

WHAT IS A YEARBOOK?

A PHOTO BOOK

Most people would probably say a yearbook is a picture book, one that should contain a plethora of photographs of themselves and their friends, the activities, events and the wonder of everyday life as well as special occasions.

A MEMORY BOOK

“Do you remember the homecoming game downpour? I got under the bleachers but not before I was soaked through. What did you do?” The images, captions and stories will bring back the atmosphere of the year.

A HISTORY BOOK

People should be able to look back in 20 or 30 years and remember the blizzard that shut down schools across the nation.

A RECORD AND REFERENCE BOOK

“Who did the football team beat to win the championship? How many years since the last time we were in the playoffs?” As a record book and a reference book, it is essential the book be honest. It’s all too easy for a staff to want to only report the positive. Who were the players? What was the score?

A PUBLIC RELATIONS TOOL

A yearbook promotes your school to the public. For families moving in to a city and making a decision on which school to send their kids to, they can look through a yearbook and see all that your school has to offer.