

Day 2—Hope yesterday went well!

Today's Date: _____

Ease off a little. Don't get stressed out. Remember, all over America other people are doing the same job. No one has ever died from advising a yearbook.

	MUST DO TODAY	CAN DO THIS WEEK	NEED TO DO THIS MONTH										
TEACHING YEARBOOK	<p>No teaching for you today. Have the editors supervise the staff in the Yearbook Production section.</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p>Editor's Note: Watch your mail for announcements about Fall Workshops. It is very important that you and your entire staff attend one. Plan today!</p> </div>	<p>Prepare a lesson on interviewing for tomorrow. See the 123 Student's Yearbook Guide, modules 9 and 10, and page 45 of this binder.</p>	<div style="border: 1px solid black; padding: 10px;"> <p style="text-align: center;">MINUTE BY MINUTE</p> <table border="1" style="width: 100%;"> <tr> <td style="width: 20%;">0:00 to 0:05</td> <td>Take roll/get seated.</td> </tr> <tr> <td>0:05 to 0:20</td> <td>Pass out ad contracts, assign prospects and set deadlines for ad sales.</td> </tr> <tr> <td>0:20 to 0:35</td> <td>Choose section editors and staff.</td> </tr> <tr> <td>0:35 to 0:50</td> <td>Show staff other books, yearbook kit and other resources for ideas. Check out the Creative Corner on Yearbook Avenue.</td> </tr> <tr> <td>If additional time or as homework</td> <td>Search for section ideas. Everyone should have two good ones to share by end of class. Also talk about book sales.</td> </tr> </table> </div>	0:00 to 0:05	Take roll/get seated.	0:05 to 0:20	Pass out ad contracts, assign prospects and set deadlines for ad sales.	0:20 to 0:35	Choose section editors and staff.	0:35 to 0:50	Show staff other books, yearbook kit and other resources for ideas. Check out the Creative Corner on Yearbook Avenue.	If additional time or as homework	Search for section ideas. Everyone should have two good ones to share by end of class. Also talk about book sales.
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YEARBOOK PRODUCTION	<p><i>Staff Work Day: Choose (if not done already) section editors and section staff. Then have them start going through yearbooks or Yearbook Kit materials for ways they can do their sections.</i></p> <p><i>Three great sources for ideas: Jostens yearbook site at www.jostens.com/yearbook, the PageSurfer book included in the Create-It box in your Yearbook Kit or the Jostens Gotcha Covered Look Book you should have. Call me if you need a copy.</i></p>	<p><i>If your staff is very advanced, have them start going through magazines for ideas that they can use in their sections. Headline ideas, sidebar ideas and copy treatment ideas are all part of what they can be looking for.</i></p>											
BUDGET BALANCING	<p>Check on progress of ad sales. If they have already been out selling, then check to see which prospects they have seen, what they have sold (make a big deal out of their success) and analyze why people declined to buy. Spend at least 10 minutes at the beginning of each period on this.</p> <p>Check on progress of book sales.</p>	<p>Continue work on your book sales campaign. Once you know what you want to do, have your editors write it up as a proposal, edit it yourself and then have them submit it to the administration for approval. This should happen by the fifth day of school at the latest.</p>	<p>If you are not doing Jostens Direct Solutions, pick out a two-week period for your big book sales push. A great time is starting on Day 16. Things are dragging around the school and you probably will not be competing with any other activities.</p> <p>Consider selling your books at a discounted price for the campaign and charging the regular price after it is over.</p>										
PHOTOGRAPHY	<p>Keep shooting pictures. Film is cheap. Digital images are even cheaper. Memories aren't! You can never shoot too many pictures. Tell your photographers to carry their cameras wherever they go.</p>	<p>Set up a system for keeping track of negatives as well as positives. There will be a "Photo Order Form" enclosed in your Editor's Kit. That should help you do this if you are using either digital or traditional photography.</p> <p>Or set up a system for keeping track of digital images. See our recommendations on page 35 of this binder.</p>	<p>Get a list of groups that will only exist during the fall (football team, etc.) and make sure that you have arranged for a group shot to be taken of each one. Schedule these on a calendar and then make appointments with the coaches/advisers and the school photographer if they will be shooting it.</p>										
EMERGENCY #S	<p>NOTES:</p>												
	<p>Jostens Yearbook Supplies 800-972-5628 ext. 1 YearTech™ Help Line 800-328-2435 Office: Your Phone here Cell: Your cell here e-mail: your.name@jostens.com Website: www.jostens.com</p>												