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Here's the March issue of YourBook newsletter from < Your Name Here> to help < Your Adviser's Name Here> and the yearbook staff at < Your School name here> create the best yearbook ever!



March 2011

It's not just a Yearbook, it's...

Your Book

The latest news and information from Dana Weiss of Jostens Yearbooks



Here comes March <Your Adviser's Name Here>!

Spring delivery advisers, you know what March is. The end of the road. The final deadline. Fall delivery advisers, you are just out of the gate, but the end of the road is in sight. June will be here before you know it. But no matter what delivery season you are shooting for, March is traditionally when the focus shifts from your current book to your next book.

We want to give you some things to think about when it comes to that book and to some other great topics. First, please pay particular attention to the note at left. Make this the year you attend a summer or spring yearbook workshop—or both! If you can, take your entire staff, but no matter what, try to attend one yourself. Nothing will improve your yearbook experience like a summer workshop. We promise.

Something else to look at in March (or as soon as you have put the 2011 book to bed) is a new initiative that Jostens introduced to us at our recent national meeting called Pause Before You Post™ (PBYP). PBYP is a national initiative from Jostens Renaissance that we all believe should be advocated in the strongest terms to all our students and faculty from elementary school onward. Please take a quick moment to read about PBYP on page 3 and then pass that info on to your administrators and urge them to take action. We want to help, and we can help. It's that important.



Great recruiting tips for 2012 on page 6.

Speaking of actions to take, please note the upcoming contest deadlines on page 2 as well as our centerfold poster, which advertises our two big design contests (InDesign and YTO). Please post the poster in your classroom and encourage your students to enter.

Looking further towards 2012, page 6 talks about recruiting your entire staff for next year and some ways to get more students from across your school involved. And lastly, page 7 has a cool, new Photoshop technique you can use to “brand” your school. We think you will like it.

So have a great March, finish your book, click SUBMIT and get going on 2012! We are here to help.

Dana

Plan Now for 2012!

WE ARE HAVING A
SUMMER WORKSHOP

and you are invited!
 Here are the fast facts:
June 14-16 at Winter Park Mountain Lodge in Winter Park.

Watch your mailbox for more info or contact us at any time for all the details.
It's the best thing you can do for your 2012 Yearbook!

What you should be...
Doing Now

This is a detailed list of the most critical things you need to get done before the 31st of March. Try to make sure that you have completed all of these items by the time April rolls around. Here they are in no particular order (except for the first item) because they are all important. And we realize we keep beating you up with that first item—but we believe in it.

Attention, fall delivery advisers. We suggest you take a look back at the February, January, December, November, October and September issues and make sure that all those things are finished.

- ⊕ **Have you set up a time to get organized?** Enough said on this topic. You have either tried it or you never will, but I can always hope. Do this EVERY day, and your life will just get better and better. I promise.
- ⊕ **Begin planning your spring distribution event.** We have a host of ideas to help you do that. Set the date, and let me know what it is as soon as you have submitted your final deadline.
- ⊕ **InDesign schools—return all proofs as quickly as possible.** This is especially true if you have submitted your final deadline. Make sure to actually get them in the mail within three days.
- ⊕ **Start recruiting for your 2012 yearbook staff.** This time of the year is PRIME TIME to start recruiting. Do interviews, recommendations...the works! I have materials if you need them. Remember, the best thing you can do to make next year easier and more successful is to recruit well now. See the article on page 6 of this issue.
- ⊕ **Start planning for spring and summer workshops.** Once you have the staff chosen, start making plans for how you are going to get as many staff members as possible to a spring and/or a summer workshop.
- ⊕ **Enter design contests.** Have your staff start designing their layout contest entry. Whether you submit using YTO or InDesign, we have a contest for you. Go to Yearbook Avenue and choose Showcase>Contests for more info. Or see our centerfold poster.
- ⊕ **Clean up your computers—dump unused photos.** If your book is finished, archive it to CD or DVD and put those someplace safe. Like the school vault.
- ⊕ **Organize for the future.** Get organizational systems in place that you will use for the coming year. Plan a marketing campaign, plan your ladder, plan everything!
- ⊕ **Show off.** Show your administration some of your pages so the administrators can see how awesome your book is going to be and how hard you have been working. If you are a YTO book, share the Virtual Book with your boss.
- ⊕ **Make decisions.** Decide how you will produce your book next year and make plans to purchase new software and hardware if you need to. ☒



One down—2 to go!

If you are reading this on any day after February 28, then your kids missed the chance to enter our 2011 Photo Contest. That's the bad news I have for you today.

But the good news is, there are still two Jostens contests for your students to enter. One is just getting under way, and the other still has a month to go.

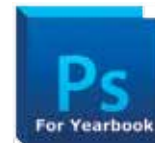
First, encourage your staff to submit an entry in our Facebook Jostens Commercial Contest. Then get all their friends to vote for them on Facebook. Not only could your kids when big, but it will also create excitement and buzz about your yearbook at your school.

And then turn to our centerfold post and read all about our 2011 Design Contests for both InDesign (co-sponsored by Adobe) and YearTech Online. No matter how you produce your book, get your kids to submit their best designs before the final deadline for the InDesign contest on April 29 or the YTO contest on April 15. Grand prize winners not only get bragging rights as the best yearbook designers but also their choice of Mac or PC laptops. And there are more prizes for other winners. It's easy to enter, so get them going. ☒

Branding Your School

How about an Old West theme? Here's a way to get a very cool branded look with type and graphics in Photoshop.

1. You will need a photo of wood. You can take one yourself, or you can pick one up from a stock photo website. Open the photo in Photoshop. (Figure A)
2. Type the words you want to brand in a western-looking typeface in black. I used an Adobe font called Mesquite and widened it by stretching it.
3. When you have the type exactly the way you like it, choose Layers>Rasterize>Type. This will turn the type into a graphic.
4. If you would like lines as I have added, click on the Line tool and make sure that the Shape Layers button has been clicked in the Options Bar. Then draw your lines. Make the lines black by choosing black as the foreground color before you draw them.
5. In the Layers panel, shift-select both the rasterized type layer and the line layer, right-click and choose Merge Layers.
6. Double-click on the Layer icon (of the new, combined layer) in the Layers panel to open the Layer Styles dialog.
7. Choose Outer Glow and click the color picker. Your cursor will become an eyedropper. Use it to click somewhere on the wood grain that is darker than the majority of it. (Figure B) Then change the Outer Glow blend mode to Linear Burn (Figure C) and the size to 25 pixels. (Figure D)
8. At the top of the Layer Styles Dialog, choose Blend Options. At the bottom of the Blend Options in the Blend If section, hold down your Alt (Option on a Mac) key, and click the slider on the far right to split it into two sliders. Drag the left slider (of the one you split) to the right. This will let some of the underlying wood grain show through. (Figure E)
9. When it looks the way you want, click OK to leave the Layer Styles dialog box.
10. Type Control (Command on a Mac) T to bring up the Free Transform mode. Rotate the type/line layer a little, and you are all set.
11. If you want to add a few realistic wisps of smoke, then click the Smudge tool (looks like a finger), choose a 50px brush and make sure Finger Painting is turned on in the options bar.
12. Create a new layer on top of your type layer, and painting in white, add some wisps of smoke all around the brand. Remember to go back and forth over the smoke after you originally paint it to make it more smoke-like.
13. Save a copy as a JPEG to upload to YTO or use with YearTech for InDesign.





YOU WANT THEM!

It's that time of the year. Time to recruit. Time to find the perfect yearbook staff for your 2012 yearbook. As soon as you finish your 2011 yearbook, you and your 2012 editor(s) should begin actively recruiting the entire staff for the coming school year. And we want to help with some quick recruiting tips.

🚩 **Recruit from all classes.** Don't limit yourself to just next year's seniors. Prove to the entire school that you mean business when you say the yearbook is for everyone. Find some underclassmen now. It will pay off in the future when you have ready-made editors standing in the wings. And we don't mean just juniors. Get some sophomores and freshmen as well.

🚩 **Have an application.** Get them to fill it out. Learn about the people you are considering. If you need a generic app to get you started, drop me an e-mail. I will send one your way. You can use it as is or as a template to create your own in Word or InDesign.

🚩 **Have a meeting and invite the school.** Open it to anyone. If you can afford it, have refreshments, even if that means having this year's staff bake cookies and make lemonade. People love coming someplace for food.

🚩 **Let your old staff talk.** Hopefully, you have had great year. Yes, there were some stressful times, but all in all, your yearbook kids wouldn't trade it for the world. Get your current staff up in front of the new recruits and have them tell their stories. Let those you are recruiting know how great it will be, but don't sugarcoat it either. Let the old staff tell your recruits the challenges as well.

🚩 **Don't always look for the best and the brightest.** Going for these kids can sometimes leave you with what one adviser refers to as "gradehounds": students who are looking for an easy A in the midst of their many AP courses. You are not that class. Look for kids who can be dedicated worker bees. They may not have a 4.0 GPA, but they would walk through fire for something they care about. And they have time to work as well.

🚩 **Do it now!** Advisers who wait to recruit find themselves taking whatever the counselors can dig up after the kids you want have registered for art, band and more. Don't wait until April. Have that meeting by March 15, long before you register for fall classes.

Help us help you, your students and your staff to...

Pause Before You Post™

It seems like every day you read about it. People post something they shouldn't have. Be it on Facebook, Twitter, their own blog, YouTube or just about anywhere else on the web. What they posted seemed innocent enough at the time. And besides, it's only for their friends to see. No one else could possibly see it, could they?

Well, as we all know (or should) in today's world, nothing is private. At least nothing you have ever created and sent or posted digitally. It is so easily copied and resent that we just can't know where the things we post online could wind up.

That's why Jostens (through its Renaissance program) has developed a new and very important program called **Pause Before You Post™**. We are bringing this to you and your school now in hopes that you, other members of your staff and your students will do just that—pause before you (or they) post.

What can you, the yearbook adviser, do to help? You can be the catalyst that gets this information to your administration to make this a school, or even better, a district-wide, initiative to alert everyone in your school of the inherent dangers in posting inappropriate materials on the web.

For the sake of you, your students and your colleagues, please make a copy of this information and take it to your principal and encourage him or her to contact me or my scholastic Jostens counterpart to find out how to get a **Pause Before You Post™** started in your school or district. It really is that important. Or they can go to www.jostens.com/infotoknow to learn more.



Jostens Pause Before You Post™ is validated and supported with research by Dr. Justin Patchin and Dr. Sameer Hinduja, leading experts on cyberbullying. Designed with input from educators and students from across the country, the Pause Before You Post™ program encourages students to ask themselves important questions before posting online and highlights consequences of what students post.

**Don't just hang your designs on the wall—
Enter a Jostens Design Contest today!
YearTech Online or Adobe InDesign*
Great Prizes and Easy Entry
Download rules and entry at www.jostens.com or on Yearbook Avenue**

*InDesign contest is co-sponsored by Adobe

