

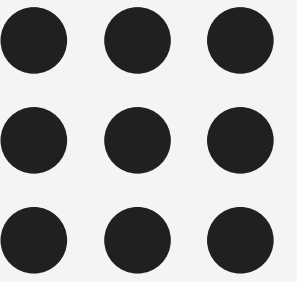
UNPACKING YEARBOOK

**FUNCTIONS
COMPONENTS OF A SPREAD
BEST PRACTICES**

ENTOURAGE ESSENTIALS: DAY 2



DO NOW:

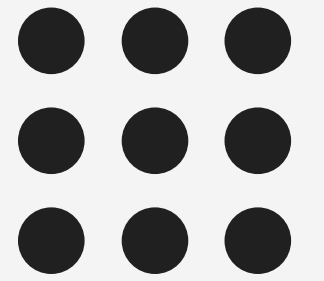


**LIST 3 WAYS PEOPLE
USE YEARBOOKS
(TRY TO THINK OF THE LEAST OBVIOUS WAYS)**



WRITE IT DOWN AND BE READY TO SHARE!

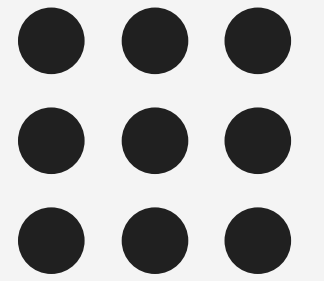
PICTURE BOOK



- 70% of most yearbooks are pictures.
- Make them great.
- Your yearbook staff will be responsible for taking and collecting photos of every event that takes place for the entire year.
- It is up to the staff to use these photos wisely to make sure that there is equal coverage of all types of groups, events, and students throughout the book.



HISTORY BOOK

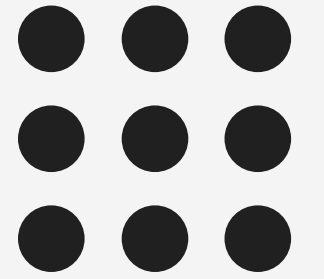


The yearbook will be the best account of all of the events that happen within one school year. When students look back through their books they will be reminded of all the major events like Prom and Homecoming, and many smaller events like rallies and debates.

**What will make this year different from others?
What are the historical events of the year?**



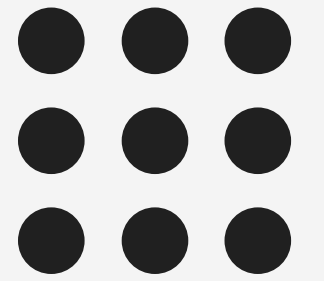
RECORD BOOK



Yearbooks are also a great place to look back on sports teams statistics, school population, and other fun statistics (for example, the percentage of students who decorate their lockers). It is the journalistic responsibility of the yearbook staff to research and include accurate information for all scores and statistics recorded in their yearbook. This information could very well be used by the school for planning in future years.



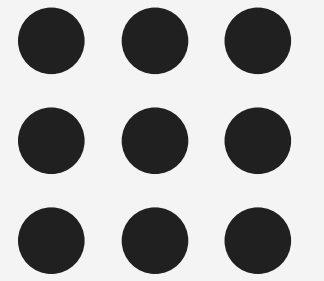
REFERENCE BOOK



Everybody loves to reminisce with friends. Yearbooks are the most popular reference for this fun activity. When faces and names start to blur a few years after graduation, yearbooks are a fun and easy way to get a quick refresher. Staffs should make a full effort to include all class members in the yearbook. This may mean scheduling one to two make up days for portraits, and keeping a list of every student, highlighting them when their picture is included in the yearbook. This is a great way to make sure that every student will go down in history as being a member of the school community.



PUBLIC RELATIONS



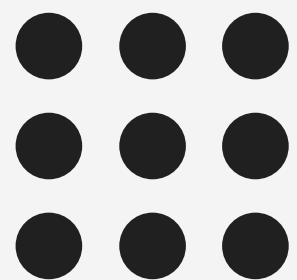
The school administration may find uses for the book when showcasing the school. It's a great way to show off what your school is about when searching for sponsors for school events or clubs, especially when selling ads for the next year's book. A great yearbook that is a true representation of the school community will sell easily and can even serve as a great fundraiser for the school or the yearbook staff.



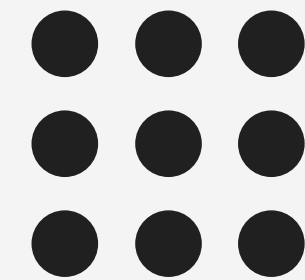
EDUCATIONAL EXPERIENCE

Producing a yearbook offers great real-world experience. Not only will you learn about running a small business, but also journalistic writing, designing, and photography.

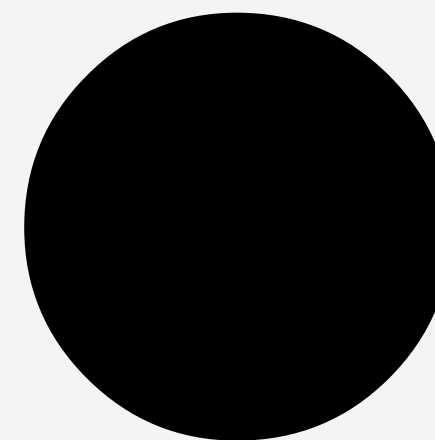
IT'S A GREAT COLLEGE PREP EXPERIENCE TOO!



OTHER FUNCTIONS



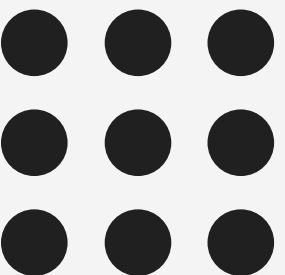
**LOOK BACK AT
YOUR DO NOW:
ANYTHING ELSE?**



TARGET AUDIENCE:



- Keep in mind that many people other than just the students at your school will see your publication.
- It is important to consider who your target audience is and to whom you will ultimately sell the majority of the books.

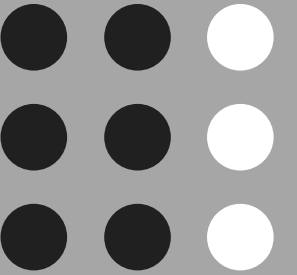


TARGET AUDIENCE



PEOPLE WHO WILL POSSIBLY SEE YOUR YEARBOOK:

- Every student in the school
- All faculty and staff members
- Members of the community
- Members of the school board
- Family members
- Advertisers
- Other yearbook staffs
- Future teachers and students
- Library browsers
- Scholastic press associations
- Yearbook companies
- Yearbook judges



WHAT GOES INTO THE

ANATOMY OF

A SPREAD

(TWO FACING PAGES)



What steps do you think students took to make this? Share!

SECONDARY HEADLINE

HEADLINE

DOMINANT PHOTO

CAPTION

FEATURE STORY

THE JOY OF VICTORY

The Gauntlet is Up - Forming an impenetrable defensive line against the Lovington Wildcats, Lady Rocket blockers Sophie Price (10), Tory Price (6) and Lacy Schooley (4) refuse to allow a Lovington spiker get the ball across the net.

Lady Rockets make strong run during state tournament; advance to state semifinals

A year after earning a berth in the state championship game, the Goddard Lady Rockets made another run toward the final game as they reached the state semi-finals before falling to perennial powerhouse St. Pius X in a five-set thriller.

After a strong showing in the district 4AAAAA tournament, the Lady Rockets won D pool play and earned a bye in the Round of 12.

In the quarterfinals, the GHS squad dispensed of a strong Albuquerque Academy team in four games to advance to the semifinal game against a St. Pius team with 20 wins and only three losses. Even though they were substantial underdogs, the Lady Rockets won the first two games 25-18 and 25-21, but dropped the last three to narrowly miss a berth in the state championship game.

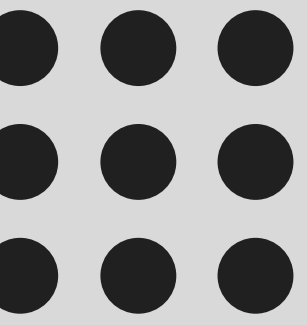
Right: Senior Allie French sets the ball perfectly to set up a kill during a home game in the GHS gym.

Photos by Steve Notz

Goddard High School, Advisor Jerry Holms

BASIC SPREAD COMPONENTS



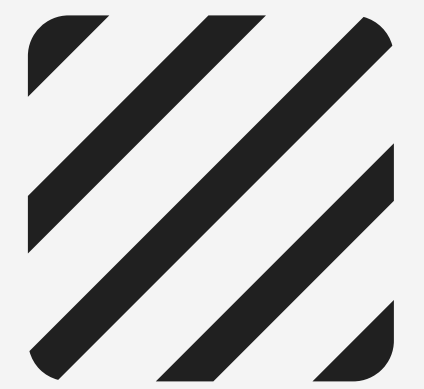


BEST PRACTICES

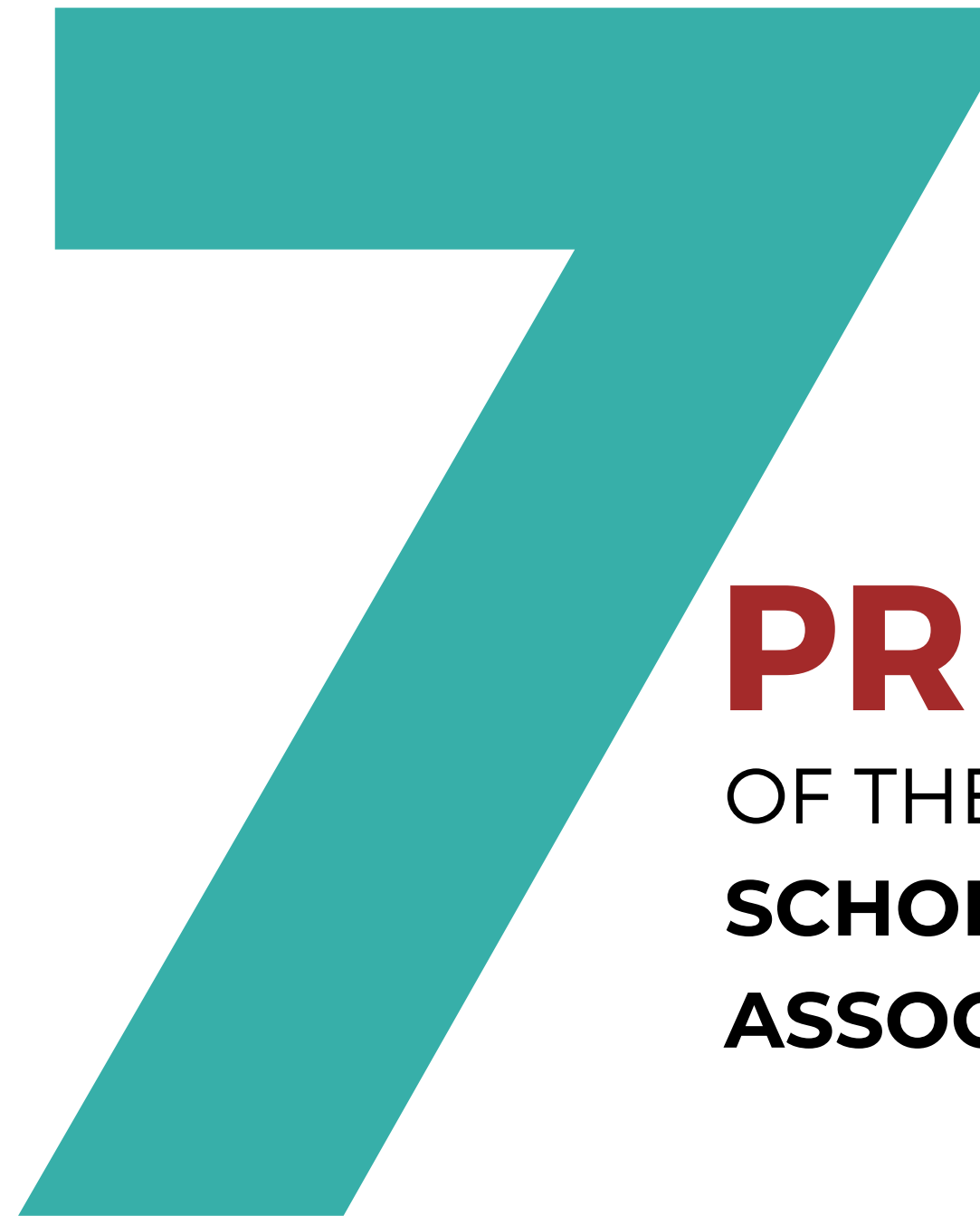
ETHICS AND EXPECTATIONS



What are they?

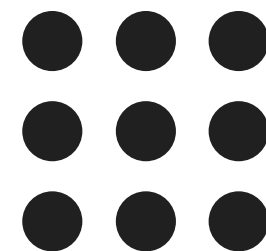


CODE OF ETHICS



PRINCIPLES

OF THE NATIONAL
SCHOLASTIC PRESS
ASSOCIATION

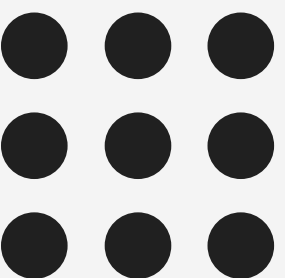


- BE RESPONSIBLE.
- BE FAIR.
- BE HONEST.
- BE ACCURATE.
- BE INDEPENDENT.
- MINIMIZE HARM.
- BE ACCOUNTABLE.

RESPONSIBILITY



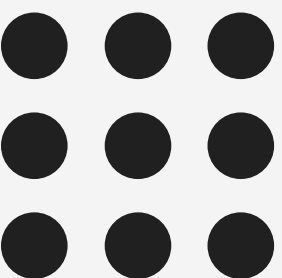
- Yearbook staff members must always conduct themselves with decorum in the building and community when representing our staff, behaving in a courteous and respectful manner.
- Do not to abuse the privileges that come with being a photographer and staff member. Complaints about disruptive actions in classrooms, hallways, or at extracurricular events will result in consequences.



RESPONSIBILITY



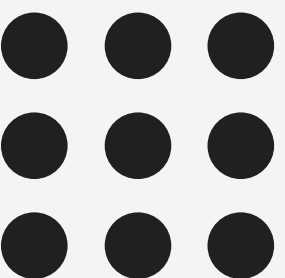
- Keep yourself out of the book. It's not about you; it's about the students you serve.
- Maintain a commendable work ethic—pursuing excellence, taking initiative, keeping to task, meeting deadlines, and taking care of the workplace and equipment. Inspire fellow staff members to do the same.



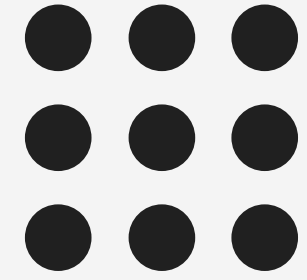
FAIRNESS



- Pursue a panoramic vision of issues and events to achieve balance. You may not know what the story really is until it unfolds as you research and talk with sources.
- Welcome diverse perspectives and opposing viewpoints.
- Coverage will reflect all aspects and voices of the student body and will not be limited to those who are on staff or their friends.
- The book will reflect the school's diversity and will have balance in terms of age and gender, with emphasis on student involvement more than faculty and staff. Strive for equality in coverage.



ACCURACY

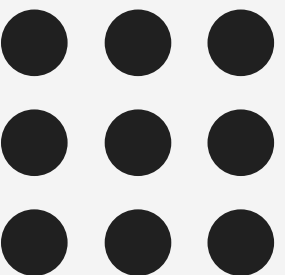


- More than just a question of getting the facts right, it also requires putting the facts together in a context that is relevant and reveals the truth.
- Ensure that information is presented completely and in proper context that will not mislead.
- Because this is a historical document, special care will be given to fact checking all information, including correct quotes and correct spelling of names.

INDEPENDENCE



- Be self-reliant, but ask for help if you need it.
- Be reliable.
- Be confident and decisive.
- Make sure all of your work is original.
- Be well-informed.
- Offer a hand to other staff members.



MINIMIZING HARM



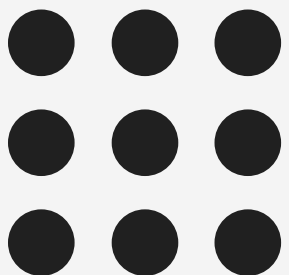
- Avoid publishing jokes and inappropriate or profane content.
- Take care to protect sources from their own poor judgment. Their comments can put themselves and others in jeopardy.
- Never use information gained from social media as your only resource. No information should be taken from a social media site without notification to the author.

**YEARBOOKS
IN THE NEWS:**

[Link: MSN Article](#)

[Link: BBC Article](#)

[Link: KOMO News](#)



HONESTY

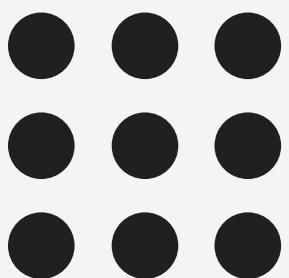


- Do not plagiarize. Plagiarism is defined as the word-for-word duplication of another person's writing or close summarization of the work of another source without giving the source credit.
- A comparable prohibition applies to the use of graphics.
- Do not make up quotes.
- Do not tolerate dishonesty of any staff member.
- One dishonest act of an individual can damage the reputation of a whole organization.

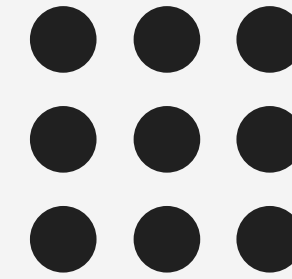
ACCOUNTABILITY



- Admit mistakes and make prompt corrections.
- Expose unethical practices.
- Be friendly and sincere in welcoming criticism.
- Don't miss deadlines.
- Ask for help when you need it. Don't fake it.
- **COMMUNICATE**



CONFIDENTIALITY



- We want to promote the book and generate excitement while still retaining some elements of surprise.
- Avoid showing entire spreads with people outside of the yearbook staff. What happens in yearbook, stays in yearbook.
- If someone shares something with you “off the record”, or asks that something remain confidential, you are not to publish that information.



WORKING WITH TEACHERS

ETIQUETTE: CALL OR SEND A EMAIL 48 HOURS IN ADVANCE IF YOU NEED SOMETHING. BE POLITE!

Ms. Soandso,

My name is _____ and I am a _____
on the yearbook staff. Could you please

Let me know what works best for you.
I appreciate your help.

Thank you,



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COMMUNICATION TIPS:

ALWAYS SAY **PLEASE**

ALWAYS ASK, NEVER DEMAND

RESPECT THEIR TIME

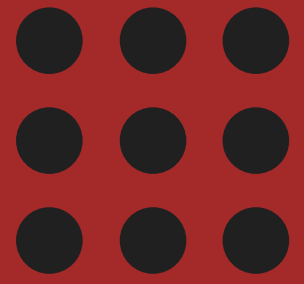
GENTLE REMINDERS ARE OKAY

ALWAYS SAY **THANK YOU**



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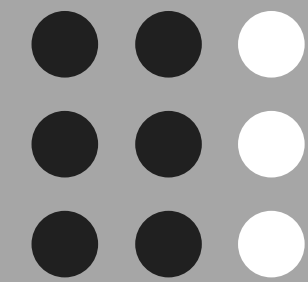




SCENERIOS



1. A student waited until the last minute to do their story. They made up a fake quote and laughed about it to you.
2. A student notices a gang sign in a group photo right before a deadline.
3. A student used their press pass to get into the game free but only took a couple pictures and was acting disrespectful in the stands.
4. Your friend included a photo from the internet on their spread.
5. You're feeling overwhelmed and confused, you can't seem to keep up with your team. You always seem to get bad feedback and have to redo your work.



COMPLETE THE COMMITMENT FORM

ARE YOU

ALL IN?

