

WHAT DO YOU DO FIRST?

New advisers ask us this every year. So we thought we would beat you to the punch with a question and answer session about what to do to get you started this year. Seasoned advisers could check this out as well to see what you may have been missing all that time.

What one thing would we tell a new (or old) yearbook adviser that is starting a new year?

They must remember that teaching is critical to produce a successful yearbook. Some advisers just start working on the yearbook. They have to take time to teach it.

What materials would you suggest that advisers get to start the year?

If you have the budget to afford it, **Jostens new 1,2,3 Curriculum** is just what you need! It is a complete yearbook curriculum. If you are interested in this, please call me today and I will send you more information about it.

If you can't afford it (and it is very affordable), then open up your Editor's kit and get out the Guidebook for this year and start working your way through it. It is not as teaching oriented (no audio visual aids, etc.) as the curriculum, but you can still do an adequate job with it.

Lastly, call me as I may have handouts on certain topics that I can send you copies of. These are handouts we have used during our past summer workshops. This is also available for Yeartech as well.

At the start of the year, it seems like there is so much to do. How do you teach and get things started at the same time?

One option is to teach three days a week and use the other two days as planning/work days for the staff, until you complete teaching. After a few weeks, switch to two teaching days and three work days. During the work days, you can

work with photographers, various section editors as well as individuals who need help with assignments. But remember, the editors should be working with the staff members as well as doing their own planning work during this time as well.

What subjects should you teach at the start of the year and in what order?

These subjects in this order:

- 1) What is a yearbook, its purpose, function, theme.
- 2) Style guide (see sidebar at right).
- 3) Interviewing.
- 4) Copy writing.
- 5) Layout and design. First simple column design, then more complex if appropriate. But keep it simple if you are a new adviser with a new staff.
- 6) Photo selection and cropping photos.
- 7) Produce a great yearbook!

Besides getting the staff started, is there anything else we should be working on right now?

Three things are of major importance at this time of the year:

Your Ladder—work on this before the first time we meet so we can go over it. If you are not sure what the ladder is, check the Jostens Guidebook in your Editor's kit. You should also find a copy of a book that is called "Jostens Timeline and Tools" with a ladder and help in putting it together inside.

Your Cover and Endsheets—your staff (especially the editors) should be well on their way to making decisions about their cover and endsheets as well as how many pages the book will have, World Beat placement, color pages and other printing specs. We will need to deal with these early in the year so you can work on...

Your Budget—work on creating a budget based on your book sales, advertising sales (if you sell advertising), other fund-raising and other revenue sources. That way once we have figured out the cost of your book (based on your specifications), you will know if you need to raise additional funds (don't worry, we will have ideas to help) or you are already OK with your dollars and cents!