

RULES, ROLES & GOALS

ETHICS

When new advisors and staff get ready to start a yearbook, few turn their thoughts to right and wrong, legal and illegal, what to print and what not to print. It's more about "Do we have pictures of this?" or "Does anyone know anyone who did something cool for summer vacation?"

Along with these questions there is an excellent opportunity to discuss appropriateness, ethics and responsibility. Students should think about all the pros and cons and whether anyone is hurt unnecessarily, while covering the school year.

PUBLISHING THE TRUTH

A yearbook is oriented towards feature coverage and not published daily or monthly as many student newspapers are, it is still important for it to be a faithful, trustworthy accounting of the history of the school year. In fact, since a yearbook cannot print retractions or corrections in the same manner as a newspaper can, it is even more important for it to be factually accurate.

ADVERTISING POLICY

Do not allow advertisers to dictate coverage decisions. For instance, it is not appropriate that a local used car dealership purchases an advertisement in return for inclusion in a story in the student life section on students and how they acquire their first cars. Even if the suggestion is not overt, it is not ethical. That is not to say you can't do the story but rather it would not feature the advertiser. It is also not ethical to feature an image of a homecoming parade that focuses closely on signage promoting a local car dealer on a convertible transporting a queen candidate.

Conversely, if someone who is an advertiser does something of major importance for the school – funds an endowment, builds a new theatre – it would be appropriate and indeed newsworthy to cover in the yearbook. Including a statement in the yearbook's code of ethics and advertising policies could directly address such circumstances by stating that the staff does not solicit or accept coverage ideas from advertisers, nor does it feature advertisers in coverage other than in the advertising section.

MASKING THE TRUTH

At times, it is tempting to leave out some aspects of the year because the staff is afraid of "making someone look bad." For instance, when the girls' basketball team loses every game, the sports editor may want to leave out the score box for that spread even though the scores are included on other sports spreads. Instead of trying to cover up the truth, a more compelling and even compassionate way to cover the team would be in writing a story or interviewing the athletes for a quote collection in which they talk about how they kept motivating each other through such a tough season. Regardless, keep the scoreboard.

A more slippery and common problem for yearbook staffers in the area of truth-telling is in resisting the temptation to alter a photograph's content. While it is acceptable to use programs like Photoshop to replace traditional darkroom techniques like colour correction, it is not ethical to alter the factual content of an image. It is not altering the content of the image to correct the gym lighting of the volleyball photos so that they do not have a yellow cast, but it is misleading and unethical to move the placement of a ball, an athlete, a boundary, or a background object in a photo that purports to be of an actual game or practice.

Be sure to consult with your school administrators if you have any doubts about including something. Meet with them at the beginning to get a clear understanding of what they want out of the book. Once printed it is here for life.



For more information on Laws, Ethics, and Responsibilities see Friesens Yearbook Curriculum Guide.

Find Ethics assignments in the Plan It! handbook.

ROLES & RESPONSIBILITIES

Each yearbook team will look a little different depending on the people and the skills they bring. When building your yearbook team it is important to keep in mind the roles that need to be filled. Each of the following roles has a list of tasks that may be assigned to a particular student, but is not required to.

Once you decide which roles you need on your yearbook team, select a few of the responsibilities under their title to create a job description.

EDITOR(S) IN CHIEF

- Responsible for the publication's content and quality; provides spreads for production deadlines; and manages a staff of peers.
- Responsible for creating a theme and a plan for using the theme after consulting with the staff.
- Designs or oversees design of the cover, endsheets, and any theme-related spreads, including opening, closing, and dividers.
- Conducts weekly staff meetings to review deadlines, and upcoming photo and copy coverage.
- Plans celebration days, holiday activities, birthday parties, etc. to keep staff motivated and engaged.
- Checks and prepares all spreads for submission to the plant.
- Establishes all deadlines, including mini deadlines.
- Is actively involved in creating a book sales campaign.

MANAGING EDITOR(S)

- Responsible for the publication's content and quality; provides spreads for production deadlines; and manages a staff of peers.
- Helps the editor finalize a theme and a plan for using the theme throughout the book.
- Assists the editor in the design of the cover, end-sheets, and any theme-related spreads, including opening, closing, and dividers.
- Assists in the ladder development.
- Plans morale-raising activities.
- Is actively involved in creating a book sales campaign.

SECTION EDITORS

- Responsible for compiling the section content and submitting a partial page ladder to the editorial board for consideration
- Helps select photos to be used within the section, with the assistance of the photo editor or photographer
- Assists general staffers with getting story, photos, captions, headlines, and secondary coverage on the spread by the deadline.
- Copy edits/proofreads one other section editor's spreads for content, readability, and errors before deadline.
- Involved in creating a book sales campaign.

- **Portrait Section Editor**

- > Organizes and manages picture day and distribution of all picture packets and student/teacher ID's.
- > Collects graduating student information to be used in the yearbook.
- > Schedules a make-up day with the school photographer and makes sure the grad and his/her parents are aware of this final chance.
- > Makes every effort to ensure that those students without a portrait have a candid published somewhere else in the yearbook so they will be represented.

- **Clubs/Organizations Section Editor**

- > Arrange all club photos to be taken for inclusion in the yearbook.
- > Gets names for all group shots and ensures that they are typed in and edited.
- > Helps determine coverage plan that guarantees all active clubs and organizations are included in an interesting way.

- **Sports Section Editor**

- > Keeps scores for all games, or collects them from the teams on a weekly basis.
- > Collects player statistics
- > Encourages and maintains a positive working relationship with coaches, their assistants and the athletic director.
- > Organizes sports group photos and identifies all participants on the team.

PHOTOGRAPHY EDITOR

- Responsible for the coverage and quality of photos used in the yearbook.
- Makes photo assignments for all photographers
- Keeps track of all camera equipment and alerts the advisor if theft has occurred or repairs need to be made.
- Carries a camera with him/her at all times and accepts photo assignments
- Assists in the selection of all photos used in the yearbook.
- Uploads and oversees uploading of photos to the appropriate program.

PHOTOGRAPHERS

- Carries a camera at all times at school.
- Shoots all assignments or makes arrangements for all assignments to be covered.
- Collects caption information on photos.
- Deletes poor pictures from camera.
- Initiate the public upload process.

BUSINESS MANAGER

- Is responsible for all business transactions, including the sale of yearbooks, selling of advertisements, and paying bills.
- Sends a copy of the ad for approval before the deadline. Keeps the approval or changes on file.
- Organizes and advertises the book's sales campaign.
- Keeps a list of all yearbooks ordered.
- Works with the school treasurer on all deposits and withdrawals used for yearbook purposes.
- Frequently checks the yearbook publication's financial balance with the school treasurer.
- Organizes any fund-raising campaigns to fund the yearbook or to allow students to travel to conventions.

ADVERTISING MANAGER

- Organizes the ad sales campaigns.
- Sells advertisements.
- Designs all ads while paying attention to contract terms and trying to create student-friendly designs.
- Assigns student photos to be taken for the ads.
- Writes feature stories or designs info-graphics for use on each advertising page.

COPY EDITOR

- Reads and edits all stories.
- Proofreads the stories and captions after they are placed on the page.
- Checks the spelling of all names.
- Checks the tone and accuracy of all headlines.

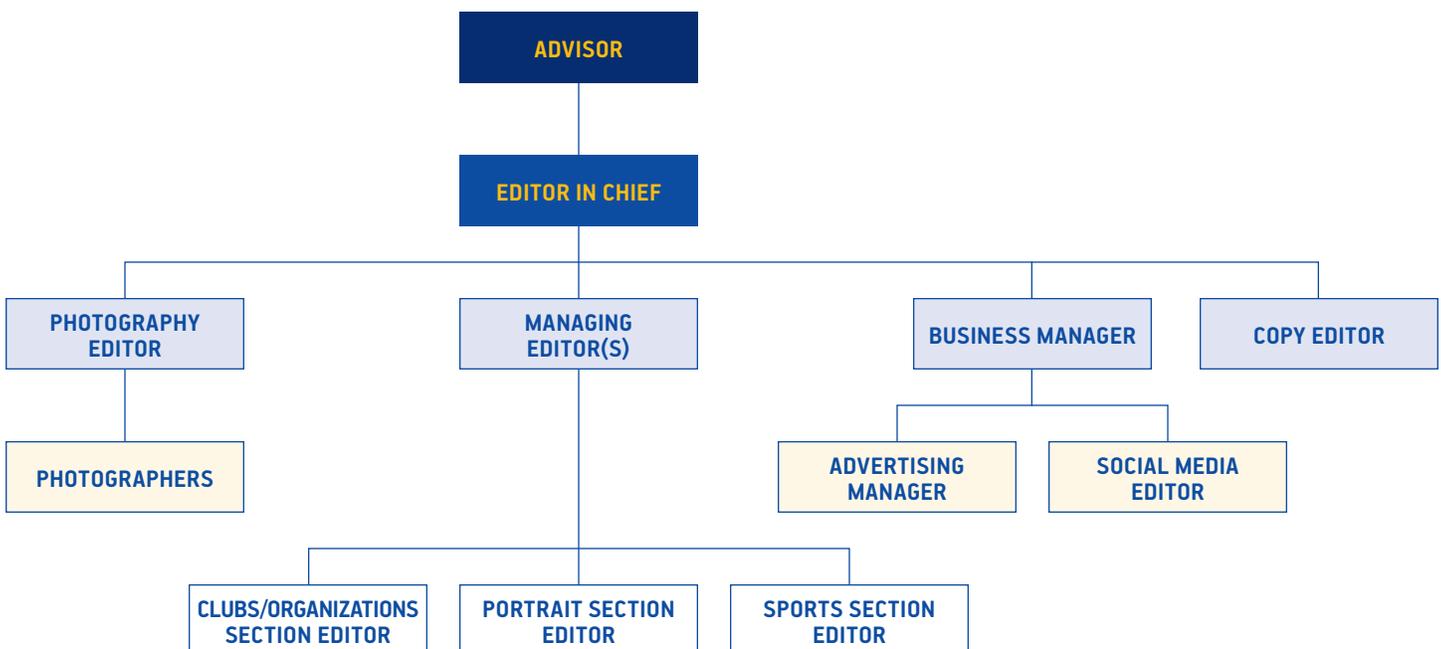
GENERAL STAFF

- Works with section editor on specific spreads.
- Interviews and gets quotes and background for the story or to include in captions if there is no story.
- Notes the number of photos needed and their orientation.
- Writes complete captions. On dominant and action, reaction, and emotion photos; gets a quote to go with the caption.

SOCIAL MEDIA EDITOR

- Determine and create appropriate content to post regularly on social media.
- Adds and removes pictures to social media regularly.
- Post videos that can't be put in the yearbook.
- Post anecdotes and quote from students.

SAMPLE



PLAN YOUR WORK... WORK YOUR PLAN

You know you have a book; it has a cover and a specific number of pages. At this point, the theme is amorphous, the content has not been determined and even the little things such as what font will be used for body copy and captions are still a question mark. Every submission date/deadline is made up of a number of parts; you must complete mini-deadlines in order to make final deadlines.

Work with your Friesens Consultant to create deadlines that will realistically work with your schedule, the school's yearly calendar and the way you produce your yearbook. Your delivery date will be based on your deadlines and when you meet them. It's best to divide the book into two or three submissions.

MINI DEADLINES

These are deadlines that you can set yourself to help you meet the plant deadlines. Here are some examples of mini deadlines:

- Sorting photos
- Designing the spread
- Writing the article
- Writing the captions
- Placing photos and writings on the layout
- Reviewing and approving the page

Before you start setting mini deadlines to meet your plant deadlines have the following items finished:

Specifications

- Discuss the following items with your consultant:
 - > Quantity of books
 - > Page count
 - > Book size
 - > Orientation
 - > Cover options
 - > Endsheets options
 - > Special add on's
 - > Memory capsules
 - > Personalization
 - > Supplements
- You are able to make changes to your specifications at anytime before you start submitting pages to the plant, just ask your representative.

Gather Information from Staff

- Send a memo to all teaching staff that you are the yearbook advisor for the year and that you look forward to including their classes, teams, clubs and activities in the yearbook. In order to do that you will need their cooperation. Remind them that they will need to keep you up-to-date about things that are happening ahead of time, not the day of because you will need to arrange for a member of the yearbook staff to be there. Also that they may be called on to name students in pictures and provide a small write-up and that you expect this information to be returned to you in a timely manner.

List of activities, sports, clubs and special event

- Once you start getting information back from the staff on all the teams, clubs and activities happening in the school, you should mark them all down in one location. Suggestion: Also mark down practice times for sports teams and any plays or concerts. You may be restricted from taking pictures at the actual game or event.

Portraits

- Your first rounds of student portraits are being taken. It is a good idea to know who your photographer is and know the dates when they will be back for re-takes and grad pictures. Also find out when you can expect the portrait files to arrive, that way you can schedule time in your deadlines to get your portrait/grad pages finished. The image files they provide you should follow the PSPA (Professional School Photographers' Association) Guidelines.

Theme

- Make sure that the theme can be represented throughout the entire book.
 - > Cover
 - > Endsheets
 - > Opening and closing pages
 - > Divider pages and design elements (fonts, colours, folio tabs, and graphics).
- Solidify theme with all the yearbook staff. The editors should be prepared to discuss how it fits the school, the year etc. The more finished a look the package has, the better. Then as a group, figure out what could be done to make it better. Are there ideas that haven't been included?
- Are there secondary coverage items that would make it more complete? The editors need to put on thick skin and learn not to be defensive. Rather, if there is criticism, they need to say calmly "What do you think would make this better?"

Page Ladder

The Page Ladder can be found at the front of the Plan It! handbook.

Your book is made up of a specific number of spreads.

Determine how many spreads are required for each section. Create a page ladder that determines what will go on each spread. Take the number of pages in your book and subtract theme pages (title page, opening spread(s), divider spreads, ads and index and closing).

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64
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The following formula may be helpful:



Student Life (20-25%)

Academics (10-15%)

Sports (18-22%)

Clubs and Organizations (12-15%)

People (22-28%)

Adjust the percentages as required, for schools with a curriculum that has a major specialist interest increase the percentage for that subject.

Post the page ladder and discuss if anything important or essential has been left out.

The page ladder is written on paper, therefore flexible. Changes will happen, due to event changes. Have back-up spreads or at least concepts and photos for them if cancellation occurs. Be flexible. Your page ladder should be something that is alive and flexible and something that is available for the entire staff to see.

MEETING DEADLINES

Use the wall calendar provided in the Yearbook Kit, make sure it is available for all staff to reference.

- Mark on the calendar your:
 - > Plant deadlines
 - > Non school days
 - > Dates of all special events
 - > Sports team seasons
 - > Concerts, conferences, and graduation
 - > Trips and anything else that happens during the school year that will be included in the yearbook.
- Create a checklist for all the elements that go into building a spread:
 - > Layouts
 - > Candids
 - > Photos
 - > Team photos
 - > Captions
 - > Write-ups
 - > Stats
 - > Etc.
- Mark any dates where information needs to be gathered, like when will the team picture will be taken.
- Assign every spread in the book by deadlines. Decide which spreads will be submitted for each deadline. The book should be divided up so that staff members have a spread for each deadline, depending on the number of members you have on staff.
- Have weekly meetings with the editors. They should know the progress that's happening for their sections and the overall book.

MOTIVATION TO MEET DEADLINES

- Celebrate successes.
 - Have monthly birthday parties. Include half-year birthdays for those who aren't in school for their days. Keep it short. It isn't a day off. It's a "yea, you" moment.
 - When someone does something superior, stop class to share it.
 - Keep a chart and put gold stars on it as students finish parts of their spreads.
 - Schedule late nights at the first of the school year. They should be about a week out from the scheduled deadlines so there is still time to correct things.
- Knowing the nights in advance gives little excuse for missing them and provides opportunities for those who have conflicts to finish before the night.
 - Keep circulating. Editors and advisor need to be available to the staff while they are working. Editor's responsibilities should be completed on their own time.
 - Laugh a lot.

While learning has to be ongoing, i.e. teaching writing, design, photography, the desktop publishing program and more, so does meeting deadlines.