

## Training

### Editor's body talk

Body language is 80% of communication. Whether you stand or sit, smile or grimace, you send a nonverbal message that can help or hinder your ability to motivate and lead or respond and follow. For best results, let your body talk be positive and energizing.

#### > Stand up

• Slumping in a chair or sitting hunched over signals you are bored or passive or dislike being there.

#### > Make eye contact

• Let them know you want to engage their ideas and feedback.

#### > Use hand gestures

• Using your hands to help make or emphasize your point is a great way to keep their attention.

#### > Move around the room

• Standing in one place signals lethargy or stagnant ideas.

#### > Smile

• Frowning, sneering or pouting will close their minds to your ideas.

#### > Project your voice

• Be clear and direct. If you mumble or swallow your words, they won't understand what you want or need. And never yell or rant and rave.

#### > Address by name

• Address staffers by name to help

### > Organize & train staff

- **Create teams (buddy system):** 2-member teams create a class atmosphere that eliminates the feeling of isolation
- **Explain roles & responsibilities:** Develop specific job descriptions for each staff position detailing all required tasks; attach to staff agreement to be signed by all staffers and their parents (see CD for agreement)
- **Discuss the meaning of teamwork:** Conduct team-building exercises; explain the importance and value of working together; allow editorial staff to play a key role establishing themselves as leaders
- **Teach basic information gathering techniques:** Background research, polls/surveys, focus groups and one-on-one interviewing skills
- **Explore & teach basic writing formats:** Headlines, news features/quick reads & captions
- **Present design/graphic basics & practice techniques:** Present lesson on basic design with hands-on exercise and mock-up assignment; define graphics, show examples and introduce an idea catalog assignment
- **Explain photo planning, production, selecting, tagging/placing, cropping & proportioning:** Present qualities of good action/reaction photography; walk staff members through photo planning process; discuss production cycle (for black & white, color and digital) and time requirements; prepare hands-on demonstration for taking, cropping and proportioning
- **Demonstrate basic PageMaker/YearTech skills:** Focus on highlighting & typing text, placing graphics; as skill levels rise, present more advanced desktop submission concepts

## Jump Start into Spring

**> Your School profile** Uncovering the personality of your school community helps your staff create the best publication for the upcoming year. In a small group, complete the following.

**STEP ONE:** Complete the school personality profile questionnaire.

1. Describe your school using one adjective.
2. Describe your school using an "ing" word.
3. Describe your school using an "ed" word.
4. Describe the people who attend your school in one word.
5. Describe the people who attend your school in one phrase.
6. Describe the faculty.
7. What club or organization is the most outstanding on campus?
8. Where would you find the student body at 10:30 on a Friday night?
9. What athletic activity is the most significant on campus?
10. What's the first thing you notice when you come on campus?
11. What's the first thing you look for when you come on the campus?
12. What class is generally most liked?
13. What class is generally most dreaded?
14. What do you enjoy most

**STEP TWO:** Using your personality profile questionnaire, create a graphic presentation that highlights and defines the personality of your school.

>Your presentation should include:

- pictures
- 3-5 quotes
- a survey of 25-30 students with results in graph form
- top 10 list
- what's hot and what's not
- info about students, faculty, academics, clubs and athletics

>Your presentation format can be a poster, notebook or any creative device that can be seen clearly during a presentation.

format idea: \_\_\_\_\_

>Remember to clearly define the personality your school? Your definition will help to mold your upcoming theme.

**STEP THREE:** With your group, prepare an engaging and interesting presentation for your staff.

presentation ideas:

>  
>

## >>> Staff Recruiting

### On Your Own

**Creating a recruiting campaign** requires that editors brainstorm specific ideas that will result in a team of dedicated staffers. Generate ideas for recruiting, develop specific steps and elect team leaders.

Ideas	Plan of Actions	Team leader
> 1.		
> 2.		
> 3.		
> 4.		
> 5.		

# RECRUITING **T** AND **Training**

### recruiting trends

#### > Staff/adviser/ parent agreement

- Sets expectations and guidelines for success as a staff (see CD for sample).

#### > Faculty recs

- Ask faculty members to recommend potential staffers.

#### > Personal invites

- Everyone loves to be included. Create a fun invitation to distribute to teacher-recommended students.

#### > Recruiting trips

- Middle and junior high schools students are excellent sources for new recruits.

#### > Recruiting days

- Plan specific days to recruit in English, Science and Art honors classes.

#### > Promo video

- Work with your video department or a parent to create a video that publicizes the yearbook department. Play during lunches, Open Houses, Channel One days.

**Recruiting** & training a staff is critical for a successful year. The body is only as strong as its parts so strive to build the most capable and impressive body possible.

### Training stations...spring training:

Prepare for a smooth Fall by training and planning for the upcoming year's theme and staff after your final deadline.

### Two-a-days...summer workshops and staff retreats:

Everyone's up for fun and a summer workshop provides time to build your team and to create the best theme ever. Before or after attending a summer workshop, plan an intimate staff retreat to further plan for the new year.

**Fall season...crash course:** If your book delivers in the spring, time is of the essence so you need to teach basic skills. Concentrate on the most needed areas - reporting/interviewing, feature writing, caption and headline writing and computer skills. If you distribute in the summer or fall, plan a complete yearbook course since you will have little time to train during the spring season.

in this  
module

RECRUITING | STAFF TRAINING | SPRING ACTIVITIES | SPRING & SUMMER WORKSHOPS

Presented by Your Jostens Creative Accounts Managers...

John Cutsinger, Tina Klecka, Kristi Rathbun, Shannon Williams