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The most powerful online creation tool ever built:

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• Spell Checker
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• Image Library
• Multiple image upload
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The industry’s first complete InDesign CS2 toolbar featuring:

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• Panel Maker for portrait pages
• Jostens Indexer
• Prepare for Submission tool

Plus, you’ll have access to our TeachTech Tutorial CD and the Making It Click InDesign CS2 Curriculum.
Dancing to the music of success
Leah Leino
Lake Zurich High School
Lake Zurich, IL
If you can’t wait, you gotta dance. This could be the unofficial motto of yearbook distribution at Lake Zurich High School, Lake Zurich, IL. Students who wished to pick up their yearbooks before the school’s official distribution day (the Tuesday after Memorial Day) attended the annual Yearbook Dance, held the Friday before Memorial Day weekend. The dance theme typically corresponds to that year’s yearbook theme. Everyone in the school is invited to the event, whether they purchased a yearbook or not. On the evening of the big dance the staff usually distributes 50 percent of their books. The $5 admission to the event is reasonable. In return, attendees receive a pen, designed in the style of the yearbook theme, and of course the opportunity to receive their yearbook early. An hour’s worth of live music is provided by the winning band from the school’s talent show. The rest of the evening’s musical entertainment is served up by a disc jockey playing CDs.

Delivering memories that last a lifetime

Nothing beats the smell of cardboard boxes stuffed with yearbooks, delivered on time. Except perhaps the aroma of pizza wafting through the yearbook room as the staff checks lists, sorts books, compiles receipts and gets ready for distribution day. Your staff has taken thousands of photos, written thousands of words, penned hundreds of captions. They’ve worked hard, met deadlines, pulled together as a team.

Soon, the long-anticipated moment will arrive, when your staff proudly places a brand-new, unopened yearbook into the hands of an enthusiastic student.

Just as yearbooks capture the school year in pictures, distribution events capture the jubilation and excitement of seeing this year’s yearbook for the first time.

When you deliver your yearbook, you deliver memories to last a lifetime. Make that moment as memorable as the book itself.

Preview Party gives students a two-day head start on yearbook fun
Amy Rosendin
Sierra High School
Manteca, CA

Wednesday afternoon, of the last week of school each spring, is Preview Party time at Sierra High School, Manteca, CA. For a mere $2 admission fee, students attend this annual event to claim their much-anticipated yearbook a full two days before it’s distributed schoolwide. From 1:30 to 4 p.m., the cafeteria is transformed into “distribution central.” The room teems with eager students, awaiting the first glimpse of their yearbook.

The price of admission includes food and beverages—nachos, cookies, candy, soda and lemonade. Students page through their yearbooks and sign autographs to the beat of music emanating from the CD system set up for the special occasion.

Adviser Amy Rosendin and her yearbook staff usually gross $300 on ticket sales. After subtracting the $30 they spend on food and refreshments, they net a cool $250 profit. Not bad for a fun party that speeds up the distribution process. To generate additional revenue for their yearbook program, staff members also sell covers and autograph pages at the event.

Tips for Effective Yearbook Distribution

1. Plan early.
2. Set a date for the event and get it on the school calendar.
3. Make sure your ship date coincides with the event date.
4. Solicit area businesses early and often!
5. Start fund raising from day one of the school year.
6. Have fun!
“Glowing” distribution event shines spotlight on yearbook

Keith Taylor
South Point High School
Belmont, NC

While many yearbook distribution events receive glowing accolades, the 2005 yearbook distribution celebration at South Point High School, Belmont, NC, literally glowed in the dark.

The celebration — dubbed Clarion Day in honor of the school’s yearbook, The Clarion — is a long-standing tradition at South Point. Each year, first thing in the morning on that appointed day, students report to their homerooms, as usual. But, on this special day, they are greeted by a multimedia presentation, complete with music, introducing them to the year’s yearbook theme — which has been a big hit.

With a yearbook theme as intriguing as “glo” — a book that featured a glow-in-the-dark cover and endsheets — the students wanted to know more. They did, however, sell gel pens, two for a dollar, which turned into pure profit for the staff since the pens were donated by a local office supply store.

The idea was to sell autograph pages into the book (at no charge to students). They did, however, sell gel pens, two for a dollar, which turned into pure profit for the staff since the pens were donated by a local office supply store.

“T he students loved it!” advise Keith Taylor noted. “They were wildly enthusiastic about the book and its unique presentation to them. It was the perfect unveiling.”

The yearbook distribution event at Lawton High School, Lawton, OK, is a royal delight. Each year the yearbook staff holds a school assembly to unveil their yearbook, the Lore — and to crown the Lore Queen. The royal winner is selected from a pool of senior girls, nominated by the members of the senior class. Nominees must meet stringent requirements. The identity of the winner is kept secret until the yearbook advisory committee uncovers it at the yearbook distribution assembly.

The assembly is much like a homecoming assembly. Students watch a multimedia presentation highlighting the lives of each of the top finalists. Then the girl is crowned.

The Lore Queen also presides at the school prom, held that same weekend. Yearbooks are distributed following the assembly on Monday.

Yearbook distribution gets the royal treatment

Karen Beavers
Lawton High School
Lawton, OK

Six income generating tips:

[1] Charge $3 to $5 for admission to the event.
[2] Sell extra pictures or prints of digital pictures taken by the staff for the yearbook.
[3] Take photos of friends at the event (or set up a photo booth). Print out the pictures by the end of the event and charge for the service.
[4] Sell extra copies of the yearbook, at a higher price, and don’t forget about autograph pages, clear plastic covers, pens, etc.
[5] Fill big jars with donated wrapped candies; ask students to guess how many candies are in the jar. Charge $.25 or $.50 per guess.

In-Siteful Tips

1. Plan, plan, plan and plan again. Organization is the key to a smooth event.
2. Organize by homeroom, not merely alphabetical. This keeps lines from forming too long.
3. Make it fun — splash your theme everywhere!
4. Appreciate your staff. Buy them a T-shirt; feed them and give freebies.
5. Have a separate desk for student book issues.
6. Pump the music!!! Make it a party!

Spring 2006

Kim Carroll
Antelope Crossing Middle School
Antelope, CA

Yearbook Signing Bash draws big crowd

What happens when 500 sixth, seventh and eighth graders gather in the central quad of their middle school? A Yearbook Signing Bash! Yearbook distribution at Antelope Crossing Middle School, Antelope, CA, was front and center the second-to-the-last week of school. The end-of-the-year celebration was held during the 8th period and students from all three grades who purchased a yearbook were invited to join the fun.

Admission was free, as the yearbook staff didn’t charge an entry fee to attend the party. “We opted for this choice because the event was to be held during the school day,” advise Kim Carroll. “We didn’t want to exclude students who couldn’t pay, but had purchased books. We felt it was a reward for those students who had purchased books.”

In lieu of admission tickets, the yearbook staff came up with other ways to generate extra income for the yearbook. They sold multicolored gel pens, autograph sections, and clear plastic covers. The staff earned approximately $500.
At North Burlington Middle School, Columbus, NJ, adviser Katrina Gierman and her staff not only find out more about Jostens' cool new distribution toolkit called Distribution-In-A-Box.

**Six Quick Tips**

1. Start planning the party right after your last yearbook deadline.
2. Make tons of really fun, colorful posters. List dates, time and cost.
3. Sell tickets during lunch the week before the party. Increase the price at the door.
4. Print your sales list of those who have purchased the book. Have staff members check off names as the books are claimed.
5. Invite students to enter, collect their yearbooks, mingle and sign books.
6. Serve food and beverages.

Nothing was going to spoil the distribution fun at the "Bring Your Own Blanket" 2005 Yearbook Signing Party at Cyril High School, Cyril, OK. It had been a few years since the school had hosted a distribution event and students were eager to generate some school spirit and celebrate.

Before the signing party got underway, students attended the yearly Awards Assembly, where the yearbook was unveiled for the first time and presented to the person to whom it was dedicated.

Prior to the party, teachers distributed free tickets to students during their 5th hour class period. The tickets were good for two hot dogs, a bag of chips and lemonade redeemable at the event. A local grocery store donated hot dogs and the yearbook staff purchased chips and lemonades.

Signing yearbooks and feasting on hot dogs was just part of the fun. Participants played volleyball, tag football, turning the celebratory activities into a picnic-at-the-beach atmosphere.

"It's important to celebrate receiving the yearbook and the end of the school year," noted adviser Shawn Parks. "It spotlights the staff and the yearbook, too."

Any student who purchased a yearbook is invited to buy a ticket to the signing party, which takes place in the school's commons area from 12:30–2:30 p.m. The yearbook staff also creates special invitations for the school's faculty and staff, inviting them to join the festivities for lunch.

Advance tickets to the event sell for $3 the week before the celebration. At the door, the day of the party, the price increases to $5. Each participant receives a yearbook, plus a lunch of hot dogs, BBQ-flavored chips, pickles, brownie sundae and a soda, and the chance to win one of three door prizes.

Since all items for the lunches and the door prizes are donated, the yearbook staff reaps 100 percent of the ticket sales from the celebration. "The event turned into a nice little fund-raiser," said adviser Kathy Proeber.

Shawn Parks
Cyril High School
Cyril, OK

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Kathy Proeber  
Shoreland Lutheran High School  
Somers, WI

The challenge is to reach the 30 percent who thought they plan to purchase a yearbook, only 60 percent actually do. The challenge is to reach the 30 percent who thought about buying but never did.

A fun and festive yearbook distribution event is one way to reach out to non-buyers. By offering an event to remember, you help create a "must-have" moment and inspire students who hadn't bought before to purchase a yearbook.

If you sell 10 more books this year, you'll add an average of $400 to your budget. While that might not seem like a lot, buy rates share one thing in common with interest rates: they compound, growing your revenue. Over three years, 10 more books a year translates into 30 more books, adding $1,200 to your cash inflow. That's a healthy chunk of change. Think of the many ways this nest egg could enhance your yearbook.

The opposite is also true. Sell 10 or 30 fewer books and your budget deflates by $400–$1,200.

Buy rates make a tangible difference. In-school sales events, targeted mailings to students and parents of non-buyers, and distribution parties all generate interest in the yearbook and help boost book sales. With a little buzz, your buy rates can soar!

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Six Quick Distribution Tips

1. Set a date for the celebration that does not conflict with testing.
2. Promote the event with flyers and announcements.
3. Get food and beverage items donated by area companies.
4. Print tickets for food itemsto control quantities.
5. Offer extra activities/games for students to participate in.
6. Keep it simple and fun!

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All year long your pace has been go-go-go. Developing a theme, designing a layout, shooting photos, writing stories, captions and headlines, selling ads, meeting deadlines, checking proofs. Your final yearbook deadline has been met. The book is finished. Now what?

While the shift from super-warp speed to relative lull is welcomed, chances are you, and your staff, enjoy kicking into high-gear mode. Thankfully, there are plenty of fun and interesting ways to focus your energies as you bide your time until yearbook distribution and the end of another school year. After you’ve given yourselves a much-needed break to replenish your depleted energy storehouses, shift your attention to covering additional activities like prom, graduation and other happenings that occur after your yearbook is completed. Consider Replenish your depleted energy with a much-needed break to yourself a much-needed break to your energies as you bide your time until yearbook distribution and the end of another school year.

Do a little spring cleaning—toss out those piles of unused stuff that have been accumulating in the yearbook room during the school year. Make room for fresh ideas and new materials. Review your yearbook delivery checklist. Make sure you’re ready when the delivery truck arrives to unload all those cases of yearbooks. Begin planning next year’s yearbook. It’s never too early to think about next year’s theme. Consider taking some of your key staff members to a summer yearbook workshop to get a head start on generating ideas and developing designs and layouts. Plan and host a staff recognition event to honor students for their efforts on behalf of the yearbook. Reward staff members for a job well done with certificates of achievement. Recognize excellent work and applaud their commitment. Shine the spotlight on seniors, thanking graduating editors and staff members for their contributions. Pass the torch to next year’s editors and staff, kindling anticipation for the coming year and fostering a sense of teamwork. When you keep the momentum going, spring fever can generate an enthusiasm that’s truly contagious.

Summer fun, yearbook style!

Andrew Bell, yearbook adviser at Stratford High School, Goose Creek, SC, is a strong believer in the benefits of attending summer workshops. A seasoned veteran, he’s advised seven yearbooks and has attended seven summer workshops.

Bell’s reasons for attending workshops include, “Staff bonding and accountability, getting a head start on the next year’s theme, cover design, concepts and layouts, and exchanging ideas and methodologies with other yearbook students and advisers.”

Each year, typically, he takes 10 to 12 students to a summer workshop. All returning staff members are invited to go and editors are required to attend. The group works on its yearbook theme, cover concepts and layout designs. When school starts, they share what they developed in the workshop with staff members who did not attend, inviting their input before finalizing ideas.

Staff members who go to workshops benefit in tangible ways. “They’re included in the initial thematic concepts and will probably feel more connected to the book,” Bell noted. “Additionally, they’ll receive some training and advice on editorial duties and even basic layout and design, photography and staff dynamics.”

The intangibles, like team building and uniting around a common goal, are valuable as well. “Students really value that time with their fellow staff members,” Bell said. “I try to understand the need to start a project that will consume a full year of their lives. But, more than that, they actually enjoy the time away from home together. Irresistibly, inside jokes arise that they share throughout the school year. In a way, those jokes build anticipation for the students who did not attend that session but who will be going to a workshop the following summer.”

Bell acknowledged that his staff learns a lot of new techniques from attending a summer workshop. “I couldn’t imagine not having some initial training, thematic concepts, cover ideas and layout sketches by the time school starts,” he said.

Advisers gain from the workshop experience, too. Reminiscing on his early years as an adviser, Bell stated, “I appreciated interacting with other advisers as confused and concerned as I. And, I learned how others, the veteran advisers, handled situations that I would face.”

As a seasoned summer workshop participant, Snell cites her reasons for returning year after year. “You receive excellent skills, training and ideas for the upcoming year,” she stated. “You have the opportunity to design your cover with the artist. And, you and your staff get to bond more and collaborate together.”

Typically Snell chooses eight to 10 staff members. Although in the past she’s selected students who’ve been on staff two years or more, she decided it is also beneficial to take newer students. “New students can learn vital information about layouts and page designs firsthand,” Snell noted. “Often there is not enough school time for individualized training.”

Snell consults with her yearbook representative to determine which summer workshop would work best for her staff. Before they attend, she is sure to have her yearbook ladder completed and their preliminary theme ideas on hand for review. When they arrive, she and her staff are ready to hit the ground running.

After school begins in the fall, Snell and the staff members who attended the workshop meet with the rest of the staff to discuss what they learned. Sharing this information lays the groundwork for finalizing the year’s theme and approach. It’s a great way to extend the workshop experience to every staff member—and a smart way to yield a greater return on your summer yearbook workshop investment.
Summer Workshops equally beneficial for staff and their advisers

Attending a summer yearbook workshop is a 17-year tradition for Nancy Roselund, yearbook adviser at Bishop Alemany High School, Mission Hills, CA. What draws Roselund back, time and time again? “Going takes the bite out of the stress and helps you become more organized,” she noted. “Extreme organization is one of the keys to having a less stressful year.”

While stress-reduction is an important element of Roselund’s continued devotion to summer workshops, it’s just one of the many reasons she keeps returning year after year.

“We attend in order to find out new trends,” she stated. “And to solidify the editors as a working unit using the projects presented, to establish a ladder for the fall, to decide staff jobs and placement for fall, to have fun and learn new things.”

The workshop’s location is a key consideration for Roselund. “I choose something I can drive to,” she explained. “I don’t want to have to fly. We have to save our money for the fall, to decide staff jobs and placement for the fall.”

Roselund usually selects four to seven staff members to take to a summer workshop. She starts making her plans in August of the prior year. At that time she presents the idea to her students and adds the workshop as an item to the yearbook budget. Covering some of the fees for participating students helps create an incentive for them to attend. Next, she contacts her editors parents, letting them know about the workshop, so they can plan ahead and work around their summer schedules. Finally, Roselund makes copies of the workshop registration forms and distributes them in class to returning staff members and newly registered students.

Experience has taught Roselund that summer workshops are beneficial for staff and advisers alike. She especially values the workshop classes in editorship. “My editors come away knowing how to manage the staff,” she noted. “It gives them a head start with ideas and stimulates their creative thinking to see what others are doing.”

Roselund is quick to add that even a veteran adviser can acquire new skills. “I learn about computer programs, layout designs, what kinds of incentives to use,” she stated. “And I meet new people and learn teaching strategies that could work for me.”

In autumn, on the first day of school, staff who attended the summer yearbook workshop with Roselund discuss their experiences with the rest of the class, sharing the ideas they developed and inviting input. “They introduce the theme,” Roselund explained. “Then the rest of the staff gets to come up with catch phrases and vote on what they think will work. In this way they get to buy into the book as their own. That goal is most important—it must be their project.”

Six quick tips for a successful summer workshop experience:

1. Choose a workshop that’s well-run. Ask other advisers if they’ve benefited from it.

2. Select staff members who are serious about the yearbook and its quality.

3. Make sure the staff members establish goals for what they want to get out of the workshop.

4. Delegate planning responsibilities to your editor-in-chief or co-editors. This generates respect from the other staff members.

5. Don’t work your students too hard at the workshop. Your staff will be less stressed out if you build it in sometime for fun.

6. Meet with those who attended the summer workshop after school begins to discuss ways to implement the good ideas they developed.

Adviser rolls out the red carpet for staff recognition

Some folks live for fame and fortune. Others prefer to be recognized for their hard work and dedication to excellence. The yearbook staff members at Castro Valley High School, Castro, CA, know a limo or an encore are not required in order to bask in the spotlight. All you need is a yearbook adviser like Colleen Cowl, who rolls out the red carpet each spring with an awards banquet that honors their year-long efforts. The event is a long-standing, popular tradition at Castro Valley High and it’s easy to see why.

Cowl engages the assistance of her editors and a few staff members to plan and implement the gala evening. Once the date is set, the planning committee mails invitations to the homes of every staff member, inviting everyone in their family to attend. Once a “head count” is obtained, they work with a caterer to plan a menu—a complete dinner, with soda and cake.

With input from the yearbook class they decide on a party theme, then they buy supplies and decorate the school cafeteria, where the yearly staff recognition banquet is held.

“All the tables are done with matching table covers and plates and a centerpiece,” Cowl said.

Collectively, the yearbook class brainstorms funny and serious award categories. Each student receives a roll sheet, which they use to enter the names of award nominees. Cowl ensures that each staff member is honored in some way the night of the celebration.

The awards evening begins with a warm welcome, followed by the announcement of the year’s funny awards. Prior to the event these light-hearted recognition certificates have been printed on fun paper.

Cowl said, “The funny awards range from ‘Teacher’s Pet’ to ‘Most Likely To Be Chased Down by the Editor To Finish Their Page After Sneaking Out.’

Dinner is served, after which the more serious awards are presented. The serious categories include “Most Outstanding,” “Most Creative” and an assortment of other accolades that honor excellence. With a touch of classic elegance, these certificates are printed on parchment paper and framed.

To acknowledge that there are no small roles, Cowl recognizes the contributions of each staff member. Each first-year student receives a certificate with a gold seal, as well as staff T-shirt, featuring the yearbook’s cover theme. Second-year staff members receive a certificate placed in a folio folder, plus a staff T-shirt and a sweatshirt. Third-year students earn a framed certificate and the staff T-shirt and sweatshirt.

A framed certificate is also awarded to the business manager. The biggest framed certificates are reserved for the yearbook editors. A small staff pin is bestowed upon every editor, the business manager and all seniors.

Before the evening is over, cake is served and Cowl’s staff members present roses to their parents. Cowl then says a few words of thanks to parents and families for their ongoing support.

“The students love it, every year,” Cowl said. “So do their parents and relatives.”

Recognition events shine spotlight on yearbook staff

Spring is the time for staff recognition at Dothan High School, Dothan, AL. To thank her staff for their hard work and commitment, yearbook adviser Danielle Cowl hosts a catered staff recognition ceremony held at a local venue.

“The informal event always includes a meal,” Cowl noted. “And staff members, their parents and former yearbook alumni are all invited.”

At the event, Cowl distributes recognition certificates to honor her staff’s contributions. “We highlight our moments, our stories, and our achievements,” she added.

While her staff is also featured in area newspapers and around the Dothan High School campus, the year-end recognition event takes on special meaning for Snell’s yearbook students.

“Staff recognition is very important,” Snell stated. “It provides an opportunity for students and their families to join together, celebrate staff achievement, and shine the spotlight on those who have been “behind the scenes” creating and producing the story of the year.”
School life comes alive in the winning images from Jostens Photo Contest

VIEW IT ONLINE: See all photo contest winners at www.jostens.com/yearbook.
New features enhance online yearbook creation

There has never been a more exciting time to create a yearbook on the computer.

With YearTech version 2.0, the best just got better. A host of new features include multiple image upload, Spell Checker, Page Designer, Multiple Undo and shortcut keys. YearTech Online is proven and reliable with millions of yearbooks created online and delivered every time.

Jostens YearTech Online sets the standard for yearbook Web-based publishing. YearTech Online has revolutionized yearbook publishing by allowing staffs to create, proof and submit yearbooks online on any computer with access to the Internet.

Cheryl McIntosh
Asheville Christian Academy
Asheville, NC

In order to simplify their yearbook production process, the staff at Asheville Christian Academy, Asheville, NC, adopted YearTech Online. Adviser Cheryl McIntosh says that YearTech Online delivered.

“The yearbook product turns out better because there are fewer steps in the process,” McIntosh said. “We like the less complicated page-building aspects of the program. We don’t have to link images to pages and we don’t have to wait for snail-mail to see proofs.

“I’d absolutely recommend the program to other advisers and staffs,” she said.

Diana Rider
King’s Fork High School
Suffolk, VA

YearTech Online proved to be a lifesaver for yearbook adviser Diana Rider and her students at King’s Fork High School, Suffolk, VA.

In 2004, when classes started in September, King’s Fork High was a brand-new school. It was also Rider’s first year as a yearbook adviser.

“My students like the fact that they can work on the yearbook from anywhere they wish. They were as green as I was. It’s amazing we put out a book on time, and on budget.”

She credits YearTech Online with making that possible.

“Without having the ease of editing from home, I think I would have cracked before February was finished,” Rider said. “It’s easy to submit pages, proof, edit and manage.”
YearTech sets the pace for desktop publishing

Since releasing the first complete InDesign CS2 toolbar, Jostens YearTech continues to set the standard for yearbook desktop publishing.

Jostens YearTech 2007 will offer staffs an expanded selection of Page Surfer templates, many incorporating design techniques that can be created only using Adobe InDesign. The Chart It! toolbar button will allow the page designer to enter survey results and quickly create a colorful pie graph. The TypeEffects button now appears on the YearTech InDesign toolbar, making it easy to create exciting headlines. InDesign techniques such as shadow and feather can be added after the headline is placed.

**TYPE EFFECTS.**
Similar to its PageMaker version, TypeEffects for InDesign allows designers to easily customize the font and apply colors. After the headline is placed, InDesign techniques such as dropped shadow and feather can be applied. The color of the headline can also be changed on the page.

**PIE GRAPH.**
Creating infographs with survey results is as easy as pushing the Chart It! button on the InDesign YearTech toolbar and entering the data. Chart It! is completely customizable, allowing the designer to change fonts, point sizes, position of the text and colors and even apply a dropped shadow to emphasize a segment of the graphic.

### Jostens YearTech 2007
The industry’s first complete InDesign CS2 toolbar featuring:

- Picture Placer
- Red Eye Removal
- Texturizer Background Creator
- Predesigned layouts and clip art
- Thumb Prints photo indexing
- Panel Maker for portrait pages
- Jostens Indexer
- Prepare for Submission tool
- TechTech tutorial CD
- Making It Click desktop publishing curriculum

Linda Drake
Chase County High School
Cottonwood Falls, KS

Yearbook adviser Linda Drake and her students at Chase County High School, Cottonwood Falls, KS, have been using YearTech and InDesign for more than three and a half years. “InDesign allows us to do so many creative things with our designs,” Drake said. “Working with typography in InDesign is so much better. The software takes some of the best features of Photoshop and combines it into a layout design program.”

InDesign’s ease-of-use, coupled with its advanced design capabilities, empowers students to push the creative envelope. Often, InDesign is the software choice of designers working for professional publications, as well. That appeals to Drake and her staff. “To me, a sure sign of great software is when its imprint is seen throughout the print industry,” she said.

Joanne Chapuran
Millard West High School
Omaha, NE

When Joanne Chapuran, yearbook adviser at Millard West High School, Omaha, NE, purchased new Macs two years ago, she and her staff also upgraded to InDesign. “Making changes, especially in graphics containing text, was a cumbersome process prior to InDesign,” Chapuran said.

Other InDesign features, such as allowing transparency and gradients, have also made it easier for Chapuran’s staff to create graphics. “Our division pages would have been nearly impossible without InDesign,” Chapuran said. “We layered a box containing the copy over the full-spread photo and made the box transparent enough for the photo to show through, yet opaque enough for the copy to stand out.”
Jostens creative team shares yearbook ideas

Dollars and sense
The key to next year’s success is starting with a balanced budget.

By Rick Brooks

Every adviser wants to pay for last year’s book with last year’s budget and not borrow against the future. Alas, the reality of giving students what they want and coping with lower revenue than expected can generate a spiral of off-year support of the yearbook.

Try This: Look at each yearbook as a separate project. The 2005 book must pay for itself in 2005; if not, the 2006 book should be planned accordingly. After just one year your staff can be back on track. Recruit a business manager to work closely with you and your Jostens representative to budget and finalize all the billing for each year.

The fact is that every year thousands of dollars are lost by staffs across the nation due to the simple fact that checks from ad sales remain uncashed, are misplaced, or in many cases the advertisers are never even billed. Organization and clean record-keeping are the keys to success in any business.

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

The digital age
Create PDF files in digitally archive finished yearbook pages.

By Laura Schaub

The digital age makes it easy for yearbook staffs to create pages for school Web sites, to save photos for community viewing via the Web, and to assist school personnel in archiving the year.

Try This: To help school personnel create digital archives of the year, staff members using Adobe InDesign can use the “Gather to Submit” button located on the Jostens YearTech toolbar and create PDF files of completed yearbook pages with just the click of a mouse. PDF files can be used on Web pages and in digital computer presentations. Offering to create digital files that can be shared with other members of the school community creates goodwill between the yearbook staff, faculty, community leaders and students. Consider sharing your digital pages with the front office staff, librarian, security personnel, school board members, the school public information officer, the superintendent’s office staff and local advertisers.

Doing so will show the world all that the students are learning and will showcase the skills the yearbook staff is developing. It will also create a digital history of the year for future generations to view.

For questions or comments, e-mail laura.schaub@jostens.com

Carefully choose or lose
Staff, editor selection demands clear, honest communication for a win-win situation.

By John Cutsinger

When putting together your process for choosing next year’s staff members and editorial leaders, think “TEAM.”

• Talent comes in all forms and it is important that you match the right individuals with the right tasks. Be sure the application, interview and reference process address talents and tasks completely.

• Enthusiasm is most important to me; if a prospective staff member shows passion then I can certainly find a place for them on the staff.

• Accessibility is critical. If candidates do not have the time to devote to the role and responsibilities of their desired staff positions, then their success and happiness is unlikely.

• Motivation comes from within. Discover why each individual wants to be a part of the staff and get in writing.

Try This: Develop a three-step selection process.

First, have an application that gathers relevant information and keen insights about candidates.

Next, set up interviews where both candidates and current staff members can have an honest dialogue about being on the staff.

Then, use references as a way for both candidates and decision-makers to make final judgments.

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

Every minute counts
Creating an agenda and a set format will make the most of every staff meeting.

By Mark Herron

Believe it or not, your staff likes a system and a format. Getting your editors to run the staff meeting in a similar format each time will create a more productive meeting that also produces life skills for all those involved.

“ME” time: Devote the first five minutes of a staff meeting to the staff member so that the rest of the meeting can be focused on the publication.

“WE” time: The next 30 minutes should be led by the editor and allow a series of announcements and follow-up questions to be made by each section editor/staff member.

“IT” time: The majority of the staff meeting is a productive time where nothing but the publication is worked on.

“WE” time: Allows 10 minutes at the end of the meeting for follow-up questions and to gain understanding of the daily accomplishments.

“I'M NOT YOUR MOM” time: The last five minutes of the meeting is for each person to put away materials and shut down computers.

Try This: Develop a pre-made agenda form for each student to use as a “To-Do List.”

This agenda will not only help students see what their role for the meeting time is, it can also be a tool collected at the end of the week where each staff member has listed their weekly accomplishments.

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

Personalize your party
Bring your Distribution Day celebration to life.

By Tina Klecka

Just as yearbooks should be personalized, the yearbook distribution party should include the same personalized touch. Brainstorm ideas for a distribution party that relate to your yearbook theme. For example, if your theme revolves around travel, you could create a setting in a “night in the tropics.” Just as Nike and other brands have incorporated suspense into their design, photos or party.

Try This: Make a copy of your 2006 yearbook cover. If possible, enlarge it for greater visibility. Place butcher paper over the entire cover and place the hidden cover in a display case with heavy traffic.

Every week, tear a piece of butcher paper, revealing different parts of the cover. Your students will love the suspense and it will build great excitement as the release approaches.

Try This: Print laser proofs, at 75 percent, of completed yearbook pages on one side with an order form on the back. Using the error-free captions, identify all the students on the page who have not purchased a yearbook. Deliver a “I'M NOT YOUR MOM” letter to all non-buyers.

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

Have a green spring
Maximize your spring selling opportunities to increase your yearbook buy rate.

By Shannon Williams

Until each student, teacher and individual involved with your school has bought at least one copy of the yearbook, there’s always room to improve your buy rate. Selling more yearbooks is the most pain-free way to add to your bank account.

Find creative ways to make sure that each student has been personally approached about buying the yearbook, at least five times. Cost is rarely a legitimate reason for not purchasing a book—it boils down to the fact that our readers don’t feel a personal connection with the book.

Try This: Print laser proofs, at 75 percent, of completed yearbook pages on one side with an order form on the back. Using the error-free captions, identify all the students on the page who have not purchased a yearbook. Deliver a “I'M NOT YOUR MOM” letter to all non-buyers.

For questions or comments, e-mail shannon.williams@jostens.com
Creative use of photos results in eye-catching spreads

**LESS IS MORE.**
A partial cutout background (COB) photo gives the designer greater control over white space, because the photo is still essentially a modular shape. The “cutout” area overlaps headline for a powerful visual/verbal connection. When only a small portion of the background is removed, the photo often tells a more complete and accurate story than when the background is totally removed.

**DOUBLE STANDARD.**
With some planning, dividing a spread into two single pages can be an effective use of space. On this spread, the dark, purple border unifies the two single pages. While both the left and right pages use a similar template, the design of the story modules gives each a different look.

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What started as a routine faculty meeting at Loudoun Valley High School turned into a surprise celebration, honoring yearbook adviser Martha Akers.

Principal Susan Ross segued from announcements to the “business” at hand by introducing a guest speaker—H.L. Hall, Journalism Education Association (JEA) past president. Hall had traveled to Purcellville, VA, to announce that Akers had been named the JEA 2005 National Yearbook Adviser of the Year. His news was met with a standing ovation from the school’s faculty.

A reception followed the meeting and Akers’ current yearbook editors, as well as several editors from previous years, joined in to congratulate their adviser and friend.

Akers, a Jostens customer, has served as adviser to the award-winning Saga yearbook for 27 years. During this time, her students have set several yearbook trends and have earned every top scholastic journalism honor, including CSPA Gold and Silver Crowns, NSPA Pacemakers and VHSL Trophy and Savedge Awards.

During her tenure as adviser, the Loudoun Valley yearbook program has also grown from an extra-curricular activity to five class sections of photojournalism with 127 students enrolled.

Akers’ philosophy has long been: “Never settle for less than your best.”

“Each year, we spend a great deal of time in the summer and fall deciding what represents our best effort that year and what represents settling,” Akers said.

To Akers and her yearbook staff, “not settling” means realizing that students don’t want the same product year after year.

“After learning and practicing the principles and skills of solid journalistic reporting, we acknowledge that few absolutes exist in yearbook journalism,” Akers said.

“We also realize that we need to question what we do in our efforts to produce a good book. We achieve this by competing with ourselves to create a better book each year. We identify the changes we need to make to keep the book fresh, understanding our changes should reflect what our students say appeals to them,” she said.

With student appeal in mind, the Saga changed the look of high school yearbooks in 1999 when editors included more than 4,100 photos.

Critical thinking, knowledge of the student body and a keen understanding of journalistic standards are all an integral part of the process of producing the Saga.

“Watching students maneuver through a myriad of opinions and suggestions, I realize how important it is not to sell them short on their decision-making skills. As they accept, reject, combine and consider the possibilities before them, they mature in front of me,” she said.

Akers has witnessed many changes in the ways that yearbooks have been produced. Early emphasis on establishing guidelines to ensure that yearbooks adhered to journalistic standards resulted in the addition of stories, captions and headlines. This evolved to capturing images beyond posed photos. Quotes from students and facts culled from research helped create a solid journalistic product.

With journalistic criteria in place, Akers noted that “yearbook programs around the country began to push the limits and question some of the more seemingly arbitrary guidelines, leading us to what we see today—books that are more personalized to individual schools that typically use expanded coverage to include more students than before.”

Akers believes that an adviser’s primary role is to guide the staff.

“It’s important to make students responsible. Let them make the decisions and do the work,” she said. “Their ownership and the sense of responsibility are the best motivators I’ve ever discovered.”

To be most effective, Akers recommends that advisers get involved in local, state, regional and national scholastic journalistic opportunities.

Akers walks her talk. She shares her enthusiasm and expertise with students and teachers by teaching dozens of yearbook workshops across the country each year.

She served as an editor of CSPA Scholastic Yearbook Fundamentals and has earned the CSPA Gold Key and NSPA Pioneer Award. She has also been inducted into the National Scholastic Journalism Hall of Fame.

NATIONAL ADVISER OF THE YEAR.

1 Martha Akers reviews the progress on a deadline with members of the Saga staff.
2 H.L. Hall, JEA past president, made a surprise visit to Loudoun Valley High School to announce the selection of Martha Akers as the National Yearbook Adviser of the Year.
3 Kristi Cash, Mark Herron and Gary Lundraun of Jostens were on hand to celebrate with Akers at a reception after the surprise announcement.
Student business managers are vital staff leadership positions

“R”

"reorganization” and “restructure” are buzzwords in today’s business world.

In today’s fast-moving business world, successful companies hire talented individuals and organize their workforce to quickly meet the changing needs of their customers.

As advisers begin to recruit and hire staff for the upcoming school year, it’s time to consider a “reorganization” in your yearbook business.

As marketing your products becomes increasingly more important, a student business manager is a vital leadership position that needs to be included on every staff.

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Push your InDesign creative skills.

Send us your best yearbook double page spread created with Adobe® InDesign by April 28, 2006.

You could win a Macintosh® or Dell® laptop with Adobe Creative Suite 2, or one of our other amazing prizes. And it doesn’t matter what yearbook company you work with—all schools are eligible.

See www.jostens.com for details.