Yearbook / Student Publications (Room 72)
North Central Jr/Sr High School

Period: 7 (2:15-3:05)
Mrs. Wayton's Prep Period: 5 (12:26-1:16) If any of you have study hall during this period and would like to help me out, please let me know 😊
Mrs. Wayton's E-mail: waytonj@nesc.k12.in.us

Course Objectives:
- Students will make all required deadlines.
- Students will learn the basics of journalism—yearbook layout, design, copy writing, photography, and advertising.
- Students will learn the basics of business management and advertising, selling ads to raise money for the yearbook.
- Students will advertise the yearbook and collect orders and monies.
- Students will learn effective communication skills.
- Students will quote and paraphrase correctly and use proper English language conventions.
- Students will conduct interviews as needed for their pages and have interviewees sign off on their quotes.
- Students will take quality pictures or be responsible for securing a photographer for their pages.
- Students will attend events as needed.
- Students will create a spectacular yearbook appropriate for all ages to view and enjoy.

Grading:
I calculate grades for each deadline. Everyone begins his/her spreads with an “A.” However, your grade will drop if:
- you have any misspellings, especially names,
- you fail to correctly index names of students in all pictures on your page,
- you miss any scheduled/assigned game or photo opportunity,
- you do not make final deadline requirements, and you have not received a signature from the teacher or Editor-in-Chief prior to the deadline (It is your responsibility to write down your deadline and stay on task; I will not remind you),
- your photos are of poor quality,
- you have not followed the guidelines for font, font sizes, caption sizes, etc.,
- you have missing links,
- you have rushed through your page, and it is not a quality job,
- you fail to meet with staff and finish the yearbook especially if during summer break.

Plagiarism:
Plagiarism is the act of using another person’s ideas or expressions in your work without acknowledging that person. In other words, you plagiarize when you give the impression that you have written or thought something that you have, in fact, borrowed from someone else. It is often referred to as theft—the stealing of a person’s intellectual property. Plagiarism will NOT be tolerated. In other words, plagiarized work will not receive credit, and other appropriate measures will be taken. To avoid plagiarism, you must paraphrase the material in your own words and credit the author or quote the material word for word and credit the author.

Supplies:
Each of you is asked to supply the following (by Monday, August 23rd):
- Folder and/or binder
- 2 poster boards
Classroom Code and Contract:

Participation on the school publication staff affords students with more freedom than most other classes. It also requires them to take responsibility and exhibit a high degree of maturity and good judgment.

As members of a group that produces a concrete product that will be distributed to and read by both students and adults, those named to the staff are expected to uphold accepted journalistic standards and ethical practices at all times. Whether on assignment or not, they should realize that they are recognized by many as representatives of the North Central Jr/Sr High School publication staff.

To show that you fully understand the responsibilities of staff membership, please have the following contract read and signed by both you and a parent or guardian.

I, ______________________________________________(please print full name), as a member of the school publication staff, agree to abide by the following code of conduct:

1. I will not take advantage of the freedom given staff members to leave class to cover assignments, take pictures, sell ads, etc. (For example, I will go nowhere during any trip inside or outside of school grounds besides my assigned destination(s). As a driver, I agree to obey all speed limits and traffic regulations.) I will not use journalistic duties as an excuse for playing around outside of class, visiting with friends, leaving the building, or disturbing other classes.

2. I will meet deadlines for assignments, revisions, and other projects. I understand that a school publication operates under deadlines posed by outside publishers/companies and that a penalty exists if these deadlines are not met. Therefore, I will make every effort to submit materials on time in the event that I am absent from school during a deadline period. If I find that it may be difficult or impossible to meet a deadline, I will inform the editor and/or advisor at the earliest possible moment.

3. I understand that I am expected to devote time to completing assignments and other production work for the yearbook, just as I am expected to do homework for any other class. (Note: I realize that the yearbook spreads are accessible online from any computer connected to the Internet.)

4. As a representative of the publication staff, I agree to abide by standards of good behavior, avoiding rudeness and disrespect to both students and faculty. I agree to maintain a positive attitude and use effective communication with advisor, editor, and peers. I realize that the ability of a student press to cover sensitive issues may be questioned if individual staff members are observed acting in a childish or irresponsible manner.

5. I accept responsibility for the proper care, treatment, and use of the yearbook camera while it is in my possession. I agree to use the yearbook camera for yearbook purposes only. I understand that if the camera is broken, lost, or stolen during my assigned camera time, I am responsible for the cost of repairing or replacing the camera.

6. If the yearbook is not finished by the last day of school, I understand that I will be required to meet and finish the yearbook during summer break. I realize that failure to arrive promptly at the designated time(s) will result in a failing grade.

Signed___________________________________________________________________(student)
____________________________________________________________________(parent)
___________________________(date)

Remember, the yearbook is a way to help preserve the memories of an entire community in an entire year. Everyone has a story; everyone deserves a little bit of fame; and you have the power to give it to them. Don’t be biased or selfish. Make a lasting impression! Put a smile on a face! Live up to your expectations! The present and future rest on your shoulders!
As with any journalistic venture, you will receive job assignments (see descriptions on next page). However, ALL staff members (you are all reporters, photographers, proofreaders, and staff assistants) will be responsible for these duties:

- completing assigned spreads on time,
- checking every word and name in print for spelling accuracy before having it signed by editor,
- taking quality pictures and submitting the best one every week,
- indexing/correctly spelled names used on assigned spreads,
- reporting events, conducting interviews, and writing captions, columns, articles, polls, anecdotes, questionnaires, etc. that would enhance assigned spreads,
- selling ads, distributing the yearbook, advertising the yearbook, and taking/recording yearbook orders,
- assisting other staffers with their tasks when necessary,
- checking, revising, and editing other staffers’ spreads,
- creating a positive atmosphere in the yearbook room,
- avoiding any possible slander, libel, non-quoted opinions, etc.,
- contributing ideas for themes, spin offs, and headline tie-ins,
- researching and sharing new journalism trends,
- brainstorming and contributing solutions to problems when possible.

Yearbook Staff Specialized Job Duties

(Choose 3 of the following positions that you feel most qualified for and would most like to have during work on the 2010 yearbook. Rank your top 3 with a 1, 2, or 3—1 being your first choice.)

_____Editor-in-Chief (the meticulous, efficient, organized boss)

- Oversee the work of all staff members to assure timely completion of work for deadlines.
- Collect, review, proofread, and approve all pages prior to submission to the Advisor and printer.
- Review and correct all proofs from printer.
- Brainstorm with staff members to formulate an appropriate theme.
- Work with Section Editor, Theme Editor, and staff to incorporate theme throughout book.
- Conduct all staff meetings in an orderly and effective manner.
- Be the official spokesperson of the staff, informing Advisor of any and all staff concerns, problems, and/or suggestions.
- Meet with Advisor throughout year during her prep or after school to discuss important issues.
- With assistance from the Advisor and Section Editor, prepare and organize the yearbook ladder:
  - At beginning of the year, prepare initial ladder with deadlines for entire work year. (Create deadlines on a spreadsheet and request assistance from Advisor.) Additionally, the editor will monitor the progress of the staff in meeting deadlines.
  - Once ladder is created and with assistance from Section Editor, assign equal # of pages to each staff member (Senior Editor is in charge of senior spreads; Clubs Editor is in charge of club spreads; Sports Editor is in charge of sports spreads; Portrait Editor is in charge of portrait pages; Ad Manager is in charge of ad pages).
  - Post a copy of the ladder with deadlines and staff names.
  - Monitor, record, and update any and all changes made to the ladder during the year.
  - Check final ladder before submission to Jostens at the end of the year.
- Create and maintain a poster as a visual reminder of the number of pages mailed and number remaining to be completed. At end of year, post pages not completed.
- Maintain a three-ring binder of edited (3 times) and completed pages in plastic protective sheets.
- Assist Advisor in checking pages prior to plant submission (Most pages will be submitted at the end of the year).
- Work in conjunction with the staff and Theme Editor in writing captions, quotes, etc. for pages.
- Work in conjunction with Design Editor and Section Editor to create themed opening, divider pages, and closing of book. (something to tell the story of the year and to incorporate the theme)
- Check index and name spellings weekly.

Section Editor (the dedicated assistant)

- Serve as Editor-in-Chief when Editor-in-Chief is occupied or absent.
- Assist the work of all staff members to assure timely completion of work for deadlines.
- Assist Editor-in-Chief in reviewing, proofreading, and editing spreads.
- Assist Editor-in-Chief in preparing and editing the ladder throughout the year.
- Assist Editor-in-Chief with assigning equal # of pages to each staff member (Senior Editor is in charge of senior spreads; Clubs Editor is in charge of club spreads; Sports Editor is in charge of sports spreads; Portrait Editor is in charge of portrait pages; Ad Manager is in charge of ad pages).
- Assist Advisor and Editor-in-Chief in creating deadline sheet for all spreads of ladder.
- Assist Theme Editor in assigning and reporting stories, special features, articles…for each spread.
- Work in conjunction with the Editor-in-Chief and Design Editor to create themed opening, divider pages, and closing of book. (something to tell the story of the year and to incorporate the theme)
- Work in conjunction with Portrait Editor to obtain and maintain a list of names SPelled CORRECTLY and in alphabetical order for: (request help from Teresa)
  - All students
  - All faculty
  - All coaching staff
  - All administrative staff
  - All auxiliary personnel- secretaries, custodians, etc.
- Maintain a computerized indexing system. Index listing includes names of all persons:
  - mentioned in yearbook; listed in any caption, article, etc.
  - visible in a photograph
  - quoted, paraphrased
- Check indexed names for spelling accuracy daily. Inform staff of any mistakes.
- Check pictures, captions, etc. with index weekly. Inform staff of any mistakes.

Trend and Theme Researcher/ Editor (the creative writer, deep thinker)

- Excellent writing skills as well as knowledge of journalistic style techniques would be helpful.
- Work in conjunction with Section Editor and staff members in assigning, reporting, writing, and editing stories, captions, special features, articles, etc. for spreads.
- Work in conjunction with Editor-in-Chief and Section Editor in editing spreads for creativity.
- Contribute ideas for incorporating theme whenever and wherever necessary.
- Assist staff members with incorporating themed attention-getters, headlines, sub headlines, spin offs, etc.
- Assist Advertising Managers in being creative and incorporating theme when advertising.
- Use creative writing on posters and write creative dialogue, skits, etc. to be announced or acted out.
- Research new and creative trends, sharing ideas with Design Editor and staff.
- Work with Design Editor to maintain a notebook of contemporary graphics and trends ideas (from other yearbooks and printed sources, etc) in areas such as headline/ sub headline treatments, alternative copy treatments, photo treatments, use of color, font style, etc.

Computer Graphics/ Design Editor (the artist)

- Knowledgeable about page design
- Research new and creative trends, sharing ideas with Theme Editor and staff.
• Maintain a notebook of contemporary graphics and trends ideas (from other yearbooks and printed sources, etc.) in areas such as headline/subheadline treatments, alternative copy treatments, photo treatments, use of color, font style, etc.
• Make final design/format decisions.
• Create and distribute a guideline sheet for staff, detailing final decisions and guidelines for color spectrums and font type families, styles, sizes, etc. to be used for headlines, subheadlines, captions, articles, etc.
• Work with each staff member individually in creating and editing design, background, template, etc. for assigned pages. Request help from Advisor in approving these designs.
• Work in conjunction with the Ad Managers in replicating ad designs, designing posters, advertisements, etc. to appeal to customers inside and outside of school.

_____Computer Operations Editor (the tech. person / computer wiz)

• Work in conjunction with the Computer Graphics/Design Editor and Photo Manager.
• Act as the technical support to the staff regarding computer equipment.
• Trouble-shoot/problem-solve for camera use, maintenance, and problems.
• Teach/train other staff members to use programs and software necessary to yearbook production (such as YearTech Online, Adobe PageMaker, Adobe Illustrator, and Adobe Photoshop).
• Teach/train other staff members to use hardware necessary to yearbook production (such as Yearbook computers, Printer, Paper scanner...).
• Create all necessary folders on the computer and YearTech Online.
• Responsible for organizing and updating electronic files and folders.
• Responsible for burning CDs, etc. if necessary. Free up space biweekly on computer and/or YearTech by saving used or old photos to CDs. Correctly label, file, and store CDs for later use.
• Assist the Photo Manager with photo files/folders.
• Assist the Ad Managers, Design Editor, and staffers with replicating and downloading ad designs.

_____2 Photo Managers (the secretary, librarian)

• The photo manager's job is NOT to take all of the pictures, but to ensure all the necessary photos are taken.
• Knowledgeable about digital cameras and photography
• Create seasonal inventory posters of all sporting events and hang them in the room as visual reminders of athletic photo opportunities.
• Work in conjunction with Sports Editor in assigning sports photographs weekly.
• Post extracurricular events and special activities (such as blood drive, spirit weeks, etc.) as they are announced, assigning the Club Editor or other staffers as photographers for those events.
• Take requests for extra photograph opportunities at the end of each period.
• Maintain a daily record of staff members and the photo assignments each has completed.
• Oversee daily camera usage; manage Sign In/Sign Out camera sheet and enforce timely and safe camera return. Inform Advisor immediately of a lost or damaged camera.
• Responsible for the care of all camera equipment when not in use by another staff member; properly store cameras in case with memory cards intact and batteries in chargers.
• Maintain an inventory of all photo supplies (batteries, chargers, memory cards, etc.) and submit requests for purchases to the advisor in adequate time for purchases to be made.
• Create adequate and proper folders on computer for easy access to pictures.
• Download quality photographs from memory cards daily; sort photos into proper folders. (If needed, request help from the Computer Operations Editor with scanning pictures, transferring digital pictures, photoshopping pictures, etc.).
• Upload images from computer into proper YearTech folders. Inform staff of uploaded pictures.
• Research camera tricks and creative, journalistic, action shot ideas to share with staff members.
• Do NOT download pictures of poor quality; instead, provide constructive criticism to staffers and request replacement photos from staff members.
• Keep photo folders up to date; make weekly requests to Computer Operations Manager about saving old or used photos to CDs.
2 Advertising Managers (the salesman, treasurer)

- An ad manager must be an excellent communicator, negotiator, and salesman. He or she must also be trusted in dealing with money. An advertising manager’s duties are broken down into two categories:

1. Business Advertising:
   - Find, create, and organize documents and letters for selling ads.
   - Print ad database; highlight and choose businesses to visit based on ads sold last year.
   - Schedule ad-selling days during the 1st semester.
   - Assign staff members into groups and assign ad-selling destinations.
   - Distribute proper info. and documents (including ad database, ad prices & sizes sheet, receipt books, ad-selling tips, proper attire, official letters, and yearbook) to groups prior to selling ads.
   - After initial ad days, add and choose new business to visit.
   - Maintain a record of all accepted and unaccepted offers.
   - Bill business ad accounts and keep track of bills sent. Enter payments received into ItPays.
   - Collect and organize all sales data, entering info. into ItPays.
   - Call and confirm ad design and payment with businesses.
   - Call businesses who have not replied after visit or who have not paid invoice sent via mail.
   - Review and print monthly financial statements.
   - Dedicate most of your spreads to ad pages; assign some staff members to ad pages as the ads are paid.
   - Work with Computer Operations Editor in replicating and downloading ad designs.
   - Develop strategies for gaining more ad buyers.

2. Yearbook Advertising:
   - Work in conjunction with the Computer Graphics/Design Editor and Theme Editor in designing posters, writing announcements, etc. to advertise the 2007-2008 yearbook, 2008-2009 yearbook, and free yearbook promotion.
   - Assist staff members in delivering 2007-2008 yearbooks.
   - Assist staff members in posting lists of names and crossing them off as yearbooks are delivered.
   - Assist staff members with selling the 2007-2008 yearbook (discounted price) at events during and after school.
   - Develop, announce, and enforce the deadlines for ordering and paying for the upcoming yearbook at an early discount.
   - Maintain a record via ItPays of orders paid for the upcoming yearbook. Make sure money matches record.
   - Review monthly finances and print financial statements/orders from ItPays.
   - Organize and file receipts and order forms in filing cabinet.
   - Print a list of those who have not ordered a yearbook after each sale deadline.
   - Advertise free yearbook promotion to those who have not paid.
   - Develop strategies for gaining more student customers.

Senior Editor

- Create and distribute documents and letters and write announcements regarding information about senior portraits, baby pictures, profiles, senior ads, senior favorites, etc.
- Develop, announce, and enforce deadlines for senior pictures, ads, profiles, etc.
- Maintain, organize, and file senior pictures, profiles, and favorites, recording material received and not received.
- Enter profiles and favorites into computer/spreads with NO SPELLING ERRORS as they come in.
- Develop strategies, with the help of Ad Managers, for gaining more senior ad customers.
• Dedicate all page assignments to senior pages.
• Assign left-over senior pages to other seniors on the staff (with the approval of the Editor-in-Chief and Advisor).

___Sports Editor

• Work in conjunction with coaches and athletic director, Nancy Liston, in obtaining sports schedules, rosters, game scores, season previews, season summaries, athlete stats, athlete profiles, team records, interviews, quotes, etc.
• Develop an organized filing system of the above information and update daily to weekly.
• Work weekly with Photo Managers to assure that reporters and photographers are covering sporting events and getting quality action shots.
• Be available to take sports pictures as much as possible.
• Create a list of group photos needed and check them off as pictures are received. See Portrait Editor for information about group photos.
• Dedicate all page assignments to sports pages; assign the rest to staff (with the approval of the Editor-in-Chief and Advisor).

___Clubs/ Activities Editor

• Make a list of all clubs and activities included in last year’s yearbook; check them off as group pictures and names are received.
• Communicate with sponsors and keep a calendar of important dates.
• Post calendar and inform Photo Managers and staffers of photo opportunities.
• Attend inductions, meetings, special events, and performances as needed, recording the events, conducting interviews, taking pictures, etc.
• Communicate with faculty and photograph and report on events and activities concerning academics in and out of the classroom.
• Check office clipboard daily for picture opportunities.
• Schedule, coordinate, and take group shots of all Jr. High and High School clubs during activity period.
• Make afternoon announcements prior to scheduled pictures.
• Look for innovative ways to highlight and feature the members of clubs.
• Dedicate all page assignments to club pages; assign the rest to staff (with the approval of the Editor-in-Chief and Advisor).

___Portrait/ People Editor

• Announce and post school picture dates and sports picture dates.
• Help photographer set up during school picture days and sports picture days.
• Make sure Jostens receives portrait CD ASAP.
• Get trained by Advisor for editing portrait pages.
• Work with Photo Manager, Computer Operations Editor, or Sports Editor in scanning, downloading, and filing group sports pictures for use.
• Work with Section Editor to obtain and maintain a master list of names SPELLED CORRECTLY and in alphabetical order for: (request help from Teresa)
  o All students
  o All faculty
  o All coaching staff
  o All administrative staff
  o All auxiliary personnel- secretaries, custodians, etc.
• Once pictures and names are flowed, establish system of identifying portraits to ensure spelling and year classification accuracy.
• Request updated enrollment lists from Teresa monthly.
• Print flowed pages; cross out students who move away; add in students who enroll.
• Take portrait shots of new students as they enroll.
• Plan and organize online portrait page layout, with the help of the Design Editor.
• Look for innovative story ideas; include special features for every grade level such as polls, etc.
• Communicate important dates, such as prom, homecoming, and graduation, with hired photographer.
• Based on page layouts, plan and communicate certain shots you would like photographer to get.
• Dedicate most page assignments to portrait pages (7th, 8th, 9th, 10th, 11th grades).