adviser & staff

ISSUE 63 | SPRING 2009
Inspiring, encouraging, educating and equipping yearbook journalists.

THIS ISSUE:
Tried & True:
Timeless Traditions

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- Linda Drake
- Dr. Gloria Eastman
- Bobby Hawthorne
- Mike McLean
- Casey Nichols
- Shem Taylor

Jostens education team will also be teaching at the workshop:

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Jostens Adviser University

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The countdown is on. The final days of the school year are upon us. And what a year it’s been. Let’s celebrate!

Celebrate is an important component of the 7 C’s — a game plan for successful yearbook publishing. By focusing on the 7 C’s, your staff will have an awesome educational experience while producing an outstanding yearbook:

- Class
- Cover
- Coverage
- Create
- Community
- Commerce
- Celebrate

A yearbook is a celebration of life, so why not host a meaningful, school-wide distribution celebration? If you’re launching your first distribution celebration, keep it simple. Kids love the opportunity to come together, sign yearbooks and reflect on their year together. A distribution celebration adds an exclamation point to the yearbook experience.

As you share your yearbook with the school community, your staff should celebrate its achievements as well. Give meaningful and humorous staff awards. Honor the outgoing editors and introduce the newly appointed editors. And, don’t forget to thank your adviser in a meaningful way.

Finally, let’s congratulate the Class of 2009. Graduating from high school is a significant achievement. It is a moment to be cherished with family and friends.

The most anticipated days of the school year are finally upon us. Let’s celebrate!
HOW ONLINE SOCIAL NETWORKING CREATES YEARBOOK BUZZ AND INCREASES BUY RATES

Yearbook programs across the country are tapping into the cyber-buzz of viral marketing. All it takes is access to one of the many online social networking venues and a willingness to leap into the World Wide Web of forums where students meet and greet.

A helpful coverage tool
Katia Hall, yearbook adviser, Roswell High School, Roswell, GA, and her yearbook staff have been tapping into the power of online social networking for the last two years. “We really started using online social networking just when it became a popular way of communication among students,” Hall said.

The first year Hall and her yearbook staff primarily used this online channel for expanding coverage. “It was definitely very useful for this purpose and helped us a lot,” she said.

This year they’re also using it to promote yearbook sales.
Dane O’Neill, a junior at Roswell High School, is a section editor as well as the yearbook’s business manager. She oversees all the yearbook’s marketing efforts, including social networking.

While O’Neill handles the yearbook’s viral marketing outreach, other individual staff members use social networking as a resource for their spreads.

“Sometimes we will spot photos on a social networking site and then specifically ask a student to send it to us to share and give permission to use it,” Hall explained. For the 2008-2009 yearbook, Hall and the staff decided to utilize social networking forums to promote book sales and generate buzz.

“Dane has set up a Facebook group that includes hundreds of students here at our school,” Hall said. “She can easily message sales information. Students check these accounts numerous times a day, so they get the message quickly and efficiently.”

The Jostens Yearbook Image Widget and blogs have been most effective, thus far.

“The Web-Widget makes it easy for students to upload pictures on the Jostens Image Share site,” Hall noted. “Yearbook staff members can easily switch out the photos periodically to display different slideshows. Students see their own slideshows on the yearbook website and usually get excited, continuing to send us more photos, which is the ultimate goal!”

More and more, social networking forums are an integral part of a student’s daily life. “Social networking sites are the most effective way to communicate with students,” Hall said.

While easy access to potential buyers is a marketer’s dream come true, online forums also serve as message boards, making it easier and more convenient for group members to stay in touch.

“I can send my staff messages that they read and respond to in a timely manner,” Hall said. “Section editors can also communicate with their designated staff members this way as well.”

Hall offered encouraging advice for other yearbook advisers contemplating joining the social networking trend.

“Don’t underestimate the value of this venue for effective communication. I think social networking sites get a bad reputation, especially in light of teachers who get frustrated by students who neglect homework to sit on Facebook all night,” she said. “I think our culture is changing immensely, and these sites have potential for increasing the ease of communication for adults and teenagers alike. Keep an open mind and don’t be afraid to get started.”

Trojanyearbook.com
Tessa Shiley, yearbook adviser, North Hall High School, Gainesville, GA, has high praise for senior Tayler Patton, the student business manager who runs the yearbook’s viral marketing campaign.

Patton tapped into the popularity of existing online social networking sites and created a yearbook Facebook group for students at North Hall High School. “We use this group to keep the student body informed about yearbook updates and also about how to purchase their yearbook,” Patton said.

Linking the yearbook’s website to the online group was the logical next step.

“We created a yearbook website,” Patton explained. “Our site is trojanyearbook.com. I found out that our page was being viewed a good many times throughout each week. So, we recently posted a link between our yearbook website and our Facebook group.”

To cover all her bases, Patton included the yearbook’s URL on promotional posters displayed at school, in the hopes of driving visitors to the group link as well. Students who visit the link are invited to share their photos with the yearbook staff.

“They can upload their own photos to a slideshow (Jostens Image Widget), which our yearbook staff can access on Yearbook Avenue. This allows students to make their photos accessible to us,” Patton said.

Part of the magic of viral marketing is the ultra-fast way it spreads information and builds buzz.

While yearbook staffs typically post completed or partial yearbook spreads in prominent places in the school hallways to generate interest and create a buzz, Patton goes directly to the networking site.

“I am currently posting different photos featured on division pages,” Patton said. “I blur the students’ faces and say “Guess Who? You’re on page 2, so buy your yearbook at trojanyearbook.com today, because you’re in it!”

It’s too soon to tell if Patton’s viral tactics will translate into increased book sales, although things are looking promising for this first-year viral effort.

An online call for photos
When senior Amber VanPatten, yearbook design editor, Lexington High School, Lexington, SC, decided to create an online social networking group to reach more students, her yearbook adviser, Tressie Hays, put her in charge.

The online social networking forum enables her to contact a diverse range of students. “This increases the opportunity for everyone to be in the book no matter their social circle,” she said.

VanPatten invites students to submit photos, but she doesn’t stop there. She asks them for quotes as well and for information about what is going on in the photos they send. Student response has been great.

“This past week we were unable to assign several spreads necessary for our deadlines due to a lack of photos,” she explained. “I sent out a message to all of the group’s members with a list of the spreads we still needed more photos for. Over the course of a day there were well over 100 photos uploaded to the group and I received countless emails and messages containing photos or promising them soon.”

VanPatten also used the online forum to ask for story ideas for the yearbook’s senior feature.

“I sent out a message to all the group’s members asking for anyone who knew or was a senior with a special talent, ability or story to message me back with an overview of it.”

She followed up by sending responders a set of interview questions. She also asked them to send her a photo that related to their story.

Since access to the online social networking forum is blocked at school, VanPatten has to post messages, download photos and maintain the yearbook’s presence in the Internet venue on her own time, using her own computer.

While she’s the only yearbook staff member whose job duties include sending out messages to the online group members, any member of the group is free to invite other students to join. That’s the beauty of the ripple effect and what helps make viral marketing so effective. Let word-of-mouth spread the word.

“I chose to assign all members of our yearbook staff to officer positions,” she explained. “This really does not give them any special capabilities; however, their names are listed on the group’s homepage. I did this so that students who are not on staff could see everyone on staff, in case they were to have any questions pertaining to yearbook or needed to contact a staff member.”
Yearbooks record the history of a school year. They are simultaneously timely and timeless. They’re all about the here and now, the many ways in which a school changes to reflect the lives of its students. They’re also about traditions, anchoring today’s students to the history that preceded them.

Jostens Adviser & Staff magazine asked yearbook advisers across the country to share their school’s time-honored traditions with our readers.
Honoring Homecoming
Pace High School, Pace, FL
Monica Bondurant, Caryn Bell, advisers

A six-spread, special section captures Homecoming.

Ask Monica Bondurant, co-adviser, Pace High School, Pace, FL, about her school’s yearbook traditions and she will sum it up in one word: Homecoming.

A special section in the book is dedicated to that event and all the activities that surround it.

Reader surveys revealed that “Having Homecoming coverage was their favorite part of the yearbook.”

While brushes and paint cans come in handy for these two time-honored activities, not all school traditions at Northview involve painting.

“Each academic class, club and organization has its own tradition,” Huey added. “For example, the World Language Clubs always card at the zoo each winter.”

Every year, coverage of these activities is prominently included in The Wyndotte. The challenge for Huey and her yearbook staff is to find new ways to honor these longstanding elements and keep them fresh and interesting for readers.

“We cover the events as they happen and try to find a twist on them,” she said. “The fun thing is trying to find a unique way of covering the same things in different ways.”

Honor Homecoming
Northview High School, Sylvania, OH
Life Into Favorite Traditions
Fresh Twists breathe new
longstanding elements and keep them
way of covering the same things in
different ways.

“Having Homecoming pages in our
yearbook increases book sales,” Bondurant
noted. Students at Pace High School are
passionate about their school colors, too.

For this reason, the cover of the
yearbook is always red, white or blue.

Other traditions that grace the pages of the Liberato include senior superlatives, senior crowns (created from Burger King hats and worn each week at pep rallies), a seniors Hall of Fame (known as Pace Setters), a spotlight on the teacher of the year and stories on occurrences that affect the wider community, such as hurricanes.

A Celebratory Clarion Call
South Point High School, Belmont, NC
Kristen Werder, adviser

A school-wide yearbook Clarion Day
yearbook distribution event is a fun and
memorable tradition for Kristen Werder, adviser, South Point High School, Belmont, NC, and her Clarion staff.

The distribution event takes place in
May. Most years the activities last a full
day. Other times they’ve been pared back
to a half-day.

The morning hours on Clarion Day
are earmarked for yearbook distribution
and signing.

“We make it like a party when the
students come to get their yearbooks,”
Werder explained. “We usually have
tests on Clarion Day, so the kids have gotten
released from class to pick up The Clarion.

Seniors can exchange signatures and
say goodbye to each other, but also have
an opportunity to get their teachers,
from years past, to sign books, giving the
students a chance to say thank you and
goodbye,” Werder said.

Most teachers choose not to teach or
test on Clarion Day, so the kids have gotten
to know it as a free day — and for most that
is enough to generate excitement. That
alone is a great sales promotion event —
most students want to have a book to
exchange and get signatures in. They buy
a book as they feel involved.”

Yearbook Royalty
Neosho High School, Neosho, MO
Kathy Ellison, adviser

Some school traditions have a
royal touch.

“Tradition is always important to high
schools,” said Kathy Ellison, adviser, Neosho High School, Neosho, MO. “At our school these include selecting the
dedication recipient, holding a spring
Yearbook Assembly and introducing the
yearbook’s Queen and her court.”

Since the 1940s, the yearbook staff
has also been selecting a member of the
school’s staff or a teacher and dedicating
the yearbook to that individual.

“The current staff still practices the
same procedures as the 1949 staff,”
Ellison noted. “We keep the name a secret
until the day of the assembly when it is
announced to everyone.”

The yearbook staff collects information
about, and pictures of, the dedication
recipient and his or her family to include in
the dedication spread.

On distribution day, the school holds
an all-school assembly.
“I LOVE LOOKING BACK ON ALL MY STUDENTS. I ACTUALLY HAVE STUDENTS SAY ‘THAT’S MY MOM!’”

“The assembly is still a big production,” Ellison noted. “We announce the dedication recipient, reveal the yearbook theme and the cover design. We also introduce The Nechime Queen and her court.”

Though the selection process changed over the years, the school retained the tradition of inviting back the previous year’s winner to crown the current year’s Queen.

“The assembly highlights not only the yearbook staff and their royalty, but also the high school’s jazz ensemble and show choir,” Ellison said.

The yearbook assembly marks the only time these groups come together to perform for the student body. This year, for the first time, the senior high orchestra will be included.

“So the senior high orchestra will join the senior high jazz ensemble and show choir to perform for the yearbook staff and their royalty, but also their classmates,” Ellison said.

She taught for 20 years. Members of the senior class cast their votes in upwards of 20 categories. The editor is in charge of getting the votes and determines the winners,” Jerbi explained. “Then they work with the winners to come up with a picture to best depict the senior superlative distinction won by each student.”

Jerbi and her staff keep the senior superlative contest winners a secret until the class sings an extended version of “Happy Birthday” to the class. “Everyone wants to sit on the forbidden chair,” she said. “I have a director’s chair that no one is allowed to sit on except for me. Everyone wants to sit on the forbidden chair. On my students’ birthdays, they are allowed to sit in the chair while the class sings an extended version of Happy Birthday, which includes a dance performed by me. I also give them a birthday pencil. It may seem like nothing special, but to them it is.”

Senior superlatives have enjoyed an honored place in the yearbook for at least 20 years. Members of the senior class cast their votes in upwards of 20 categories.

“The yearbook staff tabulates the votes and determines the winners,” Jerbi noted. “Students buy the book each year because they look forward to seeing who’s won.”

Holding fast to decades-long traditions doesn’t preclude the possibility of adding new ones. For the 2007-2008 school year, Jerbi and her staff held a senior pizza yearbook signing party and offered a free autograph section to seniors who purchased a yearbook before May 1. The seniors place the autograph sections in their yearbooks when they arrive in August. To showcase the new tradition, they also featured the event in the yearbook’s senior section.

“The editor is in charge of getting photos and further information from the chosen group and distributing it to the rest of the staff. The students get really excited about this project, so they work together on the design and the cover,” Hart said.

To fund these special projects, Hart and her yearbook staff use profits from the sales of the yearbook and from yearbook ads. She thinks doing so sends a good message to her staff members.

“I think that overall the most important key benefit is to show these students what a difference they can make in the lives of others when they give back to the community,” she said.

Saluting Seniors
Belvidere High School, Belvidere, IL
Kathy Jerbi, advisor

Honoring seniors is the focal point of two long-standing traditions upheld by Kathy Jerbi, advisor; Belvidere High School, Belvidere, IL, and her Belvi staff.

Every year for the past decade all graduating seniors have gathered on the football field for a class photo. The Belvi staff then uses the photo as an opener or features it in a specialty page in the yearbook’s senior section.

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**Hitting the Ropes**
Burlington–Edison High School, Burlington, WA

Jeff Brandenburg, adviser

Team-building and barbecues are new yearbook traditions instituted by Jeff Brandenburg, adviser, Burlington–Edison High School, Burlington, WA.

Every August, for the past two years, Brandenburg and his yearbook staff have headed to Little Mountain in Mount Vernon, WA, to participate in a low ropes course at the Eagle Rock Challenge Course.

“The kids get to know each other and have fun together within minutes of meeting each other,” he said. “It takes the edge off introductions by putting the focus on the activity, and mixes up groups of old students with new students. We’ve all one group trying to overcome the same obstacle together.”

“It also gives me the opportunity to see who steps up as leaders, who works well together and who responds well to new ideas. It provides a chance to get the jitters out of the way,” he said.

His yearbook students agree.

“It was awesome,” said sophomore Jessie Robinson, the yearbook’s freshman photographer. “I had so much fun getting to know the new staff members and getting to know the existing members so much better.”

Sophomore staff photographer and yearbook newcomer Katie Lohman concurred. “It helps you get to know people. I finally learned everyone’s names.”

“The weird thing was I didn’t know anybody,” said freshman staff photographer Lauren Dimock. “And then, suddenly I knew everybody!”

“It sets the attitude for the rest of the year,” said senior and photo editor Erin Poppa.

After the ropes course is completed, Brandenburg and his staff caravan back to “Camp Brandenburg.” Brandenburg’s place on Big Lake near Mount Vernon. There they go waterskiing, wakeboarding or tubing and enjoy hot dogs. They also feast on burgers and hot dogs, chips, potato salad, cookies, ice cream and pop.

A Big ‘Whoop-De-Doo’
Alpena High School, Alpena, MI
Paula Gehrie, adviser

Paula Gehrie, adviser, Alpena High School, Alpena, MI, and her yearbook staff like to whoop it up on yearbook distribution day.

“We hold what we call a Whoop-De-Doo,” she said. “We load the yearbooks on this all-important day in the lives of the students.”

“We have done this for the past 10 years,” Gehrie noted. “Basically it’s a large gathering, usually at the stadium. Kids pick up their yearbooks and get together to sign them.”

Other school traditions are upheld within the pages of the Alpena High School yearbook, Elements. Senior polls and coverage of student cars are two yearbook traditions that the staff is always certain to highlight in the book.

“These have been included for as long as I can remember,” Gehrie said. “It drives home the idea that everyone matters. Not everyone in school is a jock or involved in a club, but by covering a more diverse array of topics we are able to feature more students.”

A Texas-Sized Salute
Smithson Valley High School, Spring Branch, TX
Margaret Edmonson, adviser

Traditions steeped in the lore of the “Wild, Wild West” loom large for Margaret Edmonson, adviser, Smithson Valley High School, Spring Branch, TX, and her yearbook staff.

“I have not seen a student ride a horse to school,” Edmonson humorously commented, “but I do know some rodeo athletes who attend school here.”

Their school was named in honor of Smithson, the son of Texas Tech’s founder, who the students often assume that everyone who attends Smithson Valley High School is full of guns and ruggedness.

Smithson Valley then our yearbook would look like everyone else’s.”

“Because of the school’s historical connection to the Texas Rangers, others often assume that everyone who attends Smithson Valley High School is a horse-riding cowboy.”

“Students want their yearbooks to reflect their school and their year,” Edmonson said. “If we don’t capture those things that are uniquely Smithson Valley and flavor of life for the student body, students from the band, color guard and dance team, members of the cheerleading squads, drama club members and academic competitors.

“The Texas Ranger spirit infuses excitement into school pep rallies and sporting events, too.”

“From the names on the totem poles at From the Names on the totem poles at the entrance to the Rowdy Row girls soccer, baseball and softball — as well as students and their Grad Ad with a yearbook student,” said senior Jill Edmonds, adviser.

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**B. COVERING A MORE DIVERSE ARRAY OF TOPICS WE ARE ABLE TO FEATURE MORE STUDENTS.**

**FROM THE EXPERTS**

SPRING OFFERS
BEST TIME TO GET A HEAD START

While you have staff leaders and members who have “survived” the complete planning and production cycle of the current book, it’s time to start over. The spring promises a key time to explore all the possibilities for next year.

Concept, coverage and design all deserve a substantial and exhaustive brainstorming session and inspiration collection process. Too often, the richness of experienced senior staffers and the innocence of fresh, untrained and new staff members are underrated and not fully tapped. Their contributions can foster innovative approaches to yearbook traditions.

Weave team-building activities that will promote staff unity and problem-solving into the exploration and development of the theme concept, ladder and spread definition as well as design strategies that will make next year’s book distinctive for your readers.

Try This: Create an “adventure” that inspires staff members to uncover professional examples of thematic campaigns, teenage-focused word and photographic imagery and full-spread and content package designs. Other idea scavenger hunts could include typographic, color and other graphic design strategies gleaned from advertising campaign materials, magazines and websites. Once ideas have been collected, host a series of “show and tell” discussions. For questions or comments, email john.cutinger@catsystems.com.
During Grad Ad season, it’s not uncommon for parents to form a line outside Smith’s yearbook room waiting for an available yearbook student to help them design the Grad Ad for their seniors. “We are busy during the entire class time, for multiple days,” Smith said. Often we have to extend the deadline because we have such a large turnout. Our busiest time is the two weeks before winter break, though our record is 60 Grad Ads in one class period.

“We have had parents pay for Grad Ads and yearbooks for students who aren’t their children, but who may not be able to otherwise afford them,” Smith added. “It doesn’t happen each and every year, but it happens frequently.”

While parents enjoy creating distinctive ads for their children, Smith’s yearbook staff especially enjoys a real-life, hands-on experience. “Our students get the experience of having a client and striving to meet or exceed each parent’s expectation and create what they want,” he said. “Our staff works to meet the needs of 200-plus ads, all different and each unique. It is the best training ground imaginable for them.”

“Play Ball!”

Essex High School, Tappahannock, VA Catherine Sershen, adviser

Yearbook is serious business to Catherine Sershen, adviser, Essex High School, Tappahannock, VA. But, that didn’t stop her and her staff from using a game to ease the normal tensions that arise during the course of creating and producing the story of the year.

“After our yearbook representative gave us a small, red spongy squeeze apple, which is small enough to fit in the hand, as the baseball. For a bat, they use either a ruler or a dictionary. “Because the squeeze apple is so soft, it is often thrown at a runner in order to get an out,” Sershen said.

This tension-busting game offers Sershen’s staff the chance to release pent-up stress that can arise during the course of the day. It’s all done in a spirit of playful camaraderie. “During the game, the students call out things like, “Get her out, she never turns in pages on time!” or “Get him out, he deleted my pictures before they were uploaded,”” Sershen explained.

Apple Ball doubles as a creativity-generating activity, too. This past summer, Sershen and her staff tossed the Apple Ball to brainstorm ideas for the upcoming yearbook. “Besides the fond memories they have of each game, Apple Ball provides them with an outlet for their energy and a way to develop ideas that would not usually bubble to the surface,” Sershen said.

“Try This: The adviser, editor and business manager plan weekly or bi-weekly lunch meetings to discuss the yearbook production process as well as marketing strategies. Determine topics of conversation before each meeting and come prepared with needed materials and/or examples. For questions or comments, email tina.klecka@jostens.com.”

FROM THE EXPERTS

COOPERATION OF ADVISER, EDITOR AND BUSINESS MANAGER EQUALS SUCCESS

Today, the inclusion of the business manager as an integral part of the editorial board can result in a higher achieving staff and a more pleasing final product. As the adviser oversees the entire process, the editor and business manager organize, plan and execute the steps needed to create and distribute the best product possible. As the three roles collaborate, the unique theme concept, verbal and visual trademarks and tone of the publication takes stronger shape. With the team concept in place, marketing materials, teasers, distribution party plans and staff T-shirts reflect a cohesive effort.

Strong yearbook sales provide a strong budget for most staffs. As with coverage, the total number of books sold remains the entire staff’s responsibility. The business manager creates surveys that help the editor determine valuable insights into readers. Advisers and editors share with the business manager the exclusive visual and verbal trademarks chosen for the publication. In turn, the business manager incorporates the trademarks in T-shirt design, postcards mailed home to parents and commercials for daily or weekly newscast.

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The best just got better

Jostens Yearbook Avenue is already the only proven online yearbook site that allows you to plan, manage, create and sell your yearbook with ease. We’ve delivered millions of yearbooks created online for thousands of schools. No other company can make this claim.

Each year Jostens successfully manages millions of uploaded images and billions of page elements and our users experience 99.9 percent total site availability and uptime. And now, the best just got better. Yearbook Avenue 2010 raises the bar even higher with:

- A new, contemporary site look and feel
- Cutting-edge design tools
- Simplified navigation based on the way yearbook staffs work
- Exclusive, integrated creation and selling tools to target your sales efforts

More creative power

Start with increased, on-screen design space and toss in several new design functions and yearbook creativity soars to new levels.

- Cut-out-background (COB) photos, the hottest trend in recent years, are now easy to create online.
- Type On A Path turns your carefully crafted words into a dynamic visual.
- For a hi-tech look, the opacity function creates a modern look.
- Stories will become a more visually pleasing element on the spread with text wrap and text flow into columns. (Fall 2009)
- Red-eye removal eliminates this distraction from photos. (Fall 2009)
- An awesome new gallery displays yearbook spreads from the recent edition of the Gotcha Covered Look Book.

Communication is the key

Whether you’re working at school in the computer lab or at home in your bedroom, communication doesn’t have to suffer. A new chat function allows advisers, editors and staff members to instant message each other while yearbooking. (Fall 2009)

Selling is easy

Yearbook Avenue provides a wealth of integrated online tools to make selling and marketing the yearbook easy. Not only can you sell your yearbook online; customized sales and promotional tools make it easy to market your product. After the sale is made, Yearbook Avenue tracks book and advertising sales.

A new function allows staffs to email non-buyers when they are featured in a photo on the pages of the yearbook. The image is included in the email.

FROM THE EXPERTS

Scholastic Press Associations Provide Adviser Assistance

If you’re feeling a bit lonely as the only yearbook adviser at your school, cheer up. Help is only a phone call or an email away, especially if you’ve joined your state, regional or national scholastic press association. These organizations provide advisers with networking opportunities through conventions, conferences, workshops, mentoring programs, blogs and listservs.

Some advisers, particularly those who majored in subjects other than journalism, believe scholastic press associations are only for those who have degrees in journalism education. On the contrary, these groups exist for all who advise student publications. They offer educational programs to help advisers learn more about all aspects of advising.

When I first became an adviser, I immediately joined our state association. I always tried to meet advisers who were in charge of successful programs. When I had a question or problem, I knew I could always call them. That network provided me with advice and support. Those mentors have been my lifelong friends.

Try This: Visit national scholastic journalism websites to discover the services they offer. Plan to attend your next state or regional scholastic press association’s conference or workshop. Contact the director of your state association to discover how to join that group and to ask about the services they provide you as an adviser. Then join! You’ll be glad you did.

For questions or comments, email laura.schaub@jostens.com.
JOSTENS YEARTECH CONTINUES TO SET THE STANDARD FOR CREATING YEARBOOKS WITH ADOBE INDESIGN.

A new toolbar, enhanced Picture Placer and Portrait Editor and a new Key ID function are among the upgrades included in YearTech® 2010.

A completely new toolbar

Experienced YearTech users will immediately notice the totally redesigned toolbar. ToolBar buttons that control InDesign native functions such as Open, Copy and Save have been removed since research indicates most staffers use the keyboard shortcuts for these essential program commands. The toolbar features a more logical organization with buttons grouped by functionality. The "Page Tools" buttons include: Page Wizard, Page Surfer, Click-N-Go!, Art, Panel Maker, Page Enhancer, Background Placer, Indexer, Writer’s Block, Type Effects and Chart It.

The "Photo Tools" buttons include: Picture Placer, Red Eye Removal and Portrait Editor. The "Organize" buttons include: Thumbnails, Key ID, Coverage Report and Note It followed by a large, easy-to-find "Prepare to Submit" button. On the far-left, a Help menu provides assistance while on the far-right, the Jostens logo launches the Yearbook Avenue.com website.

In addition to the reorganization, the toolbar sports a new look: Black- and-white buttons become full-color when clicked.

Portrait page creativity

Staff designers will be happy to learn that an upgraded Picture Placer will flow mug shots into their creative, custom page designs since it is no longer necessary to create portrait designs using Panel Maker. For added efficiency and consistency, the names used for the portraits drive the database for both your index and the Coverage Report, eliminating the need to create a separate text file.

New Picture Placer features

Cropping odd-shape photos will be much easier with an upgrade that allows Picture Placer to show odd-shaped photo windows exactly as they appear on the page.

A new zoom feature makes photo selection even easier. When passing your mouse over an image in the Picture Placer preview panel, the photo enlarges, making it easier to confirm that you’ve selected the correct photo.

Key ID organizes images

Searching for digital images can be quite a daunting task without an efficient organization system. Key ID makes the creation of a searchable database easy. Staffers enter key words for each image including the names of the students and a description of the photo content.

When using Picture Placer, a search field appears in the upper-right corner. By entering names or key words in the search field, locating photos is a breeze.

Much, much more

In addition to these updates, you’ll discover many other enhancements. The Jostens Indexer features a new look and behavior and can now be accessed by multiple users. The Page Wizard now creates and opens section templates. The Page Surfer template collection features new designs including new Cover-to-Cover designs to build an entire chronological yearbook with a cover to match. Hundreds of new clip art pieces have been added.

When your Yearbook Kit arrives, you’ll find Jostens YearTech 2010 in the Create It! Kit. Install it. Take it for a spin. And start creating your 2010 yearbook.

Cover to Cover: New template set builds a complete chronological yearbook

From the title page to the parting page, the new Cover-to-Cover Page Surfer templates offer all the design elements necessary to build a contemporary-looking chronological yearbook. Cover included.

Using the “TIME will Tell” theme, the section templates are accompanied by a Click-N-Go! library of interchangeable content modules. The designs are available for staffers designing using YearTech for InDesign or YearTech Online.

For a sneak preview of the templates and to learn more about how to plan and produce a chronological yearbook, download the updated Chronological Yearbooks guidebook pdf. After logging on to Yearbook Avenue, go to Educate > Publications.

THE TECHNOLOGY

FROM THE EXPERTS

SHANNON WILLIAMS

BEFORE DESIGNING YOUR COVER, SURVEY YOUR STUDENTS

The most important resource for planning a yearbook cover lies no further than right outside the yearbook room. Before heading off to yearbook camp to design your cover, survey your student population to find out what they would like to see on next year’s cover. Compile a list of colors, materials and any special effects that might spur their imagination.

Remember readers do judge a yearbook by its cover. Potential student buyer input is the perfect starting point for brainstorming. Next it’s your job to fine-tune those ideas into a working tone and mood that will drive the content of the book.

Understand that today’s yearbook buyer is looking for something as unique as they are. Consider thinking outside of the box. Use resources like the Look Book, video game packaging, movie posters and other media to inspire you.

Lastly, always have an idea ready when it comes time to meet with your representative and/or plant artist. Bring a backup plan in case cost becomes an issue. A well-trained and in-tune yearbook staff knows that the cover truly provides the most bang for your buck.

Try This: After surveying students in the school, break into teams to start designing covers based on the feedback. Have your staff members determine the tone and the mood for each of their designs. Have your teams bring in relevant media with a host of typography, textures and color effects that could be used when meeting with the artist. Make a list of the things that you would most like to do on your cover and rank them from most important to least important.

For questions or comments, email shannon.williams@jostens.com.
A school-wide assembly to honor students in the school’s Renaissance program was on Drake’s yearbook agenda that morning. Although she and her yearbook staff had been asked to cover the event, she was unprepared for the surprise that awaited her.

“I knew that something must be up,” Drake said. “I had been asked more than once to make sure we had photographers on hand at the end of the assembly.”

After the students were announced, the principal announced that there was one more presentation.

“JEA,” Drake recalled. “I was sitting along side of the auditorium with my back to the entrance so it took me a while before I saw who was coming down the aisle by me.”

When she saw H.L. Hall, chair of the JEA Yearbook Adviser of the Year committee, and Linda Punney, JEA executive director, she suddenly realized what was happening.

“Of course, by then I had started to cry and the people kept crying!” she said. “I was absolutely amazed at the number of friends who had showed up for the assembly.”

Friends traveled from as far away as Orlando and Minneapolis and from all over Kansas to be at the presentation. Drake is no stranger to accolades. In addition to the National Yearbook Adviser of the Year award, the JEA has also previously named Drake as a Distinguished Yearbook Adviser. The Dow Jones Newspaper Fund recognized her as a Distinguished Newspaper Adviser and in 2007, Drake received JEA’s Teacher Inspiration Award.

It’s a testament to her ability to lead and inspire students and help them create award-winning yearbooks. The Chase, the yearbook she advises, has received the All-Kansas Award for 14 of the 16 years that award has been presented. Drake’s yearbook has also received the Pacemaker Award from the National Scholastic Press Association.

That’s no small feat when you consider the size of the school her yearbook program serves.

Chase County High School is located in a small, rural farming and ranching community west of Kansas City with an enrollment of only 140 students. Many of the school’s students travel 20 to 40 miles, one-way, to school each day.

In addition to serving as an adviser to the school’s yearbook and newspaper, Drake teaches an introductory journalism class, Journalism I, Journalism II, Spanish I and Spanish II classes, as well as courses in Digital Media, Photoshop, Illustrator, Desktop Publishing (InDesign) and Photomontage. She also has 15 students enrolled in In House Training throughout the day.

Drake typically has three to nine students in her Journalism II yearbook class; however, about 20 students produce the yearbook because students volunteer to help with taking photos, selling ads and writing stories.

Drake sees advantages to producing a smaller yearbook.

“We know our students really well,” she said. “We don’t have as many sports and organizations that a larger school has to cover and my staff members are very dedicated to producing a quality publication. It is also easier to personalize the book for a smaller enrollment.”

One of the challenges of running a smaller yearbook program includes working with smaller budgets. “Our budget is in the $8,000 to $10,000 range,” Drake said. “I always enjoy hearing someone say they have to do a yearbook on a shoestring budget of $50,000 to $60,000.”

And while a smaller school makes it easier for the yearbook staff to have their fingers on the pulse of student life at Chase County High School, it has its downsides, too. “Sometimes knowing each other so well makes it more difficult to find unique coverage ideas and new angles,” Drake said.

In the nearly three decades that Drake has been advising yearbooks, she has witnessed a lot of transformation.

“When I took this job, I never dreamed that I would need to know so much technology,” she commented. “I had no journalism background whatsoever when I agreed to become the yearbook adviser 28 years ago. I had so much to learn. I thought it would just be writing and photography and who knew that design would become so complicated.”

Drake dove right in, riding the technology wave to its inevitable future. This tenacity has served her and her yearbook students well as technology continues to change the face of yearbooks.

“Yearbooks have to compete with so many other high-tech avenues that students use in their daily lives,” she noted. “To have a yearbook that is successful, a staff must create a book that will appeal to all of the student’s interests, and be very visual.”

Ultimately, Drake’s goal as an adviser is to teach, inspire and mentor.

“I want to make journalism and graphic arts fun,” she said. “There is nothing worse than trying to do a job and not enjoying it. Once I have selected my staff and they know the expectations, it is their responsibility to see that deadlines are met and that the details are taken care of. I would do anything for my staffs and they know that. But they also know that I set high standards for them and I expect them to meet those goals.”

Her advice to first-time advisers is simple and direct: “You can’t do it all in the first year.”

She also recommends that new advisers set goals for themselves and work with their staff to help them set goals.

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The two national press associations recently announced the yearbook finalists in their journalism competitions. The Columbia Scholastic Press Association (CSPA) Gold Crown and the National Scholastic Press Association (NSPA) Pacemaker are considered top national journalism awards for student publications.

Winners will be officially announced at their respective spring national journalism conventions.

As the nation's number one yearbook company, Jostens is proud to work with 13 of the schools recognized as Crown and Pacemaker finalists.
Yearbook eye candy

Although we spent more than 15 hours bunkered down in the training room at the Jostens headquarters, every minute was fun and educational. It was the ultimate weekend for yearbook needs! When we were finished, we selected 255 spreads and 260 covers to be featured in the Gotcha Covered Look Book. It wasn’t easy — especially selecting a single spread from hundreds of outstanding pages in a single yearbook.

I am in awe of the outstanding work being done by yearbook staffs these days. Today’s yearbooks are filled with content that connects with today’s teens. And the yearbooks are as colorful and personality-packed as the students who produce them.

With summer workshop season upon us, it’s time to begin planning 2010 yearbooks. While your primary responsibility is to produce the best yearbook possible for your school, many staffs wonder what it takes to catch the attention of the Look Book judges. In addition to a stylish design, inclusiveness, coverage and photography are important considerations.

INCLUSIVENESS: By using lots of photographs, contemporary yearbook spreads employ techniques such as content modules, picture strips, bioo photos, photo collections and other visual and verbal techniques to include as many students and their stories as possible. Ultimately, every student should be featured in the yearbook at least three times.

COVERAGE: Storytelling is the key. The best spreads have clearly defined topics with the photos and copy contributing different angles to the overall story. Emphasis is placed on fresh topics while unique approaches are encouraged for reporting those stories that “happen every year.”

PHOTOGRAPHY: It’s no secret — students buy yearbooks for the photos. The quality of a spread relies heavily on the quality of the photos. The best spreads have high-quality, storytelling dominant photos. Each supplementary photo communicates a different aspect of the story. Emphasis is placed on action photos while posed “scrapbook” photos often contribute to the story as well.

DESIGN: While contemporary graphic, color and typographic use is important, ultimately the design’s function is to deliver the visual and verbal content to the reader. Simplicity is the key to a successful design. White space must be used effectively. Ultimately, readers should notice the photos and the words, and not be distracted by the graphics.

Simply put, today’s best yearbook staffs tell authentic stories with photos and words — they aren’t just assembling a random hodge-podge of unrelated photos. Let’s get started on your authentic story of the 2009-2010 school year.

Gary Lundgren
Editor in Chief

LOOK BOOK PACKED WITH HOT IDEAS FROM COOL YEARBOOKS

At high school yearbook staffs working with Jostens received a copy of the Gotcha Covered Look Book in April. If your staff would like a Jostens representative to deliver a complimentary copy of the Look Book to your school and to discuss working with Jostens, drop us an email at asmagazine@jostens.com.

Advisers and staffs working with Jostens are encouraged to submit their most recent yearbooks to be considered for inclusion in the next volume of the Look Book. Yearbooks must be received by August 28, 2009. An entry form is available for download on YearbookAvenue.com. After logging-on, go to Educate > Publications > Gotcha Covered Look Book.

Advisers will also find classroom resources, including PowerPoint presentations, handouts and quizzes coordinating with the Gotcha Covered Look Book. Check out these classroom tools on YearbookAvenue.com at Educate > Publications.

After logging-on to YearbookAvenue, go to Educate > Publications.

Ad Creation Made Easy

Use your time and talents to create an amazing yearbook. Leave the ad creation to us.

Parents can submit photos and text online or by mail and we’ll build the ads for you. We even handle parent calls and payments. Then you can proof and edit the ads and monitor your ad sales at yearbookavenue.com.

What are you waiting for?
Contact your Jostens Yearbook representative to sign up for Jostens Ad Service Program and let us do the rest.

Parents and students can choose from a variety of ad layouts.
ATTN: YEARBOOK ADVISER

It’s a yearbook thing

Show your staff pride and advertise your yearbook at the same time with the 2010 YEARBOOK STAFF T-shirt.

This high-quality, Gildan Ultra Cotton shirt is available in many sizes and is also available with a “Buy Your Yearbook Today! jostensyearbooks.com” promotional message on the back.

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Shirts are available for immediate shipment. To place your order call 1.800.972.5628. School purchase orders are welcome.