



Starting Your Effort on the Right Foot

from your Jostens representative, Scott Geesey

THE TWO KEYS: ORGANIZATION AND PLANNING!!

Important ideas as your new 2007 yearbook effort begins...

1. Use your Jostens Yearbook Planner: *If you haven't discovered this in your editor's kit already, FIND IT! Along with a blank yearbook ladder and a monthly calendar, the 2007 planner is filled with great tips for your yearbook effort, even month to month! Check out other great tips and ideas throughout the planner.*

2. What will you cover this year?: *Get together with your staff and brainstorm what you wish to include in this year's book. Start with the obvious stuff (class head shots, sports coverage, etc.), then move on to particular events, people or items you wish to cover (hot topics, Homecoming, a feature on student cars or jobs, a student or faculty member who won an honor this year, students talented with a hobby, etc.) Be specific here and put together a LONG list of ideas; if you actually have too many you can easily pare it down.*

3. Who's doing what??: *Put together a job description for every single person on your staff and be specific so everyone knows their individual responsibilities. "Jane's doing this and this, Bill's doing this and this," etc. Assign pages or spreads. Many yearbook efforts that bog down have a few people doing most of the work while others are doing almost nothing. A total team effort will mean success and a better yearbook in the long run.*

4. Plan your Yearbook Ladder: *Either with your planner, a ladder poster on the wall, or on your Yearbook Avenue website, plan out every page of your yearbook NOW. Use last year's book as a guide, but don't feel you MUST replicate last year's effort. Try some new sections, features or ideas. Freshen up dull sections by adding new ideas or features on those pages. Make sure your color pages are placed properly by signature or multiple. YearTech Online users, DEFINITELY use the Yearbook Avenue Planning Ladder. Software users, you can use that same ladder on your Yearbook Avenue website; there is a print function which will easily print out copies of your ladder for use by staff members, or give staff members the YB Avenue staff log-in so they can check the ladder online anytime.*



5. Periodically re-examine your plan: *New ideas and happenings come up all the time while others never materialize. Look over your ladder each week and possibly re-work features, pages or sections if necessary.*

Simple Rules to Make Your 2007 Yearbook GREAT!!