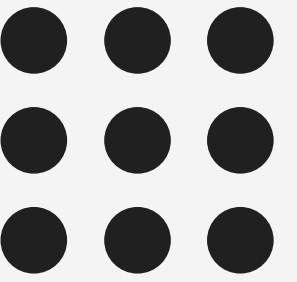


# WELCOME TO YEARBOOK

ENTOURAGE ESSENTIALS: DAY 1



**DO NOW:**



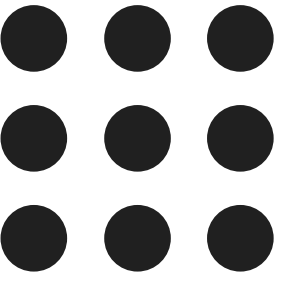
WHAT IS YOUR

**WHY?**

WHY DO YOU WANT TO BE PART OF THIS?

WRITE IT DOWN AND BE READY TO SHARE!

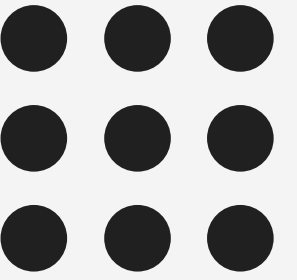




**YOU MUST DEFINE  
YOUR WHY BEFORE  
YOU CAN BEGIN  
WITH THE WHAT  
AND THE HOW.**



MARIA REYES MCDAVIS

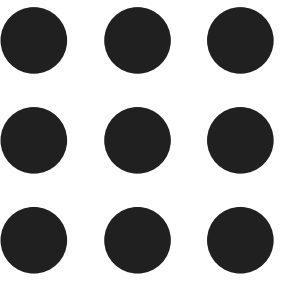


WHAT IS OUR

**WHY?**

DISCUSSION: PURPOSE & PASSION

DISCUSSION: PURPOSE & PASSION



# WHY?

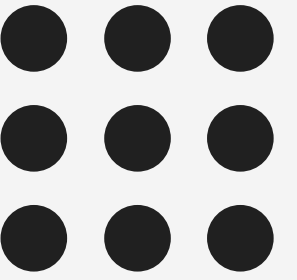
DO WE HAVE YEARBOOKS?  
ARE YEARBOOKS IMPORTANT?





# WWHOO?

MEET YOUR YEARBOOK FAMILY  
CONNECTIONS ICE BREAKER GAME

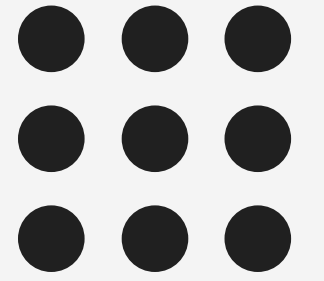


STAFF ROLES

**WHO?**

DISCOVER WHAT'S THE BEST FIT FOR YOU

# ADVISOR

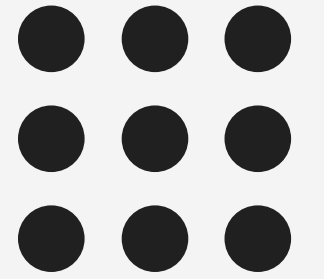


- Oversees and guides staff in all areas of creating a yearbook
- Approves Yearbook for final Production





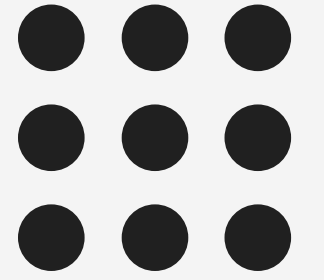
# EDITOR



- Works with the Advisor to supervise the development of the yearbook
- Helps to create theme and style guides and makes sure that these are consistent
- Reviews all staff work and provides feedback
- Acts as a representative of the entire yearbook staff when necessary



# SECTION EDITOR



- Works with editors and staff to oversee a certain section of the yearbook
- Reviews and approves story ideas, dominant photo ideas, headline ideas, and mockup designs
- Works with the Advisor to assign pages or parts of pages to section team members
- Signs off on finished spreads



# ART DIRECTOR



- Works to maintain the integrity art and design
- Helps assign design work and re-assign when work is not up to the book standards
- Helps staff create cohesive design elements that carry the theme throughout the book.
- Reviews work to ensure proper use of style guide

# BUSINESS MANAGER



- Works with the advisor and editors on planning all of the financial aspects of the publication including planning ad sales, book sales, and fundraisers
- Prepares marketing materials and designs ad sales forms, designs book sales forms, assigns ad sales to staff members, and tracks all sales
- Collects/deposits money and writes receipts

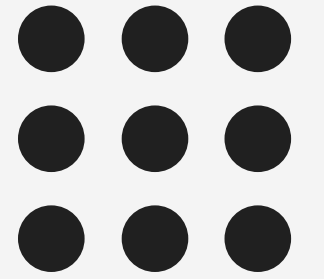


# ASSISTANT BUSINESS MANAGER:

- Works with the business manager to oversee ad and book sales
- Helps organize all received ad content
- Helps enforce sales deadlines and track finances



# PHOTO EDITOR



- Works to learn schedule of all events and to ensure that a member of the photography staff is present to document each event.
- Ensures all photographs are publishable
- Approves captions
- Keeps track of photography supplies and checkout system

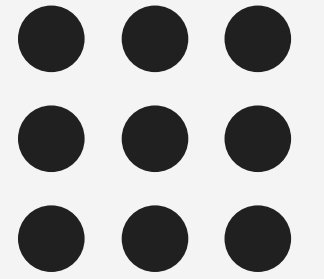


# PHOTOGRAPHER



- Always has a camera with them and is always on the lookout for a good photograph opportunities
- Submits high quality photos on time
- Takes good notes of the events covered, including who, what, where, why, when, and how captions
- Edits, selects, and writes captions for 5-7 images to be published each spread including a dominant photo

# COPY EDITOR

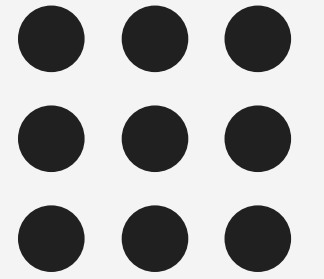


- Oversees writers
- Proofreads all writing in the book
- Assists with assigning and re-assigning
- Checks for accuracy
- Helps staff with story, headline, and lead ideas





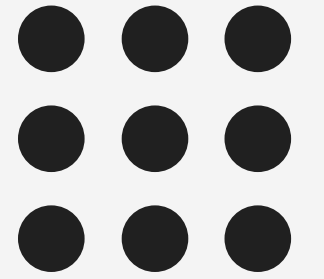
# WRITER



- Interviews key people for useful quotes
- Researches for reporting
- Writes and edits engaging and accurate stories
- Develops creative and effective headlines
- Finds interesting information for secondary coverage



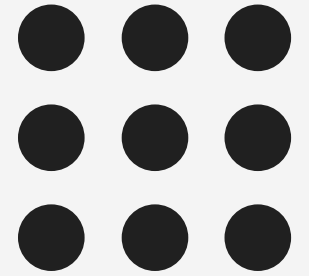
# DESIGNER

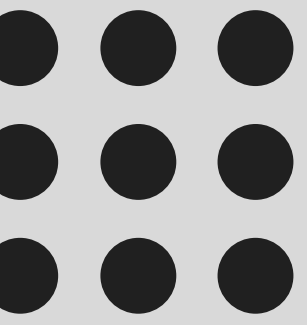


- Creates layouts incorporating all text and graphics
- Proofreads spread content
- Follows style guide and design principles
- Packages and exports PDFs to upload for printing
- Ties the theme into every spread



# CHAIN OF COMMAND





# HOW

CAN YEARBOOK HELP YOUR FUTURE



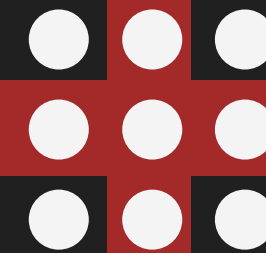
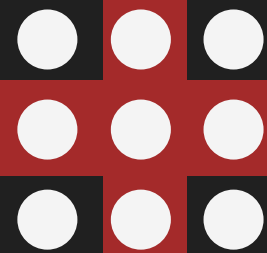
*Did you know?*



MEET NEW PEOPLE

RESUME BUILDER

CONTEST  
OPPORTUNITIES



MARKETING  
AND FINANCE  
SKILLS

CREATIVE OUTLET

COMMUNICATION  
SKILLS

e

PROFESSIONAL  
EXPIENCE

LEADERSHIP

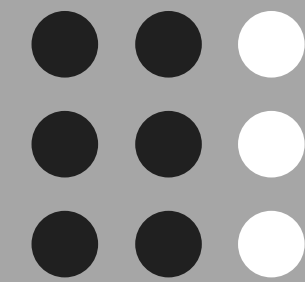
NETWORKING

TECHNOLOGY  
SKILLS

ATTEND SCHOOL  
EVENTS FREE

GET INVOLVED  
WITH SCHOOL  
COMMUNITY





COMPLETE THE STAFF INFO SHEET

**WHERE DO**

**YOU FIT?**

