

# YEARBOOK SHORTS

**School is almost out and your thoughts should be turning to your 2019 yearbook and to SUMMER!**

**So, here's something that we hope won't get in the way of your summer fun, but serve to help you get ready for the best year ever when school starts again.**



## YOUR SUMMER ORGANIZER



**Here's some things to think about as you soak up the summer sun.**

✓ **Meet with your editors.** Go over grading, ad sales, book sales, supplies (kit materials, general forms), equipment, underclass mug shot picture day and retake day(s), senior picture requirements, ladder, deadlines, budget and philosophy (how you will handle reporting controversial topics such as drugs and crime, memorials, dedication, senior messages, baby pictures, etc.). Formulate a priority list of options you want in your yearbook. If you have additional funds, what is the most important addition you want to make to the book? An improved cover? World Beat?

✓ **Contact your portrait photographers.** Make sure senior photographers (as well as parents and seniors) know the specifications you require, and pin down your photographer for a date when you will get the mug shot CD—a real date. Since

your portrait photographers have already scheduled picture day and retakes, they should be able to tell you when the disk will arrive. Hold them to it.

✓ **Establish your budget, ad prices and book prices.** Don't get caught with your prices down. It is far better to increase the price of your book \$1 per year than to jump the price by \$5 every five years. If you are selling ads, don't forget to check your ad prices. They may have been set five years ago, and you may now be losing money on every advertising page

you sell. A good rule of thumb is to pay for four pages of yearbook with each page of advertising sold. If you do an all-color book, you should raise your prices for that reason as well.

✓ **Meet with your new yearbook staff members.** Go over ad sales, book sales, the general design of the book and requirements for grades. Staffers should be willing to meet before school opens in the fall. This meeting establishes that yearbook is not just a "school day" activity but requires extra time and effort. If possible, combine this meeting with a social get-together, ideally at someplace other than school.

✓ **Register for and attend a summer workshop.** Nothing you do will make your 2019 yearbook better than doing this. Send as many students as you can, and go yourself as well. At a summer workshop, you and your staff can learn the ins and outs of YearTech, create your theme, plan

your ladder and so much more. We cannot stress enough the value of going to a summer workshop. For more details about the right workshop for you, call us at your earliest convenience or see the info at right.

✓ **Meet with your school administrators.** This is a great time to establish rapport with the people who run the school. Be sure to touch base with front office secretaries, your bookkeeper and your custodial staff (they are really the people who run your school). If your book is shipping in August for fall delivery,

explain what you want done with the books when the truck arrives.

✓ **Begin taking pictures of school activities.** Begin taking pictures even before the school year starts. Shoot team practices, candid of staffers getting ready, students registering, group money-making events, students at work in the community and theme shots. Photos look especially good when taken in the summer sun. Plan on covering summer 2017 in your 2018 yearbook.

✓ **Meet with your yearbook staff photographers.** Establish quality-level standards for your photos and do a general overview of the book and the picture-selection process.

✓ **Keep up with your tech.** Move any photos or layouts from Yearbook Avenue 2018 to Yearbook Avenue 2019. Clean your computers. Archive photos and remove all of your 2018 materials from your servers. 