TJHSST YEARBOOK STAFF MANUAL

Adviser Calendar

SEPTEMBER:

- **teaching focus - interviewing:** students will be given a brief lecture on the art of interviewing. There will be some brief role playing with experienced students acting as the "difficult subject," followed by an editor-led activity focused on find an angle after the interview. After students have practiced with each other, they will take press passes and voice recorders to school picture day in the auditorium lobby (takes place in the first week of school), where they will interview students as they wait in line to have their picture taken. Staffers have two objectives:
    1. Find one interesting summer story for coverage in the yearbook.
    2. Find one interesting "first week of school" story for coverage in the yearbook.

  Students will be assessed on the specificity of their angle as well as whether all of the 5W's and H were addressed (including name and correct spelling of interview subject).
- **bonding/team building and staff unity - student-led training:** once 8th period begins, EIC's and team leaders will lead training workshops so that both new and experienced staff members will see student leaders as the "ones in charge." While this isn't necessarily a "fun" bonding activity, it does establish the hierarchy that will form the backbone of the teams once production begins. Additionally, photos of each editor, team leader, and staff member will be taken and posted on a bulletin board so that everyone can learn names and faces.
- **recognition for student work - Photo of the Week:** since homecoming is the third week of school, we will begin our "Photo of the Week" tradition on Facebook with our Homecoming 2014 "Photo of the Day." These will be photos taken by staff and staff photographers; their names and the names of the photos subjects will be tagged so that the photographer's work can be recognized as well.
- **yearbook sales/marketing - Back-to-School Packets:** the first round of yearbook order forms and ad sales forms go home in back-to-school packets, with a focus on online ordering. We will also be pushing senior ad sales through senior English classes and social media, as this is the first year in a long time that *Techniques* has offered senior ads.

OCTOBER:

- **photography - photo composition and selecting the right photo:** as we gear up for our first deadline in November, students should continue to practice their writing skills, with the added element of photography. We will have a brief lecture on what makes a good photograph (the story it tells as well as photo composition). Following the lecture, students will travel around the building for approximately 30 minutes taking photos. When they return, they will upload their photos to the share, and choose the best one for group critique. As a class, we will discuss each student's photo and come up with strategies for improvement and continued excellence as we begin production.
- **staff t-shirts:** once the cover is finalized, adviser will order t-shirts designed to match the 2014 cover. Each student will get a free t-shirt, and as soon as they arrive, we will have our first spirit day, and students will wear their shirts not only to publicize book sales, but also to make their presence on campus known.
- **recognizing writers:** at team meetings, team leaders should select the best copy/caption from one of their staffers to be read aloud. After the reading, the staff should discuss what made this piece of writing exemplary, and the writer should talk about his/her process in creating the piece. If the exemplar is a quote from a mod, the staffer should discuss his/her interview process; what led to gathering such an interesting story-telling quote?
- **sales statistics and social media:** publish first sales statistics from back-to-school push. Additionally, students should make the newly designed cover the Facebook and Twitter profile photo as a way to promote sales.

NOVEMBER:

- **placing content on spreads using InDesign:** November 11th marks our first deadline! As a result, it will be important for staffers to learn how to place content on InDesign. As practice, students will be given a pre-designed layout and a folder of content to place on the spread. Additionally, they will receive an instruction sheet that will taken them step-by-step. They will work through the instruction sheet independently, with team leaders, EICs and adviser there to guide them if problems arise. Once they are finished with the practice layout, then they will place

their content on the actual spreads for which they have been gathering content.

- **"Ring My Bell":** It's time for the first work night of the year! Our deadlines fall on Mondays, so the Wednesday prior to that deadline will be our work night. At this work night, students will be introduced to "the bell." When they complete a spread and it has been okayed by team leaders and EICs, they can ring the bell, letting the rest of the staff know that they're done. When you hear the bell, all work stops, and you cheer for the staffer who just finished!
- **Staffer of the Deadline:** November begins the "Staff Member of the Deadline" recognition tradition. Staff members of the deadline are chosen by EICs and team leaders. His/her picture will be posted on Facebook and tagged so that the school community can congratulate them as well.
- **National Yearbook Month:** last year, we dubbed November "National Yearbook Month," even though National Yearbook Week is in October! Because our first major sales deadline is on December 1st, we posted a new yearbook related tidbit of information each day in November. Some were memes, some were video testimonials, some were photos actually being printed. Regardless of the type of post, we made one every day for the whole month. We'll be doing that again this year!

DECEMBER:

- **proofreading and name checking:** We send in our underclassman pages on our December deadline. At this point in the year, students should already be proofreading their work, but it becomes triply important when it comes to the people pages. If a name is misspelled or a photo forgotten, it can spell disaster for the program at the end of the year. Adviser will do a mini-lesson on the importance of proofreading, bringing in articles from yearbooks in the news, as well as personal anecdotes. We will then lay out the people pages printed at 100%, along with a master name list, and students will double-check to make sure that names are spelled correctly and that all students are included.
- **"Gingerbread" Houses:** On the last 8th period meeting of 2013, right before winter break, we will have our annual yearbook "gingerbread" house building. Adviser will buy graham crackers and frosting, and students will bring in decorating candies. No work is done at this session - it's all about having fun and enjoying ourselves...as long as our December deadline has been officially completed, that is!
- **Coverage Competitions:** Now that the proofs have gone back on the D1 pages, EICs will reward the team that covered the most students on a spread with a round of baked goods. Winners will also be publicized on social media.
- **Senior Ad Sales:** December is the last month that we will be accepting senior ads. As a result, we will hold what will come to be our annual senior ad night, when parents can come into the work room and create their student's ad with the help of a yearbook staff member.

JANUARY:

- **skill check:** January marks the halfway point in production. Students will be required to submit a mini-portfolio of their work, including what they are most proud of as well as something that illustrates a perceived area of weakness. Adviser and leaders will go over the work together and gauge what needs to be reviewed on an individual, team, and whole staff basis. This will also be an opportunity for leaders to check their own teaching and conferencing skills: is it the *student* that needs reteaching, or is it the leadership techniques?
- **Spirit Days:** work night spirit days! EICs will select and publicize a staff spirit day that will take place on our monthly work night.
- **Love Notes:** "love notes" - January tends to get extremely stressful, and tensions can run high. We will pick a random day in January for staffers to stop by my room and drop a love note for someone in a bucket. During the following 8th period, students will be given their love notes so that everyone can feel appreciated. To make sure that EVEYRONE is appreciated, EICs and adviser will go through the notes first and fill in any holes so that every staffer receives a note.
- **Post Cards, Part One:** At the halfway point in production, we will mail post cards to all students who have yet to purchase a yearbook, reminding them that it is not too late.

FEBRUARY:

- **photography - shooting spring sports:** try-outs for spring sports begin in February. The weather in Northern Virginia is unpredictable at this time of year, so many sports have to hold try-outs in the gym. The week of try-outs and subsequent scrimmages are an excellent opportunity to discuss with students the different settings on the camera one needs to shoot in a gym versus on the field.
- **Secret Valentine Pals:** secret Valentine pals! Students that would like to participate will be given a secret pal for the Valentine's Day week. Each day, secret pals will leave gifts for each other, with the reveal at the end of the week.
- **Most Creative Mod Contest:** most creative mod contest! We're trying this year to avoid the traditional "quote and a photo mod," as we overdid it a bit in 2013. To enter this contest, all students need to do is submit what they consider their most creative mod so far, and the staff will vote on their favorite. Winner gets a Starbucks card and recognition on social media.
- **Mod Contest Tie-In:** most creative mod contest can also be used for book sales. As the winner is recognized on social media, we can remind people that we still have yearbooks for sale and that the winner of the contest is having their mod published in the yearbook.

MARCH:

- **time management:** March marks our final deadline cycle of the year. Because we cannot, under any circumstance, miss our final deadline, it is important to have a discussion about the importance of deadlines and the real world consequences for missing the final deadline. Each student will complete a time management reflection based on their experiences earlier in the year, and come up with a plan of action to combat any weaknesses or deficiencies, and successfully complete the final deadline.
- **Head to Convention:** travel to New York for the CSPA spring convention.
- **Publicize to Greater Community:** inform school community, especially teachers and administrators that the yearbook is finished. Send an all staff email with a list of the staff members and ask that teachers and admins give the kids a high five for getting the job done.
- **Book Finaling Tie-In:** the minute the yearbook is finished, start publicizing its completion with the sales info and the number of days left to pre-order.

APRIL:

- **sports writing:** the only thing left to do for the yearbook is the spring supplement. Because the supplement almost exclusive covers spring sports, I will do a focused mini-lesson on sports feature writing. We will look at models from Sports Illustrated's *Going Deep: 20 Classic Sports Stories*, and talk about how you focus and "go deep" when writing about high school sports. Students will be required to attend a practice and a game, observing the before, during, and after of the game.
- **Book Preview:** now that the book is 100% finished and proofs are back, it's time to get everyone together and look through the book preview. This can be done using an app on our publisher's website, or by looking at PDFs of the spreads in order. Now the students can finally see their work in chronological order, the way it was meant to be seen.
- **Write-Off Honors:** after attending the JEA/NSPA Spring convention in San Diego, individual student awards in write-offs will be publicized in the school community via social media and email so that teachers, students, and admin are aware of our nationally recognized student journalists.
- **Post Cards, Part Two:** the last set of post cards is sent out. These post cards will go to any student that has not purchased a book, with the added information of the page numbers on which they appear.

MAY:

- **design training:** time to start design training! I will use my five-day design training lesson to get students familiar and comfortable with design.
- **Book Reveal:** if all goes well, the books should arrive in the last week of May. The staff book reveal isn't really a planned activity, but rather a spontaneous moment of excitement. I sit on top of the stack of boxes with a camera and take pictures of the students as they open the a box and look at the book for the first time. These photos are posted to Facebook, which alerts the rest of the staff to the delivery. Then whenever they can, they come to the

storage room where we're camped our to take a look at all their hard work. Additional team bonding takes place as we place spring supplements in the back of every book prior to distribution.

- **Responding to Praise and Criticism:** remind students that, with distribution, they are going to get recognized for both the good and the bad - no yearbook is perfect. It is important to give a lecture and lead a brainstorming session for ways to respond to both the praise and the complaints.
- **yearbook sales/marketing:** on distribution day, everyone wears their staff t-shirts for publicity. We also publicize exactly how many copies are left for sale.