

1 Send an email to your school's instructional and administrative staff asking for recommendations of students they suggest might be good candidates for the yearbook program. Provide them with some specific qualities that make a potential staff member most successful.

2 Ask each of your current yearbook staff members to suggest one of their friends who would make a great addition to the yearbook team based on what they know the yearbook experience to be.

3 Make presentations to skills-specific areas such as business, technology, writing and art departments sharing the yearbook opportunity.

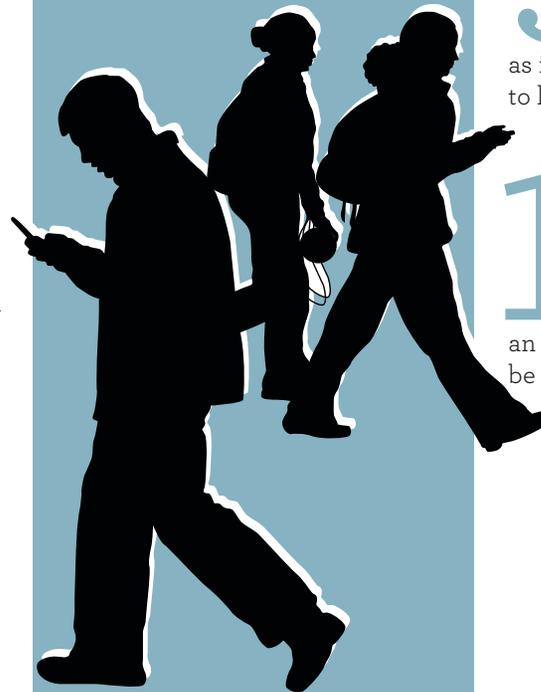
4 Re-interview all of your current staff members to determine if a repeat of the yearbook experience is in everyone's best interest. Returning staff members should be encouraged to apply for leadership positions.

5 Prepare a formal application, selection and announcement process to give your yearbook program the quality reputation it deserves. Most popular school teams or groups have "try outs" or some other selection process.

6 Personally ask students that excel in your other classes. Hard-working and dedicated students are often better candidates for the yearbook staff than a "straight A" student.

10

Ten quick tips for effectively recruiting, interviewing and selecting a yearbook staff.



7 Work with your counselors to make sure they know the kind of person that will be successful as a yearbook staff member. Invite the counselors to the yearbook room during a deadline so they can see first-hand the teamwork required.

8 Recruit a diverse group to make sure the yearbook staff is representative of your audience, reflecting the varied interests of your audience. If you successfully achieve a balance in staff, this will be reflected in your coverage by featuring different perspectives through photography and writing.

9 Focus on freshmen. Underclass students tend to be the most productive and committed to the full yearbook process. Because of other time demands, seniors are often not as interested, except those who have advanced to leadership positions.

10 When recruiting explain the application and selection process. When are applications due? When will interviews be conducted? When will an announcement of the new staff and editors be made?

JOB DESCRIPTIONS

Authoritative and specific job descriptions provide a foundation for successful leadership. By sharing job descriptions during the staff application and selection process, there is a much greater chance that students will be placed in the editorial position that best fits their skills and interests.



Top editorial leadership staffers

- brainstorm with staff members to formulate an appropriate theme
- organize ladder with section editors
- attend workshops and conferences
- motivate and supervise staff members
- plan and execute incentive programs and celebration events
- work with section editors and staff members to incorporate theme throughout the book
- design theme presentation including opening, closing, dividers and folios
- establish system to track deadline progress
- organize and conduct formal staff meetings
- create a positive atmosphere for staff
- communicate with adviser to promote learning, planning strategies, production tracking and other decision-making
- work with photo editor in photo selection
- edit stories, captions, headlines and other elements before sending pages to the plant
- assist section editors in brainstorming story and photo ideas that tell the story of the year from a fresh angle and that are appropriate for the theme
- track coverage by student and topic to best guarantee all-inclusiveness
- meet deadlines with accuracy

Student Life editor

- keeps a calendar of student events and activities
- assigns story and photos when events lend themselves to a new approach to coverage
- assigns story and photos that capture daily life, both in school and out of school

Academics editor

- establishes communication with faculty to keep abreast of events and activities concerning academics
- compiles a complete course catalog and faculty roster and tracks coverage
- creates a fresh and lively approach to packaging this section
- keeps a calendar of academic-related events and interesting learning opportunities in different classes

Clubs editor

- helps plan and facilitate group shots for each club
- maintains a complete calendar of all organization events and activities
- establishes a filing system to store information on each organization including sponsor, officer and member rosters
- looks for a new angle to each story assignment

JOB DESCRIPTIONS

People editor

- establishes system of identifying portraits to ensure spelling and year classification accuracy
- communicates portrait opportunity to teachers and faculty
- implements a system to best guarantee that all school individuals (students, faculty, staff) appear in the book
- looks for an innovative approach for story ideas
- help with underclass portrait day
- collects and organizes senior portraits for senior section
- works in concert with professional portrait photographer

Copy editor

- edits each story, caption and headline thoroughly with each staff member
- edits pages with section editor before pages are submitted to the plant
- presents information at meetings that will assist members in writing or editing
- helps establish a style sheet and implements it as part of the editing process
- reports copy progress to editor and section editors
- monitor and track students already quoted in copy to ensure that a maximum of students get covered

Sports editor

- develops an organization system to record accurate game scores, statistics and team information
- maintains a calendar of sporting events and makes certain reporters and photographers are covering selected activities
- coordinates group photos of each team
- collaborates with athletes, coaches and parent support groups

Photo editor

- works with section editors and editor to ensure coverage of activities and events
- maintains an up-to-date calendar of events so photo opportunities are not missed
- presents educational information at staff meetings that will assist members with photography
- assists editor in the visual development of the opening, closing, dividers or other theme pages
- assigns photo requests to staff photographers
- creates and maintains a filing system for materials
- develops organization system for digital image files
- maintains inventory of memory cards, card readers and battery chargers
- handles equipment checkout and tracks repair and maintenance orders

Business/advertising manager

- sets, posts and monitors goals for yearbook and advertising sales
- with the adviser and yearbook representative implements a budget
- plans and executes a successful book sales campaigns
- initiates all yearbook sales and keeps orderly, accurate records
- sends invoices and collects payment for advertising
- builds relationships for complete customer satisfaction with advertising and book sales
- works with the production editors and adviser to insure that all advertisers receive the proper size ads and that all advertising is complete and correct in the yearbook
- monitors the financial standing of the yearbook at all times
- organizes and maintains all aspects of the advertising for the yearbook
- works with other staff leaders to plan distribution with an opportunity for students to sign the yearbook



YEARBOOK STAFF

On Their Recommendation

Since yearbook involves learning new skills and applying them by working with others on a common project, list three teacher references we can contact to learn more about you, your participation in class and interaction with peers.

1. _____
2. _____
3. _____

Have You Got The Time?

In what other activities will you be involved?

What is your schedule for next year?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Tell Us What You Like!

With 1 being the most appealing, number the jobs in which you would be most interested and willing to pursue on the staff.

- ___ Idea Generation and Brainstorming
- ___ Research and Reporting
- ___ Writing and Editing
- ___ Photography
- ___ Design
- ___ Electronic Production
- ___ People Management
- ___ Project Management
- ___ Business Management

NAME: _____

HOME PHONE: _____ CELL PHONE: _____

EMAIL _____ CURRENT GRADE: _____

It's All About You ...

- Yes | Maybe | No Are you willing to make the yearbook one of your priorities?
- Yes | Maybe | No Are you willing to work as needed after school, on weekends or during vacation days to fulfill your responsibility in meeting deadlines?
- Yes | Maybe | No Do you have your driver's license and a vehicle available for your use?
- Yes | Maybe | No Can you attend a summer yearbook workshop?
- Yes | Maybe | No Would you be willing to accept a leadership role and assume a position involving additional responsibility and commitment?
- Yes | Maybe | No Do you feel comfortable meeting new people and interviewing them?
- Yes | Maybe | No Do you feel comfortable writing and having your work edited?
- Yes | Maybe | No Do you feel comfortable with electronic publishing and/or learning these skills?
- Yes | Maybe | No Do you feel comfortable taking pictures?
- Yes | Maybe | No Do you have access to a digital camera?
- Yes | Maybe | No Will you contribute to the financial success of the yearbook by selling books and ads?

On Your Own

1. On the back, and in carefully selected words, tell us why you want to be a member of the yearbook staff.
2. On the back, describe a personal strength that you believe would make you an asset to the yearbook staff.

On Our Honor

By completing this application, my parents/guardians and I understand that I am making a commitment to the yearbook staff and will be responsible for learning academic skills as well as applying them to the production of the yearbook. I understand that this is a unique learning opportunity and that assignments will be related to yearbook production and marketing. Evaluation of all students will be made not only on the mastery of skills, but also on their hands-on application. I also know that time outside of class must be devoted to accomplish the tasks and that the adviser must be able to request that extra time in order to meet deadlines. By signing this application, we all agree to that extra time commitment.

Student Signature

Parent/Guardian Signature

