

Booklet 1: YEARBOOK BASICS



ASSIGNMENTS

ASSIGNMENT #1

Ask students to develop a plan to broaden the perception of the yearbook (Photo Book, Memory Book, History Book, Record & Reference Book, Public Relations Tool). Encourage them to come up with new ways to incorporate different elements from each perception and explain, in detail, how someone would view the book in all ways.

ASSIGNMENT #2

Ask students to divide into groups to research and develop publishing guidelines for this year's book, outlining their editorial responsibilities and policies on content. Encourage students to contact the school district or administration for their publishing guidelines and compare and note differences/similarities.

ASSIGNMENT #3

Individually, get each staff member to answer the following questions for the scenarios below:

Is it legally acceptable to print these pictures and coverage?

Is it ethically acceptable to print these pictures and coverage?

If it is not legal or ethical, then what should the yearbook staff do to cover the event instead?

For each of the three scenarios below, write a paragraph discussing all the legal and ethical considerations that a staff member should consider in deciding whether it is acceptable to print the photos. Conclude each paragraph by giving your recommendation for covering the story.

Scenario 1 – It is an annual tradition for students to paint their class logo in the quad. This year at least 40 seniors were involved, and they painted paw prints 'walking' in from the front of the quad to the senior square which is a hit with the student body. The yearbook photographer did not show up even though coverage of this event is supposed to be part of today's submission deadline. However, several of the students who were there did take photos of the whole process and they posted them on Facebook. Some staff members are 'friends' of theirs so they can access the images.

Scenario 2 – In March, a junior student is killed in a drunk driving accident in which he was driving. There were two other passengers in the car who are also juniors; one suffered a broken leg and arm, and the other received a concussion, cuts, and bruises. The police have evidence that all three were intoxicated. At a November

yearbook deadline, one of the students was included in coverage of the school's 'Every 15 Minutes' program sponsored by MADD and local law and health agencies. In a quote collection that included her photo, the student said, "I would never get into a car with someone who had been drinking." Although the book has not yet been finished, the student life pages that included that coverage have already been submitted.

Scenario 3 – A local tanning company requests that photos of actual students be included in the advertisement they purchase. Their idea is that they are promoting 'safe' versus 'unsafe' tanning techniques. They provide images of students using the tanning beds and getting spray tans at their facility. However, it is the yearbook staff's job to come up with 'unsafe' tanning pictures. Since the on-campus Day on the Green celebration features water slides, water-gun fights, and students basking in the warm spring weather in bathing suits, there are a lot of opportunities to gather photos of students catching some sun. The best 'unsafe' tanning images are of some senior girls in bikinis who arrange lounge chairs and blankets along one side of the boys' 'beach' volleyball game to cheer on their friends.
