat” approach because a graphic technique must be used at least three times for a repetitive pattern to emerge. For example, a primary headline design might incorporate a series of three circles. The exact same arrangement of circles might be used, in a reduced size, behind the headline on a sidebar story. A single circle might be used to accent the caption lead-ins across the spread. Finally, a series of three small, circular photos might be used in a quote box.

Take creative risks.

Don’t allow your sections, and ultimately the entire yearbook, to fall into a predictable pattern. Surprise your readers by incorporating a handful of special feature spreads throughout the yearbook.

Select relevant and interesting topics for the feature spreads and build the spreads to reflect the content.

Take creative risks. Creatively adapt, not copy, ideas from professional publications. Push yourself to the limit. Not only will you become a better visual journalist, but you’ll also give your readers a fresh and engaging content-driven yearbook.

This headline presentation incorporates different colors, fonts and point sizes for impact. The super-sized “save or spend?” primary headline grabs the reader and the smaller secondary headline follows up with specific information. The font, colors and writing style are repeated for the smaller “cash or credit?” secondary headline. Super-sized headlines are popular in professional magazines and can be incorporated effectively into yearbook spreads.

[Iowa City West High School, IA]

The “on the clock” presentation, on the left, serves as the visual centerpiece module, grabbing the reader. Three levels of spacing are employed. In the centerpiece module, tight spacing is used. Expanded spacing, created by a horizontal rail, lightens the look of the spread and sets apart the four content modules on the bottom. Consistent graphic trademarks such as fonts and colors visually unify the content modules.

[Rocklin High School, CA]

fall 06

adviser & staff

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On Yearbook Avenue, you own the street

Take a stroll down Yearbook Avenue and enjoy the exciting, colorful new look for 2007. The redesigned Web site will turn a few heads — and make it easier to complete tasks and find important information about your book.

Rest assured, there’s powerful functionality behind the flashy new look. Check out the Common Tasks and Tools area and cruise the quick links. In no time you’ll be face-to-face with the site’s most commonly used features.

Get timely information on a variety of topics in the Ideas and Tips section. Be sure to peruse the monthly Creative Corner. With the power of Yearbook Avenue you’ll have fingertip access to educational resources and creative ideas.

The unique tracking tools also allow you to see how on target you are with deadlines and how staff members are doing on their assignments. You can even check book sales with the click of the mouse.

Yearbook Avenue is “open” 24/7 so it fits your schedule, whether you’re a night owl or an early bird. Get superior access to everything you need to know to stay on top of your yearbook’s production.

Organize the details of your yearbook with the online Page Ladder. Plan page-by-page content, allocate staff assignments, note due dates, and even specify if a page will be printed in color or black and white. Give new meaning to the term “teamwork” by assigning individual logins to students so they can gain easy access, too.

If you are using Page Surfer designs, you can also select templates. Great sales tools also make it easier to market your yearbook. Create yearbook sales materials, get tips on selling books and ads, and track your sales progress.

Yearbook Avenue’s online Calendar keeps everyone organized. And it’s a “real time” way to communicate important yearbook-related details.

The site is updated frequently, so check it often.
Dazzling yearbook spreads focus on content

“The creativity and the sophistication of the winning designs are amazing. There are some very talented designers working on yearbooks.” — CONTEST JUDGE

2006 DESIGN CONTEST WINNERS

GRAND PRIIZE DESIGN
Autumn Bauman, Arrowhead Christian Academy, Redlands, CA
Crystal Kaminski, adviser
Prize: Laptop computer with Adobe Creative Suite 2 software

FIRST PLACE DESIGN
Daniel Mason, Arrowhead Christian Academy, Redlands, CA
Crystal Kaminski, adviser
Prize: Adobe Creative Suite 2 software

SECOND PLACE DESIGN
Jennifer Marshall, Minnetonka High School, Minnetonka, MN
Judith Thomas, adviser
Prize: Adobe InDesign CS2 software

THIRD PLACE DESIGN
Amber Lowzel, Central High School, Stavenport, IA
Erin McConnell, adviser
Prize: Digital camera

Special recognition designs are showcased at jostens.com/yearbook.

Dazzling yearbook spreads focus on content

Judges carefully studied the approximately 700 entries in the 2006 Yearbook Design Contest before recognizing 15 middle school and high school students for their creativity. The contest, in its second year, is jointly sponsored by Jostens and Adobe. Each participant submitted a complete yearbook spread designed using Adobe InDesign software.

The winning designs displayed an awareness of accepted yearbook design standards while effectively presenting visual and verbal content in a creative, reader-friendly way.

Jostens and Adobe will co-sponsor the Yearbook Design contest again in 2007. Entry information will be available in November 2006.
Make it all ‘ad’ up
A quality business plan can lead to many unexplored advertising sales avenues.

Although a seemingly simple idea, even the best yearbook programs need a well-considered advertising goal to succeed. Financial goals should be established at the onset. As each financial goal is achieved, another part of the plan can be realized. If goals are not met, the yearbook must be altered to fit the reduced budget.

Advertising dollars are as important as creativity; a great-looking, trendy book makes no difference if lack of financing doesn’t get it to press. A great number of staffs have supplemented typical business ad sales with reader-focused recognition ads. 

Try this: Promote your ads to a greater audience. Most schools focus primarily on seniors and their parents. However, consider expanding your opportunity with ads focused on groups of friends, clubs and teams. However, do not forget business ads; failing to market ad sales to business groups is a financial mistake.

A cool way to positively impact business ad sales is to combine book advertising with a coupon distribution. Printed coupons are distributed at the time the students purchase the book.

Your student body will appreciate the coupons knowing they are receiving more than just the yearbook. It’s a win, win, win sales strategy.

For questions or comments, e-mail rick.brooks@jostens.com.

All for one, one for all
Get everyone involved in the reporting of every yearbook story.

Going to the source is simply not good enough. Go to the sources, plural. The more information with which you have to write and design, the more complete and pleasing your coverage will be.

Try this: To prevent reporters from being overwhelmed, consider having more than one staff member report each activity and event to provide more information and insights. This is especially advantageous for a new adviser and staff who are learning basic skills.

Throughout the year, reporters/ writers compile a series of storytelling, meaningful quotes with facts and figures to weave a unique story of readers’ lives. 

Follow these four steps to make the process easier for everyone.

Step 1: Brainstorm story ideas that have mass appeal and high interest value.

Step 2: The spread reporter creates a set of questions that everyone on the staff will ask of five different people with different perspectives.

Step 3: As a staff, read the quotes aloud and decide which ones best illustrate the story idea. Each selected quote must contribute a different viewpoint for the story.

Step 4: Repeat the process if there are not enough quality and quantity quotes.

For questions or comments, e-mail john.cutsinger@jostens.com.

Easy as A, B, C!
Start the year off right by serving up a heaping helping of “Alphabet Soup.”

A new year and a new staff requires a new set of recipes for successful yearbook building. On the first day, start making the old staff and the new staff become THE staff and help ensure a year that is full of just the right ingredients to make the most successful and cohesive staff yet. Mix up the same old ice-breakers with one or all of these:

Try this: 1st Letter Fun [get to know your staff names and characteristics]

Step 1: Sit all staff members in a circle.

Step 2: Tell each member to use the first letter of his/her name to choose an adjective that best describes him/her [Dependable Dan].

Step 3: Go around a circle with each person sharing his/her adjective and name.

Try this: M&M Microphone [opportunity to learn non-yearbook traits about each staff member]

Step 1: Prepare a large bowl of M&Ms.

Step 2: Have each student take some candy [do not amount or limit].

Step 3: As a staff, read the quotes aloud and decide which ones best illustrate the story.

Step 4: Make facts correspond to the color of the M&M: red = school activity, blue = family, green = summer fun, yellow = food, brown = career interests.

For questions or comments, e-mail mark.herron@jostens.com.

Creating a buzz
Promote your yearbook staff and have fun at the same time.

Apple, Target and Abercrombie do it, so why shouldn’t yearbook staffs join the retailers who sell, sell, sell?

With a little creativity, your staff can generate a “wow” factor that promotes the work you’re doing as well as generate excitement around the delivery of the yearbook.

Try this: To generate a yearbook buzz among your staff members and your student body, design a back-to-school marketing campaign, such as Yearbook Olympics, that reflects the theme of your book.

Step 1: Design a cool staff t-shirt that teases your potential buyers with the theme or cover of the book. As a staff, wear the t-shirt every Friday during the Yearbook Olympics to publicize the book and the work of the staff.

Step 2: Brainstorm creative activities that will be possible and how each photo might be used on the spread.

Try this: Mailboxes are a great organizational tool. Staff members can communicate by leaving messages for team members and can use them as storage facilities for work in progress.

One way to personalize each mailbox is to encourage each staffer to create his/her name label in a font that reflects his/her personality. This practice will strengthen “ownership” of the mailbox.

In addition to the mailboxes, the staff might want to create a special bulletin board to call staff attention to more urgent messages. Staffers should also be encouraged to check the board each day for special communications.

E-mail reminders can also be effective, but never depend solely on the electronic media. Bulletin board messages and marker board alerts are all excellent ways of updating staffers. They’re also great ways to build morale when we let our students know they’re doing a great job.

For questions or comments, e-mail tina.klecka@jostens.com.

Keeping in touch
Production management requires that adviser, editors and staff members communicate.

Constant staff communication is critical to meeting deadlines and creating the greatest yearbook ever!

Try this: First, review your ladder and create a quick list of places where events will be held. In the first weeks of school visit each location to make a list of the best places to stand, sit and shoose. Keep your eyes open for great photo effects including leading lines, shadows, repetition and patterns.

On paper, brainstorm the types of photos that will be possible and how each photo might be used on the spread.

1. Know your stuff: I learn how to use your camera. Be familiar with the settings adjustments and be prepared to change the needed settings when necessary.

2. Arrive early: Make sure that you have plenty of time to find your spot.

3. Be equipped: Take enough film, memory cards and, most of all, batteries. Most digital cameras devour batteries.

4. Fill it up: You can never have too many good photos. Fill your digital card and use all of your film.

For questions or comments, e-mail tina.klecka@jostens.com.

Photo ops, not oops!
Great photos in your book can be a real trip. Great photography doesn’t happen by accident. Photographers should work with writers, designers and editors to ensure that the story is told accurately and completely for the reader. The best rule for any photo try this: First, review your ladder and create a quick list of places where events will be held. In the first weeks of school visit each location to make a list of the best places to stand, sit and shoose. Keep your eyes open for great photo effects including leading lines, shadows, repetition and patterns.

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EXPERTS: John Cutsinger, Shannon Williams, Tina Klecka, Laura Schaub, Mark Herron and Rick Brooks

Travel the country working with yearbook staffs.
Experience is the best teacher

From expanding coverage to keeping the yearbook room organized, experienced advisers share the secrets to their success.

JANE HUTCHINSON
Our goal is to have every upperclassman and the majority of the lower classmen in two candids. At the start of class, sometimes daily, sometimes twice a week, we sit down with class lists. As a group, we review which students have been featured in candids, and for what sections.

Once a student is listed twice my staff shifts gears and begins to focus on other students who aren’t already covered in the book.

We also include a specialty section, similar to a mini-magazine, in our book. In 2006, we called the section “We Are.” It covers fashion, cars, consumerism, media, cell phones, jobs and friends. We always complete this section last so we can include any students who have not been adequately covered.

Last February, we found 128 students that we needed to include more thoroughly in our coverage. The staff succeeded in getting each one into our specialty section.

Our students feel that our coverage is balanced and fair. Our sales have risen dramatically and the student body is quite balanced and fair. Our sales have risen each one into our specialty section.

KEVIN SIMPSON
I keep a small basket on my desk (the dollar store variety) that is wide enough to hold manila folders. Anything related to the yearbook that is “throws” at me throughout the day goes in there until I have yearbook class. This way nothing gets lost and I don’t forget about anything because it’s all in the basket until I get to it.

Students have their own individual “baskets” in the yearbook room, too, in the form of bins with hanging files. I place messages, reminders, photos, printed-out e-mails with important info and assignments in these so students can stay organized!

We also use a little three-drawer plastic organizer to organize our digital camera memory cards and batteries. One drawer holds small sticky notes for kids to put on disks that contain photos. These, in turn, let me know where to save the photos on our network. Another drawer contains empty digital photo cards. The third drawer is stocked with charged batteries, ready for use.

CHRISTINE DENNIS
I organize my yearbook staff into four staff teams. I also have two editors, a photo editor and a business manager. Each staff team has a leader and two additional staff members. Every team is assigned pages.

This approach has been great because it holds all students responsible for their part of each layout and it really teaches them to work together.

The team leader is responsible for rotating the duties among team members so that everyone has the opportunity to work on and complete a variety of tasks.

Students get hands-on experience in more facets of the yearbook and since each student’s production grade is based on the team’s grade, it helps keep everyone productive. There is a lot of pressure to work together, to be dependable, and to be accountable to your teammates.

From the first few weeks of school the focus is on learning yearbook terms, design, YearTech, photography tricks, story and caption writing.

Before my staff starts working on the actual yearbook, I have them use all these skills to create a “minibook” about themselves.

First, staff members are paired up. Next, they interview each other and write stories. They also take pictures of each other and bring photos from home to scan. The editors design “minibook” master pages and the paired teams use them to complete their layouts.

Then I print the “minibooks,” bind them and give each team member his or her own copy. It’s a fun practice activity before the real work begins, plus it’s a pretty nice keepsake!

KAREN SAMBON
A mini-yearbook overview is a great way to start planning for next year’s book. First, select a theme. Develop it thoroughly by selecting an idea that unfolds with more detail as the book progresses.

The theme into your cover and endsheets. List headline ideas, angles and sidebar ideas to fully integrate the theme throughout the yearbook.

Now’s the time to think of new story and coverage approaches or even adding a new section to the book. Start developing theme-related layout ideas. Generate ideas for endsheets, title pages, opening and closing. Be creative and fun. Rely on the tools you have used this year, but don’t forget to add new ideas, perhaps something you wish you had known about earlier!

When autumn rolls around you’ll be ready to hit the ground running.

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frustration than pulling an all-nighter, the night before a deadline, after a week of relative inactivity.

Work hard to create the best yearbook that you possibly can.

TOM CROW

To help orient new staff members, we hold a two-hour new staff meeting in mid-March or April.

We obtain prior approval to let students out of class, then gather during the last lunch period of the school day. We also invite next year’s incoming freshmen [currently in Middle School].

We start the orientation with an ice-breaker, with lots of prizes for winners. It’s fast and furious and allows people to put faces to names. We serve pizza and drinks. I introduce myself and talk about the yearbook program.

Our yearbook rep talks about the business aspects. I show books from prior years and discuss the printing process. We review the ladder diagram already created by the next year’s editors. We discuss multiple and signatures using lots of sample books.

We discuss our “wish list” — ideas and trends for the new yearbook. We review our camera needs, computer needs and changes we want to make in the yearbook.

We also review the budget — including all income and expenses. We talk about book and ad sales. We hand our detailed deadline dates for each section.

My editors and I select section leaders and distribute assignments for each new student.

Lastly, we discuss how important it is to make a great book that always reflects the students like sharing the work and it relieves stress. My editors and I select section leaders and distribute assignments for each new student. Training in yearbook staff is as easy as 1,2,3 with an innovative curriculum produced by Jostens. The award-winning 1,2,3 Student Yearbook Guide textbook is the foundation of the 1,2,3 curriculum:

- The 1,2,3 Teacher’s Guide provides tools an educator requires to teach either a yearbook course or a unit within a journalism, communications or graphic arts course, or to train an extracurricular yearbook staff. Teaching materials in the 1,2,3 Teacher’s Guide include:
  - One CD with quizzes, worksheets and grading rubrics coordinating with the 1,2,3 Student Yearbook Guide.
  - A second CD with PowerPoint presentations to coordinate with the 1,2,3 Teacher’s Guide.

New staff members are well prepared every fall thanks to an immersion meeting held each spring by Tom Crow, yearbook adviser. Kristen Finley, yearbook adviser, the Wheatley School, Old Westbury, NY, shares hard-won insights gleaned from her second year advising the yearbook.

CURRICULUM

Teaching is easy as 1,2,3

Teaching a yearbook class or training an extracurricular staff is as easy as 1,2,3 with an innovative curriculum produced by Jostens. The award-winning 1,2,3 Student Yearbook Guide textbook is the foundation of the 1,2,3 curriculum:

- The 1,2,3 Teacher’s Guide provides tools an educator requires to teach either a yearbook course or a unit within a journalism, communications or graphic arts course, or to train an extracurricular yearbook staff. Teaching materials in the 1,2,3 Teacher’s Guide include:
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For more information or to order for immediate shipment, call Jostens Marketing Services at 1.800.972.5628. School purchase orders are accepted.

The bottom line is this: We are preparing our students for the “real world” where there are deadlines, stresses, pressures, conflicts and consequences. We need to teach and model these interpersonal skills that are so needed in their future careers. Technology is just a tool in making that happen.

MICHELE DANE

By Michele Dane, Chino High School, CA

Technology creates a love/hate relationship

Technology is one of those things you can’t live with and you can’t live without. It’s a love/hate relationship.

Today’s students are technologically leaps and bounds ahead of us advisers, which can be an exciting time within our staffs. But since the arrival of technology, I’ve seen a breakdown in communication among staff members, and less teamwork.

Students walk into our yearbook rooms with iPods jammed into their ears and fingers feverishly text messaging on their cell at the same time.

So how do our staffs work effectively as teams with good communication skills while interacting with technology every day?

Get rid of the iPods and cells

Out of the blue, I had staffers check all cell phones, iPods and other electronic gadgets at the door. That got students’ attention! Then we discussed the problems the gadgets created and we agreed to not use those things during class.

Playing music during class is fine, and it builds camaraderie. We found out what types of music everyone likes and took turns with different styles. We found out who could sing and who thinks they can sing. The key is, doing it together rather than being wired to an iPod.

The first five minutes

Talk together as a staff about the day’s goals, reminders and upcoming events. This gets everyone on the same page, before breaking up into tasks.

Team up!

Pair students on assignments so they find a need to communicate with each other. This builds in accountability with their fellow staffer and they can’t play the “blame game” if work does not get completed. My students like sharing the work and it relieves stress.

Weekly roundup

It is so important to have weekly meetings with your editorial staff. When we don’t meet, miscommunications abound! Let the editor in chief decide the agenda.

Take a recess

Work on teambuilding exercises or activities. Students who get to know each other develop friendships that are real and before you know it, they are a team.

Educate and train

Before school reconvenes, I train my editors in communication and leadership skills. It is worth the time to train, shape and guide them in how to approach each other throughout the year. Then when conflicts arise, and they will, they are more equipped to handle the situation.

It is so important to have weekly meetings with your editorial staff. When we don’t meet, miscommunications abound! Let the editor in chief decide the agenda.
NEW YEARBOOK BUSINESS MANAGER CONTEST

Think you’ve got what it takes to be the best yearbook business manager in the country? Put your management and promotional skills to the test and you could win a $3,000 college scholarship and a computer for your yearbook staff. A contest entry form containing the rules can be found by clicking on Contests. Entry forms must be postmarked by April 2, 2007.

JOSTENS/ADOBE YEARBOOK DESIGN WINNERS

Flip through a “virtual book” showcasing the 15 spreads recognized in the Yearbook Design Contest sponsored by Jostens and Adobe by clicking on Educate > Design Ideas.

CSPA GOLD KEY AWARD

“Dare to be remarkable.” This powerful statement appears on every e-mail that Jostens representative Bonnie Blackman sends to the yearbook editors and advisers she works with in New Jersey and New York. Blackman’s passion for education and scholastic journalism is evident to everyone she touches and was recognized recently by the Columbia Scholastic Press Association (CSPA) Gold Key award. Click on Awards.

CSPA CROWN, NSPA PACEMAKER WINNERS

Jostens is proud to work with many of the outstanding advisers and staffs who produced yearbooks named as top journalistic publications for 2005. To checkout the list of CSPA Crown and NSPA Pacemaker winners, click on Awards.

COOL IDEAS ABOUND ON CREATIVE CORNER

Each month, a colorful, five-page PDF document is posted on Yearbook Avenue packed with creative ideas featuring: concept, coverage, content, design and good advice. These documents are created and shared each month by Jostens team of creative account managers. Click on Creative Corner.

BUSINESS MANAGER RESOURCES

Checkout Sell [ItPays] > Promote for helpful tips and tools that can assist you with your yearbook and advertising sales.

Colophon

Advisor & Staff magazine was produced by Jostens using state-of-the-art digital prepress technology featuring computer-to-plate imaging combined with Komori Super Perfector offset presses. Advisor & Staff pages were submitted to the Jostens plant as press-ready PDF files. The 24 inside pages are printed in process color on 80# gloss paper stock. The cover is printed in process color on 80# cover stock.

Different typographic weights and variations of the Adobe Helvetica and Garamond families are used throughout.

All color tints are created by electronically mixing the process colors.

Send inquiries regarding the production of Jostens Advisor & Staff magazine to: asmagazine@jostens.com.

From Academics to Free Style Skiing, we’ve got you covered.
Add a custom DVD yearbook supplement to your yearbook for a lot less than you imagine — less money, less work and less worry!

Contact your Jostens Yearbook representative or visit www.jostens.com for more details.