

WHAT IS A YEARBOOK ADVISOR?

As the advisor of the yearbook, you should be on the cutting edge of the modern, trend-setting, up-to-date world of publications. Good yearbooks are excellent examples of current trends in journalism.

In addition to knowledge of photography, layout, design, writing, and type style, it is of the utmost importance for the advisor to understand that concept, content, and theme – done properly and consistently – are what make outstanding yearbooks.

WHAT DOES AN ADVISOR DO?

- Recruits students for yearbook staff.
- Teaches computer programs and refreshes journalism skills early in the year.
- Works with students on the development of their story, design, and photo assignments.
- Helps establish a system to ensure deadlines are met.
- Is actively involved in creating a book sales campaign.
- Evaluates assignments and work to give a grade.
- Helps with getting spreads submitted to Friesens.
- Helps with proof checks and returns them in a timely manner.
- Motivates and inspires.
- Helps to keep up a positive experience.
- Mediates in times of arguments or disagreements among staff of either a professional or personal nature.
- Stays on top of the latest journalism techniques, practices, and industry developments.
- Provides career shadowing opportunities for students interested in entering the journalism field.

5 STEPS TO SUCCESS

1. Be excited. Love your Job. Motivate your students!
2. Be able to monitor compromises, both on your part and the students. Be firm about the things you can control, and don't be afraid to say no. At the same time, don't let your ideals spoil the mood of the group.
3. Teach the students how to do things. You can't expect them to be able to write great journalistic stories if you don't teach them how to write. The same with photography, layout and design, and thematic development.
4. Have a great love for great design.
5. Let your students know what they can expect from you and what you expect as an advisor.