Congratulations on being the parent of a staff member selected for the 2010-2011 yearbook staff. Producing a quality school yearbook is a big task. We have gotten off to a strong start this year. Here are the highlights so far:

- Five students attended the Jostens summer workshop in Scottsdale this summer, bringing and developing many ideas and getting to know each other and the task before us.
- We have completed a rough outline of the contents of our book.
- Layouts have begun being designed for the book.
- The cover is designed and nearly ready.
- We will sell senior ads again this year in the yearbook.

As parents, you play a vital role on our staff. It is important that you understand what the staff does to produce the yearbook so that you can support your son/daughter during the process. Here are the highlights of yearbook production:

**Budget**
Our yearly budget is about $120,000. We are responsible for planning a budget for our book, buying supplies, and making decisions about our yearbook design that fit our budget. We take in a lot of money from our customers…We owe them a quality product! Students must be good business managers as well as journalists.

**Deadlines**
We have 4 deadlines to the yearbook plant. Dates are approximate as I do not have the new Jostens’ schedule.
1. November 8
2. December 6 (we usually try to meet this one before Christmas break)
3. January 24
4. February 18
At each deadline, we must submit a certain number of pages of the book ready to be printed. The hardest time is between mid-September to Christmas break. About 70% of the book is done by then.

**Making the Yearbook**
How do we make a yearbook?
- Determine a theme, logo, opening, closing and divider design
- Design the cover and endsheets to fit the theme.
- Determine how theme will carry over through the book.
- Decide what stories to cover on each page and lay out the ladder.
- Determine headline, body copy and caption fonts and styles for each section.
- Determine which pages will be submitted at each deadline.
- Assign coverage to each team and staff member.
- Design layout of every page.
- Take photos, conduct interviews, do background research. Conduct surveys.
- Write stories and captions.
- Input copy and digital images into Jostens’ online yearbook website.
- Hand crop and label hard copy photos.
- Check all copy including spelling of names
- Fill out page submission envelopes.
- Burn completed pages onto a CD.
- Submit pages to plant.
- Check and correct proofs. Send corrected pages back to plant on CD.

**Grades**
A staff member’s grade in yearbook is based on
- acquisition of new skills (demonstrated through projects, assignments and tests) (20%)
- completed pages (assessed according to established journalism standards) (20%)
- clock time spent at school working on yearbook-related activities (30%)
- reliability at meeting deadlines (30%)
Staff Organization
Our staff will consist of one editor-in-chief and editors for each section of the book. Staff positions will be assigned based on interest, skill, and need. However, all staff members will work together on production, so everyone will get experience in all areas.

Time Commitment
Production of the yearbook takes considerable time outside of class (before school, during lunch, after school, during fall intersession, and occasional weekends if necessary.) I am flexible about allowing work teams to schedule around other activities as long as they make their deadlines. Deadline work sessions are required and will be announced in advance. As part of the yearbook grade, students will work in the yearbook room or on campus directly involved in yearbook production (computer layout and design, order processing, covering special events, interviewing, writing copy, etc.). If extra time is needed, students must work before school, during lunch, and after school.

Skills
Your staff member will have many opportunities to learn a variety of skills. Among them are:
- Elements of layout and design
- Time management
- Computer maintenance and troubleshooting
- Basic photography
- Conducting valid surveys and polls
- Sales
- Organization
- Stress management
- Copywriting (application of all writing skills...organization, detail, sentence structure, etc.)
- Basic use of Adobe Photoshop (absolutely need volunteers to learn to do cutouts.)
- Interviewing (really the art of conversation with people you don’t know)
- Use of Jostens online yearbook website as a page layout tool

Adviser Role
As the adviser of the yearbook, these are my roles. You can depend on me to:
- Teach staff members the skills they need to produce a quality book
- Coordinate aspects of yearbook production
- Provide a “safety net” for staff members in completing their work and getting it submitted
- Be responsible for staff members while on campus or with me off campus
- Communicate with parents about meetings, deadlines, emergencies, etc.
- Be as flexible as possible in working around students’ other commitments
- Have high expectations for staff members

Parental Assistance
We need you. Please let me know if you can provide the following services:
- Assist your staff member in getting a reliable, easy to operate, but not too expensive camera (point and shoot, automatic advance and rewind, zoom lens, 35 millimeter). A digital camera: 3.2 megapixels
- Provide transportation when possible to and from school and perhaps away sporting events to allow staff members to get special training, cover special events and sports, and work on their assignments.
- Communicate with your staff member about appointments you have made that involve him/her. This will avoid scheduling conflicts.
- Help with spell checking of names, order verification, check in of pages at deadlines (the first deadline is the hardest!)
- Help stock the yearbook staff room with healthy emergency food. I have some staff members here nearly every day. It would be handy to have granola bars, boxes of crackers, some bottles of water, jar of peanut butter, etc. for hungry kids who need some energy to keep working after a long day at school.
- Contribute to the Arizona tax credit fund designated to the yearbook to defray costs of materials, food, film, Developing and contest application costs.

Parents are always welcome in class and at any of our work or training sessions. If you can take good pictures, we can always use extra photographers! If you just want to learn more about publishing, computer layout design or anything else we’re doing, stop by and browse around.
Yearbook Publications (EN 86)
Staff Contract - For parents/guardians:

Initials:

_____ 1. I understand that my child is going to be working with specialized equipment and supplies and will be held responsible for any damage or waste due to my child’s negligence.

_____ 2. I understand that my child will need to devote time outside of class to the completion of assigned tasks relating to yearbook production.

_____ 3. I understand that if my child is absent, he/she must make up all work assigned. In the case of absence before a deadline, my child is accountable for arranging for completion of necessary work on time.

_____ 4. I understand that my child’s grade will be based on the quality of work produced for the yearbook, participation in yearbook activities, reliability on campus, and on meeting deadlines. All students are expected to take responsibility for the yearbook.

_____ 5. I understand that my child will need to devote time outside of class to complete assigned tasks. This time will be before and after school, fall intersession, or occasionally weekends in case of extreme emergency. I will assist my child in managing school and home activities to accommodate his/her responsibilities to the publications staff.

_____ 6. I grant permission for my child to accompany the adviser on yearbook business in the general vicinity of the school (Target, Albertsons, etc.) (This is optional!)

_____ 7. I understand that the yearbook is a business as well as a class, and my child will be responsible for promoting the sale of the yearbook.

_____ 8. I understand that if my child does not meet deadlines or impedes the work of yearbook production by repeated inappropriate behavior, I will be asked to attend a conference attended by parent, student, adviser, counselor and/or administrator. If problems continue, my child will be removed from the yearbook staff and placed in another elective course.

*This signed contract counts as your son or daughter’s first grade. Please help them by reading the information with them, signing the form and making sure your son or daughter returns it before the deadline on Monday, August 16.

Student Name (please print) ____________________________________________

Parent/Guardian Signature ____________________________________________

Date ______________________

Adviser Signature: _______________________________ date: ________________