

Top 10 Ways to Get Your Staff to Perform

1. Start with the right students

-staff recruitment

2. Attend a summer workshop

-or plan your own with your yearbook rep

3. Plan your ladder and spreads

-ladder and spread plan

4. Set policies and expectations

-expectations letter

5. Have a system for assigning pages and grades

~rubrics

6. Organize the staff room and make materials available for students -clubs, photo and sports information sheets; have message center and student mailboxes

7. Have a check system for proofing pages prior to deadlines

-uh-oh sheets to mark corrections needed

8. Hold students accountable for their work

-use grading rubrics

9. Continually motivate students

-top 22 ways to motivate

10. Celebrate the successes

-more ideas are listed on top 22 handout; always praise students for doing well

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Planning Your Yearbook

1. Develop a ladder that reflects all the activities you need to cover in the school year. A general guide for allocating pages looks like this:

Student Life:	25%
Groups/Clubs:	12%
People/Mugs:	25-30%
Academics:	12-15%
Sports:	15-18%
*Community:	5%

* *aka* advertising pages. Keep in mind that your ad section needs to reflect the amount of revenue you need to raise through ad sales. Consider increasing the ad rates or adding pages to stay on budget.

2. Plan your color. Your book is produced in signatures (16 consecutive pages). Color pricing is reflected by the placement of color throughout your book so pay close attention to where your color falls.

3. Choose fonts and styles to be used throughout your publication. Make posters and give handouts to staff members as a reference. Create styles in PageMaker to reflect the fonts and styles chosen.

4. Develop master layouts/ concepts to be used in each section of your book. These layouts should have some element of uniformity, i.e: a photo bleed, headline style, modular design element. Create samples and display in the classroom.

5. Plan your deadlines. Get your real deadline schedule from your representative. Then set mini-deadlines for your staff. Know what pages you are sending when. Post the "Where from a Glance" ladders you receive with your kit, marking all pages and color coding each page by deadline.

6. Plan a theme concept for your book. Know how and where you plan to use it throughout your publication. Themes can incorporate words and/ or graphics and be as simple or as complex as you want them to be.

7. Design a cover that reflects your theme. Ask your representative for deadlines on this.

Items 1, 2, 3, 4, 6 and 7 can be done at our summer workshop. What a great way to make the beginning of your school year less stressful. Plan to be there!

ABC High School

Dear yearbook students and parents:

Our job in this course is to produce a history book, a reference book, and a picture book of the coming year at AHS. I want it to be the best this school has seen yet. In order to do that, it will require a lot of hard work from you as well as a commitment to meet deadlines and produce your best work.

We are planning to change our format from a fall delivery to a spring delivery with a spring supplement. At this time, the book is scheduled to be a total of 216 pages. 184 of those will need to be completed by mid-February. The remaining 32 pages will be completed from February until the end of school. My hope is that a staff who works hard and takes advantage of class time will have to do less outside of class. Of course, a lot of that will depend on you. However, in addition to class time, each staff member will be responsible for at least one photo shoot per six weeks. This will count toward your grade. You will also be responsible for working 10 hours outside of class time per semester. This can be done when you have a free period, before school, after school, etc. I realize that a lot of you are involved in extra curricular activities. Extra hours can be fit in around *your* schedule.

Yearbooks will sell for \$37 this year. You can earn points toward a free book for yourself by:

Selling ads 2 points (per ad)

Meeting deadlines 5 points per deadline (approx. 1 total)

Taking pictures 2 points (per shoot)

This is In addition to the (1) required shoot every six weeks

Working outside class time 1 point per hour

This will include the required time mentioned above 1

You must earn 75 points to receive a free book.

Your grades will be earned through the work that you do on your assignments for the book. You will receive a mini-deadline sheet for each spread (2 pages) that you are assigned. Each area of the layout is worth a certain amount of points. You will also receive a grade for the (required) photo assignments that you complete. Having your own camera would be an asset to the class, although, it is not required. We have several cameras for your use, but you will be responsible for them while they are in your possession. You must sign them out before each photo assignment and return them in a timely manner. I will supply film.

While my #1 priority is teaching you to produce a top quality book, my #2 priority is having fun while we do it. In order to meet both of these, I need a positive attitude from you and good attendance in class. For the next 175 days, we will be a team. I hope you are ready to be a team player. I am looking forward to getting to know you. It is going to be a great year!

Sincerely,

Melinda K. Brasher

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I have read the above letter and agree to the duties required of me. I realize that the success of the book depends on my participation and ability to meet deadlines.

Student Signature _____ Date _____

I have read the above letter and will support my son/daughter in meeting the criteria of this class.

Parent Signature _____ Date _____

Name _____ Date _____

Yearbook Class Rubric- Weekly Assessment

1	2	3	4	5	6	7	8	9	10
Unacceptable	Poor	Average	Good	Excellent					

Punctuality: Arrives to class on time; does not make others wait for his/her _____
arrival to start.

Attitude: Positive. Finds a way to turn something negative into something _____
constructive. Works toward finding a solution to the problem.
Doesn't whine.

Classroom etiquette: Cleans up after self. Puts design materials away. _____
Checks mail box and keeps it free of "trash," No food at computers.
Takes care of equipment.

Time spent on task: Works on stories as needed. Does not waste time. _____
Helps others when finished. Does not procrastinate in working toward
deadlines. (x2)

Cooperation: Works well with other staff members: editors and advisor. _____
Takes direction and constructive criticism well.

Deadlines: Meets deadlines on time and works ahead of schedule when _____
possible. Turns in work without being asked. Does not avoid
staff room or miss class on day of deadline. (x2)

Evidence or research: Writing shows evidence of research; including _____
background information, secondary sources, interviews with
appropriate people, etc. Pictures are planned, taken, etc. Layout is sketched.

Writing style: Staffer thinks through story idea. Follows writing rules, uses _____
appropriate style, AP rules. Develops interesting angles. Proofs type.

TOTAL _____

100-95	100%	74-70	87%	49-45	77%	24-20	65%
94-90	97%	69-65	85%	44-40	75%	19-15	50%
89-85	94%	64-60	83%	39-35	73%	14-11	25%
84-80	91%	59-55	81%	34-40	71%	10	0%
79-75	89%	54-50	79%	29-25	68%		

Deadline Checklist

- established eyeline
- established consistent internal spacing
- all elements are one pica apart
- captions are placed near the photos they identify
- stacked no more than two captions
- no trapped captions, copy, or white space
- white space kept to the outside

- headline and subhead are in present tense
- copy is in the past tense
- copy does not begin with a person's name or a feature (a club name, sport, etc.)
- did not use the school's name; limited use of "students", "many"; "several"
- opinions and passive voice omitted
- contains specific, accurate facts and information
- quotation attributes are correct (...John said.)
- used three or more quotes in copy article
- proofread for mistakes and checked spelling (including people's names)
- tracking is appropriate, copy is justified, and all names are indexed.
- used one quote in each caption
- first line of caption is in present tense; following lines in past tense

- dominant photo is at least twice as large as others and close to actual size
- quality/content of dominant picture warrants being largest
- varied sizes and shapes of pictures
- all pictures are sharp and in focus
- all pictures are cropped correctly

- picture areas are numbered correctly
- photo and art are labeled with a sticker
- all work has been backed up

SPREAD PLAN

Name: _____

Section: _____ Page numbers: _____

Final deadline: _____

Contacts: (Find out who you can talk to and when is a good time to contact them)

1. _____
2. _____
3. _____

**Head-
line
ideas:**

- | | |
|---------------|----------|
| Main Headline | 1. _____ |
| | 2. _____ |
| Subheadline | 1. _____ |
| | 2. _____ |

Copy Angle: (List at least two possibilities)

1. _____
2. _____

Photo Opportunities (give specific dates; talk to contacts if necessary to get this information)

1. _____
2. _____
3. _____
4. _____

Dominant Photo Ideas:

Side bar info box:

1. _____
2. _____
3. _____

Sports Information Sheet

Sport: _____ Level: _____ Assigned to: _____

Head Coach information Name: _____
Address: _____
City: _____
Telephone: _____

Assistant Coaches: _____

Roster attached yes I'll get one to you soon

Please deliver roster to _____ room _____

Opponent: _____	Opponent: _____
Game date: _____	Game date: _____
Game location: _____	Game location: _____
Score: _____	Score: _____

Key Plays: _____	Key plays: _____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Key Plays: _____	Key plays: _____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Quote: _____	Quote: _____
_____	_____
_____	_____
_____	_____
_____	_____

Club Coverage

In order for the yearbook staff to provide more complete coverage of your club/organization, we would like for you to complete this form. If there is any additional information we might need, please write it on the back of this sheet. A staff member has been assigned to cover your club and will be in contact with you throughout the year. We appreciate your cooperation.

Name of club or organization _____

Sponsor _____ Room Number _____

What is a good time during the day for yearbook/newspaper students to contact you?

How often should they check in with you to get information about meetings and events? (circle)
weekly twice a month monthly other _____

Schedule of Meetings:

List day/month/date/time

- 1.
- 2 .
- 3 .
- 4 .
- 5.

Other planned activities or photo opportunities:

- 1.
- 2.
- 3.
- 4.
- 5.

Officers	Name	Class Rank
President	_____	_____
Vice President	_____	_____
Secretary	_____	_____
Treasurer	_____	_____

Please provide a list of club members so staff members know whom to contact for quotes and interviews.

Photo Assignment Sheet

Name _____ Date _____

Story _____ Assigned photographer _____

Day, date of shoot _____ Time _____

Location _____

Subject or event _____

Contact Person _____

Contact's phone number _____

Special instructions _____

Deadline: _____

Note: The reporter _____ will _____ will not accompany you

_____ Exposures taken Date photos are turned in: _____

Notes to reporter: _____

TOP 22 Ways to Motivate and Celebrate

1. Have a staff *mascot*
2. Have *pizza* for *after school* and *doughnuts* for *Saturday morning work sessions*
3. Have a *sporting competition: yearbook v. newspaper staffs*
4. Have a *radio* playing in the classroom or have staff members bring CDs
5. When it is not deadline time, play games and have some fun
6. Celebrate goofy holidays
7. Get staff t-shirts made
8. Have a staffer of the week or staffer of the month
9. Have *secret pals* for holidays: *Secret Santas*, *Easter Bunnies* or *Hallow Weenies*
10. Use incentives: give commission awards for ad sales, etc.
11. Recognize staff members' birthdays- celebrate with 10 minute parties
12. Have a staff cookout party
13. Send get well flowers to ill staffers
14. Praise in public; reprimand in private
15. Have a sense of humor
16. Clap for each other during staff meetings
17. Poll student body to define readership after the book comes out to get feedback.

Take it all with a grain of salt; it is to help your book be better
18. Talk up the publication around school by word of mouth
19. Put up posters to promote publication
20. Present your class to junior high/middle school students entering high school
21. Use your morning announcements to promote publication
22. Do something special for your graduating seniors