

System Development

> timelines

Recognizing the time commitment is an important step in making an honest commitment to yearbook and accepting the responsibility for the skills that must be learned and tasks that must be completed accurately and on time.

> ideadevelopment

- See *The Big Idea* module for idea development steps for brainstorming
- Collect ideas from magazines & other sources for content & design options... 30 minutes
 - ...scout for headlines, photos, copy treatments, graphic strategies
- Compile a list of important information & insights that support angle(s) & story formats... 15 minutes

> copywritingprocess

- Research the story to gain insights helpful in interviewing/writing... 45 minutes
 - ...use library & other media resources for background information
 - ...reference past yearbooks & newspapers for historical insight
 - ...pre-interview 5 individuals with activity, event or issue knowledge
- Conduct poll &/or survey compiling results for use in interviewing/writing...90 minutes
 - ...include multiple choice & short answer questions
 - ...encourage signed responses for future interview possibilities
- Formulate a set of 10-15 questions based on the information/insights needed... 30 minutes
 - ...base questions on the who, what, when, where, why & how
 - ...create questions that seek out unusual, uncommon, unpredictable
 - ...incorporate background information & poll/survey results into storytelling questions
 - ...use "how"/"why", "tell me about" & "describe for me" questions
- Conduct a focus group & interview a minimum of 7-10 individuals for the story... 90 minutes
 - ...set up interviews with individuals with diverse story perspectives

- ...be sure to choose authoritative sources
- ...balance sources among all those involved in/affected by coverage
- ...choose 3 key questions & ask 3-5 staffers to interview a variety of sources for quotable quotes

- Interview all subjects in photos to gain first hand insights for all captions... 120 minutes
 - ...prepare 3-5 key questions to ask about the contents of the photo & the before/after action/reaction
 - ...ask about the action captured in the photo
 - ...investigate what happened before & after the photo was taken
 - ...get a reaction to the action of the photo

- Compile & write stories, headlines & captions... 240 minutes
 - ...analyze all information & assign details to each copy area avoiding repetition
 - ...showcase most attention-getting information in headline package
 - ...feature fun facts & quotes in appropriate story formats; consider fun fact listings, q & a, infographs, timelines, quotes...
 - ...assign additional fun facts & quotes to captions
 - ...edit copy for content, accuracy, completeness, word choice, style

> photoprocess

- Share photo list with photographers... 30 minutes
 - ...describe story idea, angles; share layout for the design of the spread
 - ...make individual photographer assignments with details of content & times, places
 - ...plan for variety: vertical & horizontal rectangular shapes & number of subjects in photos
 - ...encourage creativity: leading lines, repetitive patterns, rule of thirds, unique framing
 - ...double check assignments with master

Staff Meetings

calendar; cross reference

- Take, process, proof & print photo assignments... 1800 minutes
 - ...at photo shoot, identify subjects & basic details about activity or event
 - ...take all assignments, yet be open to spontaneous opportunities
 - ...record caption writing details when taking photos at the activity, event
- Work with staff member to effectively select, position, crop & proportion each photograph... 60 minutes
 - ...choose photos that make dramatic contributions to the spread story avoiding repetition of content
 - ...work as a team to finalize selection, placement, editing, cropping & proportioning of photos
 - ...share caption information with writers
 - ...verify photo credits for each shot

> design/productionprocess

- Create a section look based on the content ideas selected to tell the story... 60 minutes
 - ...sketch a basic concept for the section incorporating the basic guidelines for effective design & story formats
 - ...polish the design adding content elements, graphic strategies & integrating theme as appropriate
 - ...place on the computer setting up section library, style & color/graphic palettes
- Save templates as individual spreads... 10 minutes
 - ...use three-digit page numbers (002-003, 024-025, 148-149)
 - ...modify template to reflect unique spread content needs
 - ...back up on disk & on hard drive
- Enter copy content & proofread/edit... 90 minutes
 - ...headline, stories & captions
 - ...check all spelling of names & run spell-check
 - ...submit to editor(s)/adviser for approval
 - ...make final corrections & place on disk
- Prepare & send to yearbook printer... 30 minutes
 - ...complete page envelopes
 - ...run "prepare for submission" & tag photos with stickers to match positioning on layout
 - ...double-check all materials & place in envelope
- Read, correct & return proofs... 60 minutes
 - ...read & check spreads marking corrections on proofs
 - ...make corrections on disk & print new 75% printout
 - ...photocopy proof marked with corrections for reference

Official meetings will go much better if planned in advance. Having an agenda & knowing what needs to be accomplished gives your staff stronger direction. Effective meeting characteristics:

- Types of meetings
 - informative, educational
 - brainstorming
 - planning
 - decision-making
 - production
- Agenda needs
 - outcome-based
 - prioritized
 - timelines
 - advance distribution
- Defined roles
 - leader
 - recorder
 - participants
- Leader responsibilities
 - Before:
 - ...determines type of meeting, participants, recorder
 - ...prepares & distributes agenda
 - ...provides necessary materials
 - During:
 - ...starts on time
 - ...introduces agenda
 - ...establishes ground rules
 - ...maintains control, focused
 - ...summarizes frequently
 - ...calls for action
 - ...secures commitment
 - ...schedules follow-up
 - After:
 - ...confirms, analyzes outcomes
 - ...plans next meeting
- Participant role
 - Before:
 - ...studies agenda
 - ...comes prepared
 - During:
 - ...arrives on time
 - ...observes ground rules
 - ...keeps focused
 - ...listens carefully
 - ...questions for understanding
 - ...decides independently
 - ...commits to decision
 - After:
 - ...follows up responsibly on commitment
- Recorder roles
 - ...in addition to participant role, recorder takes thorough reference notes, prepares a timely report & distributes

>>> Staff Organization

On Your Own

Whether organizing a large or small staff, it is critical to develop a production system and schedule that encourages positive production. Complete the following checklist to evaluate your staff's organization system.

- **Does your staff** have an updated staff manual that includes the items from page one?
- **Does your publication room** include accessible staff mailboxes and staffer cubbies?
- **Does your editorial staff** meet once a week to evaluate the staff's production, deadlines, etc?

getorganized

- **Mailbox system** establishes a communication center for staff/editors/adviser
- **Staff cubbies** provides a 'home' for staffers' supplies
- **Staff manual** organizes a staff like no other (see CD to create)
- **Staff notebooks** include dividers for staff production system, organization, manual, interviews
- **Wall-size calendar** is larger-than-life and includes mini-deadlines, final deadlines, staff member birthdays
- **Wall ladders** eliminate the daily search for the yearbook blueprint plus

After evaluating and critiquing your staff's production system, decide which organizational tricks (see left) will make your process smoother.

• **organizational trick:** _____

>trick will help us in the following way:

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STAFF Organization

staffmanual

The staff manual becomes a time saver as it gives every staff member the independence of answering many of their own questions before asking. It frees editors & advisers to focus on other aspects of the book. Manuals include the following:

- **Goals & objectives**
 - staff & individual
 - action plans & timelines
 - printer deadlines
- **Policies**
 - content
 - portraits
 - book return
 - advertising
 - obituary
- **Organizational chart**
- **Job descriptions**
 - editorial leaders
 - staff member positions
 - adviser
- **Concept/coverage notes**
 - theme & spin-offs
 - ladder diagram
- **Design patterns**
 - cover & theme details
 - section specifics
- **Style guide**
 - attribution
 - word choice
 - spelling
 - numbers usage
 - abbreviations
 - capitalization
 - punctuation
- **Staff directory**
 - staff members
 - editors
 - adviser
 - school/staff room
 - printing representative
 - plant consultant
 - technology service line
 - pizza delivery

Nurturing, critiquing and evaluating are skills your adviser practices daily to guarantee staff success. In order to develop the best staff ever, editors will need to lead, guide and assist. Work now to organize for success.

> Develop production process & flow

- **Organize deadline plans**
 - > Complete ladder diagram
 - > Establish 2 mini-deadlines minimum for each plant deadline & color-code ladder; consider 2 deadline editors, one for even-numbered deadlines and one for odd deadlines-one is always focused on the current deadline and one is future-focused-prevents editor burnout, keeps staff 2 weeks ahead in photo planning
 - > Assign spreads from the ladder to each mini-deadline
 - > For each mini-deadline, establish staffer/editor/adviser daily timelines (see Making the Grade)
 - > Assign all spreads to all staffers early in year
 - > Create & color code deadline work envelopes to store the following materials: individual page envelopes, photo stickers, photographs, story notes/drafts, conventional or electronic layout
- **Computer organization & file management**
 - > Create columnar or grid structure and assign modular or design templates to spreads
 - > Save templates as publications with page numbers/folios on computers and place in appropriate deadline folders for use when staffers designs spreads using page surfer, click-n-go or original content elements designed and stored in a PageMaker library
 - > Back-up spread designs daily
 - > Staff members work directly off computer hard drive backing up files at the end of each work session and file disk in work envelope
- **Page/spread flow**
 - > Staff member self-edit
 - > Section/specialty editor edit
 - > Editor-in-chief/deadline editor edit

in this
module

STAFF ORGANIZATION | STAFF MANUALS | STAFF/EDITORIAL MEETINGS | TIMELINES

Presented by Your Jostens Creative Accounts Managers...

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