



Yearbook Coverage-Some Tips & Ideas

from your Jostens representative, Scott Geesey

Tired of the same old coverage in your book? Same spreads, same topics? How about trying some new ideas like...

1. A Student Life section: Please see the tip sheet on Student Life. Show your readers what life is really like for students in your school, from fashions to student jobs, cars to favorite foods, student hangouts to hobbies. Brainstorm a list of topics to cover, then get great photos and lots of background information. And not just upperclassmen only!

2. Don't forget the STAFF: Easily the most overlooked part of the yearbook. Why just give faces and names for the faculty and staff? They're an important part of your school, too, so why not give them some coverage, either in a separate section or sprinkled throughout the book? Staff hobbies, cars, interesting stories, vacation trips, "brushes with fame," etc. And don't forget administrators, secretaries, cafeteria workers, custodians, school board members, etc. All are important, and EVERYONE has a story to tell!

3. A Look around Town: Think how your town or area will be different twenty years from now. And IT WILL BE! In the future when students read your book or take the time to remember their school days, what will they remember? Take the time and space to chronicle favorite student hangouts, popular stores or shopping areas, your local mayor or policeman or other official, etc. More than just students, your school represents your entire community. Show part of that community in your yearbook.

4. Surveys, Polls and Quotes: Everyone loves to participate in a poll or survey. It makes them feel like part of the process. Brainstorm a list of poll questions, from the obvious like "What's your favorite car?" to a question unique to you like "What's your favorite Saturday night hangout?" Favorite teacher, favorite menu item, favorite local band, etc. Try to be as random as you can be, don't just ask seniors or a small group. Professional pollers consider three percent of the total audience to be a good sample. Spread the questions across a wide spectrum of your school, then tabulate the results and include them on page layouts. And try Quotes: perhaps include some head shots of respondents on a layout, with a quote of their answer to the question.



5. BE CREATIVE: Brainstorm and come up with your own unique ideas. Check popular magazines for other fresh coverage ideas, polls, etc.

Simple Rules to Make Your 2007 Yearbook GREAT!!