



new adviser *primer*

The Essential Guide for First-Year Advisers

Advising yearbook is a hard job, with many parts to the project. We want your staff to have the best experience and a terrific yearbook. In this supplement you will find information to help you begin the year right, and then links for more information to help you now and throughout the year.

The most important things you need to know to start the year fall into these categories:

- **Defining your role** – Determine your advising style.
- **Staff organization and motivation** – See two organization charts and learn a game.
- **Staff training** – Get an overview of your software, plus design, photography, theme and writing.
- **Producing your yearbook** – Understand the basics of budgeting, ladder, deadlines, grading, distribution, portraits and marketing.

Start planning your training and lessons using Walsworth's Common Core-aligned curriculum, *Yearbook Suite*. Student workbooks for the 11 units are at the core of this curriculum. Each workbook contains short lessons that go straight into activities to get students thinking and creating. The accompanying Adviser Edition includes additional instruction tips and the list of Common Core State Standards met. Use *Yearbook Suite* to get your staff producing their yearbook faster.

Whenever you have questions, contact your yearbook sales representative immediately. Remember, they are there to help you every step of the way, from organizing and training to sales and distribution.

Define Your Role

Many influences will affect your advising style: your personality, the size and capability of your yearbook staff, the size of your book and administrative oversight of your program, for starters. Determining an advising style that works for you will take time, but the three examples here outline some typical style options.

<i>Hands-On</i>	<i>Coach</i>	<i>Mentor</i>
I need to be able to do every job of every staff member.	I provide resources and motivation, but staffers need to make the magic happen.	I'm available for consultation whenever staffers need help or direction.
I train editors, managers and staff.	I train the editors and managers, and they train the staff.	The previous year's editors and managers train the new editors and managers, and they train the staff.
If a new skill is needed, I learn the skill so I can train it from experience.	If a new skill is needed, I find a resource who can train it from experience.	If a new skill is needed, I suggest ways that editors may find a resource who can train it from experience.
I assign all deadlines.	I work with my editors to help them assign deadlines.	My editors assign all deadlines.
I proofread and edit every page of the yearbook before submission.	I review editing done by editors, coach as needed to help editors improve, and proofread the result before submission.	I assign the submission deadlines, and work with my editors to assign mini-deadlines. I proofread every page.
I attend events with each photographer to identify any issues and/or training needs.	The photo editor attends events with each photographer to identify any issues and/or training needs.	The photo editor will inform me if there is a training issue, and I'll help identify solution options.
I grade all work.	Editors and managers assist with grading.	Editors and managers submit grade recommendations for my review and approval.
I handle sales and marketing, assigning jobs to the marketing manager and staff.	My staff handles sales and marketing, but the school bookkeeper or I take care of the money.	My staff handles sales and marketing, and the marketing or business manager takes care of the money.
I manage the yearbook staff to keep them on task and motivated.	I actively assist editors in managing the yearbook staff and in keeping them on task and motivated.	Editors manage the yearbook staff to keep them on task and motivated. I assist if there is an issue.
I am in charge of distribution, assigning duties to staff.	My staff and I together organize and run distribution.	My staff organizes and runs distribution. I am available to field complaints.

Now that you have reviewed some advising styles, along with a few of the jobs you will have as adviser, it is time to organize your staff and get them motivated.

For some insights into advising, read about the [benefits](#) and [skills the students learn](#).

Staff bonding — game on!

By Jessica Young

How much does a polar bear weigh? Enough to break the ice!

Cheesy? Yes. But effective. Most ice breakers and team builders have a distinct cheese-factor to them. They are silly. They are groaners. But they get kids to laugh together, learn together and start becoming a team.

Most yearbook staffs are comprised of students from all grade levels. Sitting in class next to a senior can be a daunting experience for a freshman, unless that freshman has seen that senior bust out a silly dance move, or heard him or her share a personal story. Ice breakers and team builders give students a chance to get to know each other on a new level.

Ice breakers are great for the beginning of the school year, when the staff is just getting to know one another. It is likely the silly games at the start of class will end up being jokes for the entire year. Creating shared memories and experiences instantly unites students and helps them become connected to staff goals.

But ice breakers shouldn't stop when summer moves into fall. Games are a fixture in my classroom. Almost every day should begin with an activity that gets the students moving, talking and sharing. Sometimes they are quick, sometimes they take 20 minutes or more. It may seem daunting — the idea of doing an ice breaker every day for a school year. But the impact these moments of silliness will have on your class is immeasurable.

Here is one for starters. To learn more about team building, use the [Staff Management Through Team Building](#) unit of *Yearbook Suite*, located in Support Download at Members Only or order printed workbooks at walsworthyyearbooks.com/yearbooksuite. You can find more [games and team-building exercises](#) at walsworthyyearbooks.com.



Awesome Adjectives

Have your class create a circle, with a leader in the middle. Instruct each person to think of the first letter of their first name, and pick an adjective that starts with the same letter.

The leader should go first, stating her name and the adjective chosen. For example, I would say, "My name is Jessica and I am judgmental." The next person would repeat this process, recalling what the previous person said as well. So the next person would say, "My name is McKenna and I am magical... She is Jessica and she is judgmental." This would continue around the circle, until it gets back to the leader, who tries to name everyone in the group and their adjectives. This game tests memories while having everyone get to know one another.

Staff Organization and Motivation

Staffs can be organized several ways. Some staffs even vary their organization year to year depending on the number of staffers and their strengths. Here are two examples.

Make sure each title includes a description of job duties. When people know what is expected of them, they are happier and more productive.

Staff organization by sections



Staff organization by functions



See more about [organization](#) in the *Yearbook Suite* unit, *Staff Management Through Team Building*, located in Support Download at [Members Only](#), or order printed workbooks at walsworthyyearbooks.com/yearbooksuite.

Basic Training

The nuts and bolts of creating your yearbook involve photography, writing, design and using computer software. Here are the basics, with notes on where to find more information.

Using your page-design software

You will be using Adobe® InDesign® or Walsworth’s Online Design 2016 web-based program to create your pages. Your yearbook sales representative will be happy to teach you the details of the program you will be using. In the meantime:

1. Make friends with the network administrator at your school.
2. Find the Planning Kit, which should have arrived at your school in the spring. Also, InDesign users need to look for the Tech DVD, which arrived at your school during the summer.
3. Do these tasks.

Walsworth has three great teaching guides. One is *Yearbook Suite*, an 11-set curriculum available in Support Download at [Members Only](#) or buy the student workbooks and Adviser Edition, and learn more about the apps, at walsworthyearbooks.com/yearbooksuite. Also available are the First 30 Days Lesson Plan ([InDesign version](#) or [Online Design version](#)) and the 90 Days Lesson Plan day-by-day teaching guides.

Online Design 2016 users 	InDesign users 
In Members Only, go to Support Download and find the Online Design 2016 Requirements card. Give it to your Network Administrator.	Get the Tech DVD, which was mailed to your school in July. Print and give the Network Administrators Guide to your network administrator.
Find the Using Online Design 2016 manual in the Planning Kit and at Support Download. Keep it handy near the computers.	On that disk, locate Walsworth’s InDesign Enhancements – plug-ins that help you with specific yearbook tasks that InDesign does not do. Download them to every computer that will be used to design pages, or ask your network administrator to do it.
Go to yearbookhelp.com to get answers to any of your questions about Online Design 2016 and all other yearbook topics.	On the Resource DVD, mailed to you with the Tech DVD, locate the <i>Using InDesign</i> manual and the At A Glance cards. Keep the disk handy so these materials will be available as a quick reference.
	Go to yearbookhelp.com to get answers to any of your questions about InDesign and all other yearbook topics.



Taking usable photos

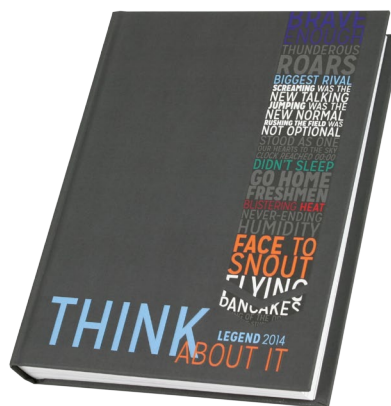
“Practice makes perfect.” In this age of digital photography, without the cost of film and developing, let your students practice. Here are some basic do’s and don’ts for your cameras and photos.

1. Read the manual that came with the camera – you and your photographers.
2. Your cameras are expensive. Make your students use a neck strap. Have a system for checking cameras in and out so they don’t get lost.
3. Photographers are reporters, too. They need to get the names of the people they are taking photos of and the facts of the events so they or their editors can write captions.
4. With each camera, provide a [checklist](#) of things they need to remember when they are taking photos.

See the Photojournalism unit of *Yearbook Suite*, available in [Support Download](#) at Members Only or order printed workbooks at walsworthyearbooks.com/yearbooksuite.

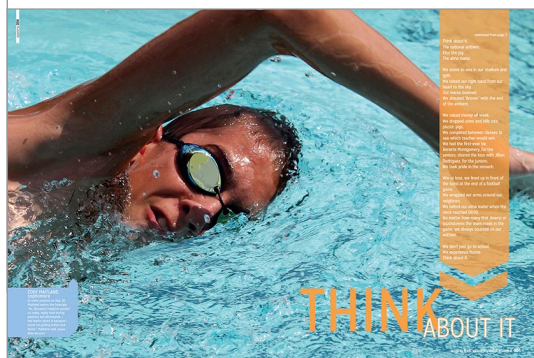
A short course on theme

Most yearbooks have a name (yes, some do not). Each volume of the yearbook tells the story of that school year. To help tell that story, staffs come up with themes. The theme can use words and visual items, such as a title (“Controlled Chaos” or “We’re all that”) and graphic elements like lines, circles or talk bubbles. Themes tie a book together, and are used in specific places in the book: the cover, endsheets, title page, opening pages, division pages (the pages that divide the sections) and closing pages. They can be used on coverage pages as well, but don’t overdo their use.



The *Legend* staff at Boone High School in Orlando, Fla., incorporated the 2015 theme “that One Moment” into “that **BOONEMOMENT**,” connecting memorable personal and school moments of the 2014-2015 school year. The theme graphics included the three stacked photos and the bar with the colors steel, navy, red, brown and pale blue.

The second opening spread of the 2015 *Legend* continued with the theme words, the bar with colors and the stacked photos, tying this theme to the cover. Added here are three horizontal photos, a feature first used inside on the title page.



See the *Finding Your Theme* unit of *Yearbook Suite*, available in Support Download at [Members Only](#) or order at walsworthyyearbooks.com/yearbooksuite. See the *Yearbook Blueprint* here and in the *Planning Kit*. It describes theme and the parts of the yearbook, and will help you and your staff make decisions on theme, colors and fonts, with brainstorming tips, sketch sheets and more. For theme ideas, go to [Theme Gallery](#).



Copy that begs to be read

Stories and captions need to be written to preserve the memorable moments of the school year for now and in the future.

1. Reporters/writers need to research the person, topic or event, conduct all needed interviews and attend the event, capturing good quotes along the way.
2. Yearbook stories are not English essays, they are like magazine pieces. The stories use strong nouns and action verbs, with adjectives kept to a minimum. Add information using survey results, bar graphs and pie charts. Make sure captions are informative.
3. Just because the staff covers the same events each year does not mean the story is the same each year. Different students mean different stories.
4. Editing occurs after copy is written, reviewing for good grammar, punctuation and spelling, and fact checking. Editing and proofing also occur after pages are designed, checking for pleasing design, that all elements are correctly placed and all copy and photos are included.

See the *Yearbook Suite* units called *Writing: Tell Me a Story* and *Completing Your Copy with Captions and Headlines*, available in Support Download at [Members Only](#) or order at walsworthyyearbooks.com/yearbooksuite.

Eye-catching design

If you inherited an experienced staff that knows how to design their own book, let them. Otherwise, consider using Designer Series Layouts (InDesign), Templates (Online Design 2016) and Total Design.

DSL/Templates have single and double-page spread templates, plus templates for scoreboards and other graphic elements. Total Design packages have templates of entire yearbooks, from endsheet to endsheet. Your staff just adds their photos, copy and captions.

To teach your students design basics, use the *Understanding Why Design Matters* unit of *Yearbook Suite*, available in Support Download at [Members Only](#) or order at walsworthyyearbooks.com/yearbooksuite. InDesign users can find the DSL and Total Design templates on the Resource DVD mailed to you in July. Online Design 2016 users can find the Template catalog, which includes the Total Design templates, in the *Planning Kit*, and templates are located in Online Design 2016 in Plan Book.

Getting It Done

After considering the type of adviser you want to be, organizing and bonding with your staff, and basic training to help your students create the yearbook, here are the remaining tasks to know for successful completion of your yearbook.

Building your ladder

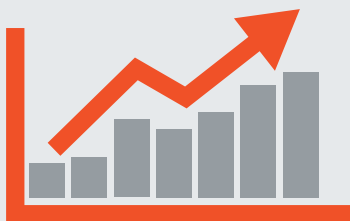
The ladder is the blueprint for the plans you are setting forth for the year, and those plans can change. Build your ladder to allow for change.

Yearbooks are printed 16 pages at a time. Each 16-page section is called a signature. Each signature is divided into two flats, A and B. The ladder is a diagram of signatures and flats. The shaded page numbers on the ladder represent Flat A, and the unshaded numbers represent Flat B. The darker shades represent the two center pages, or natural spread, of that signature. Write the topic and other information that will go on each page on the ladder.

First, start with the essentials that have to be in the book — title page, table of contents, divider pages, colophon, index, and possibly ads. Some of these things have a specific place in the book while others do not. But now you have an idea of how many pages will be consumed by these structural components. From there, you can estimate your section lengths (look at old books if you have no idea), and begin to piece together how your book will look. Traditionally, the people section takes up the most pages, and possibly ads, followed by sports, student life, academics and clubs and organizations.

Ladders are located in two places in the Planning Kit — a wall ladder in the kit and in the back of the Adviser Timeline.

important dates & deadlines	signature 1	signature 5	signature 9	signature 13
cover	1	65	125	185
endpapers	2	66	126	186
	3	67	127	187
	4	68	128	188
	5	69	129	189
	6	70	130	190
	7	71	131	191
	8	72	132	192
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	10	74	134	194
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	12	76	136	196
	13	77	137	197
	14	78	138	198
	15	79	139	199
	16	80	140	200
	17	81	141	201
	18	82	142	202
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	21	85	145	205
	22	86	146	206
	23	87	147	207
	24	88	148	208
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	243	307	367	427
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	246	310		



Evaluate and grade your staff

Mini-deadlines allow the work to flow smoothly and give you work to evaluate. You will need to work out your own method of grading, but here is a plan to get you started.

Let the staff and editors help. Use evaluation forms to let the students judge their own work. Let the editors use those forms and compare them to work completed. Then you can glance at the evaluation form and student work to determine if criteria were met and assign a grade.

You can find grading information and [evaluation forms online](#).



Getting student/faculty portraits

A photographer should come to your school to take portraits of underclassmen and faculty. Find information on the photographer your school uses and whether these dates have been scheduled. If not, get them scheduled immediately. Also find information on the photographer(s) who did the senior pictures over the summer, and contact them to find out how you acquire those images, either by the photographer giving you a CD or seniors giving them to you.

Later in the year, you will need to take team and club photos. Return here to read up on [taking group photos](#).

Marketing and Selling Yearbooks/Ads

In addition to creating the yearbook, you need to effectively tell students and parents about the yearbook so they will buy it. First, consider using Online Sales, so parents can buy online anytime. You don't have to be bothered collecting money and you get reports to track sales and distribute the book. Just activate your school store in Members Only by entering your sales information.

Next, go to the [Yearbook Suite](#) unit called Engage Your Audience and Sell More Yearbooks with Strategic Marketing. It will give your staff an understanding of what marketing is and help with how to specifically market the yearbook. You can get additional information on the available marketing items in the Marketing Your Book section of [walsworthyearbooks.com](#).

Set your budget

You need to know how much money you have, your income sources and expenses, to know what kind of book you can create, for example, a hard or soft cover, number of pages and type of paper. Your Walsworth Yearbooks sales representative will sit down with you and discuss this. In the meantime, read about [yearbook budgeting](#).

Distribution Day

Distribution of your yearbook will be determined by the time of year your book is delivered. Many schools set up tables for a distribution event before school is out for the summer, or in August around registration time. Some schools turn this event into a party. You can find information online about distribution and a checklist for organizing in the Distribution Primer.

Our coverage continues

Here is a snapshot of what you should be doing in the spring, depending on your delivery schedule.

Spring delivery	Summer/Fall delivery
Review your budget. Check to make sure you are on track to pay your invoice upon delivery.	Review your budget. Check for businesses that still owe for ads.
If you do a spring supplement , list activities to cover, such as prom, sports and graduation. Check your ladder for any group/activity not accounted for in the book to add it here.	Write thank you letters to all advertisers and sponsors.
Complete your index using your last proofs.	Check the school calendar for any new listings.
Plan your distribution.	Check your ladder. Make sure every group and activity has been accounted for in your coverage.
Meet with your school photographer. Discuss any issues, and schedule picture days for the fall.	List activities left to cover, such as prom, senior trip, sports and graduation.
Ask your yearbook sales representative, your editors or an adviser from another school to conduct a mini-workshop to train next year's staff on software, writing, photography and marketing.	Sections that should be done: portraits, clubs, student life, ads, fall and winter sports.
Assign a committee to oversee a spring banquet. Keep it within the budget. Consider the location, menu, awards, decorations and invitations.	Have students and parents sign an agreement that students will work after school is out.
Assign a few students to inventory equipment that needs repairs and items that need replenishing.	Assign a committee to oversee a spring banquet. Keep it within the budget. Consider the location, menu, awards, decorations and invitations.
Update the staff manual (or create one). Update job descriptions, school contacts, next year's school calendar, and information on equipment such as computers and cameras.	Assign a few students to inventory equipment that needs repairs and items that need replenishing.
Activate Members Only for next year and set up Online Sales in late spring.	Figure out a workflow to review work over the summer and finish the index.
Read on for information on staff selection, marketing, theme selection, workshops and more.	Review the remaining information for tasks for now and later. Also check the spring delivery column to the left.

Filling staff positions

Recruit students to be on staff next year. Consider using the [recruiting items](#) provided by Walsworth. Then **interview** them to decide who to place in each job, starting with the questions in the Recruiting Primer. If candidates filled out applications during the recruitment process, use them to determine who should be interviewed for which positions.

Top spots – First select the top editors, the marketing manager and others depending on your staff structure. You could make the decision yourself, or include the current year’s editorial staff. If you have several qualified applicants clamoring for a post, consider a faculty council of teachers to add perspective and relieve some tension.

In the interviews, ask the same questions below that you would ask staff members, but also consider asking:

- What vision do you have for next year’s yearbook?
- Explain how you believe you are able to lead and give direction to your peers. Give an example.
- How would you handle this situation? (Give them a hypothetical situation, such as dealing with an angry parent or talking with the principal about a possible controversial story.)

Staff positions – The new editor-in-chief or top editors can interview remaining candidates. For example, include the photography editor if you are interviewing photographers.

Interviews – Keep them short. Schedule them so you have time to discuss the interview with your editor when it is over. Ask these questions:

- What did you like best about this year’s book? What did you like the least?
- What personal strengths would you bring to the staff?
- What is your impression of what it is like to be on staff?
- Describe a situation in which you did something to help a “team.”
- Can you complete work independently under deadline?
- Describe your attitude under pressure.
- Ask about other commitments, and clarify that the recruit can meet expectations, such as attending workshops and work nights, selling ads and meeting deadlines.

If you select your staff in the spring, but after school starts you need to make a change, do it. The change may benefit the student and the staff.

Now, go to staff bonding activities to start building rapport within the team.

If your book delivers in the spring, assign a portfolio project to keep your staff productive, engaged and involved. A portfolio project helps students gather together all the work they have done this year and evaluate it. This helps them see what they have learned. Look at one way to do a [portfolio project](#) and see if it will work with your staff.

Select a theme

If your book delivers in the spring, assign [theme packets](#) to keep your staff productive, engaged and involved. You can have them do this for a grade, and add some fun by making it a contest. Hand over the top three to next year’s staff to select the one they like best.

To create the theme packet, use the computers, or paper and colored pencils. The packet must include the cover, front and closing endsheets, opening page, and at least two section dividers. All pages must be complete including headlines, stories and captions, and maybe even spin-offs

for each section. Students must answer two questions: Why did you choose this theme, and how does this theme reflect the next school year?

Use the Yearbook Blueprint in your kit or the *Finding a Theme* unit of *Yearbook Suite*, available in [Support Download](#) at Members Only or order at walsworthyearbooks.com/yearbooksuite.

If your yearbook is a summer/fall delivery, ask next year’s staff to do this assignment and bring it with them to summer workshop.

Year-round marketing

By Jill Chittum

If you use a marketing manager, which we recommend, this is the time of year when both the current manager and next year's manager should be working. The current marketing manager needs to:

1. See what businesses still owe you money, and follow up with a call or email.
2. Send thank you letters to all of your business advertisers.

Marketing can be taught to your students in the fall and spring, since it's a continuing function of yearbook. Help your students understand marketing concepts and set up their marketing plan by using the unit called *Engage Your Audience and Sell More Yearbooks with Strategic Marketing* in *Yearbook Suite*, available in Support Download at [Members Only](#) or order printed workbooks at walsworthyyearbooks.com/yearbooksuite. Your staff can also reference the [My Marketing Plan](#) workbook found at [Marketing Your Book](#).

Let's start with senior baby ads – a blessing and a curse. A blessing because they are a huge financial help for your book. A curse because they can be one of the most stressful parts of the year. Starting now should help make the process as pain-free as possible.

Have the marketing manager or senior tribute editor for the following year design your order form and flier, with clear instructions for the parents. Include the dimensions of each ad size, along with guidelines for the number of photos and words that will fit in each, and a sample. Include information about buying a yearbook, too.

Have the fliers prepared early enough to piggyback with another school mailing, such as registration information for the fall. Or, as the last day of school nears, ask your front office for mailing labels for the next year's senior class. Have the yearbook staff stuff and label the envelopes and mail them. For fall delivery books, prepping the envelopes and mailing them now can help staffs get a jump on their first deadlines.

Walsworth has brochures, postcards and emails that you can use to advertise your ad sales and provide the specific purchase information. Check them out at [Marketing Your Book](#).

As long as your staff is preparing for future ad sales, you should prepare to head off some of the stressful situations these ads bring.

Senior Ad Fact of Life No. 1: Parents often have a hard time ordering by the deadline. Your deadline may be in November, but parents will call you in April trying to order ads for a book that's already on the press. One thing that has worked for some staffs is setting two deadlines, both within your page deadline. This provides the opportunity to either charge a late fee for missing the first deadline, or call it an "early order" discount for making the first deadline, then charge a higher fee by the second deadline. My staff charged a 25% late fee on ads placed after the first deadline. Two benefits: the steep fee encourages parents to make the deadline, and those parents who don't make the deadline are adding more financial support to your program.

Senior Ad Fact of Life No. 2: Yearbook staffs sometimes make ad mistakes, and parents find them. In my advising life, I lost more sleep over this fact than any other. Then we found a great solution inspired by another staff. As the ads were designed,

a hard copy was printed and placed, in alphabetical order, in a binder in the office. The receptionist was keeper of the binder. Once the staffer finished the ad, he or she was responsible for calling the parents, who were given seven days to stop by the school and proof the ad. Parents had two options: note the corrections they wanted on a proof corrections form, or sign the form saying the ad needed no changes. If the parent did not come to the school within the seven days, they forfeited any chance for corrections, and we had something to cover us if they complained. This was life changing! Parents were not allowed to flip through the entire binder – theirs was the only ad they got to see. This cut down on people saying, "I want my ad to look like THAT one."

Senior Ad Fact of Life No. 3: It is hard to design a quarter-page ad with 18 photos. Set limits on the number of photos for each ad size. Parents may grumble, but this allows your

designers to use design principles like dominance, contrast and repetition, which will really clean up your ad pages.

Senior Ad Fact of Life No. 4: One parent always says, “Well, I never heard about ad sales.” Promote your ad sales in different ways to reach every parent. Each year, my staff sent a letter to every senior parent at the end of their student’s junior year with an order form and a reminder to schedule senior pictures in the summer with enough time to get them turned in for

senior ads. Then, staffers promoted sales on Facebook, in the daily announcements, the school’s all-call phone system and emails. A downloadable PDF of the order form was placed on the school’s home page so parents could easily find and print it if they lost the letter they got in the mail.

Many parents enjoy purchasing a senior ad for their graduating child. Make it easier on them, and you, to help them celebrate this special year.



Jill Chittum, MJE, is a yearbook sales representative for Walsworth in western Arkansas and eastern Oklahoma. She was the publications adviser at Blue Valley High School in Stilwell, Kan., and teaches at workshops and conventions. Chittum worked at the *Wichita Eagle*, Kansas’ largest newspaper, for five years before becoming a high school journalism adviser.

Attend a workshop

Summer workshops are the best way to start off the next yearbook. Walsworth hosts its annual Adviser Academy for advisers only in July in Kansas City — for 2015 the dates are [July 20-22](#). It’s the best way to prepare yourself for the year ahead. Knowledgeable yearbook instructors will show you how to find inspiration, get organized and tap into the latest trends to help you teach your staff. There are three full days of classes and an option to tour Walsworth’s printing facilities. Plus, meet and brainstorm with advisers from across the country and leave with the support of an entire network and amazing resources. Read more and register at walsworthyearbooks.com/adviseracademy.

In workshops for staffs, sessions are taught by instructors experienced in photography, page creation using software and online tools, theme development, marketing and editorial leadership. Plus, time usually is provided to meet with a cover artist and for staff team building. Your students get to see yearbooks from across the country and talk to staffs from other schools.

1. Select a workshop as soon as possible. Ask your yearbook sales representative if he or she hosts one. You also can find one at walsworthyearbooks.com/workshops.
2. Remember to turn in the registration form.
3. Give new staff members the workshop information as far in advance as possible.

Factors to consider in selecting a [workshop](#):

- **Cost** – This includes registration, meals, lodging, transportation and incidentals.
- **Location** – Do you need to stay close to home to reduce costs, or can you afford to go to a workshop anywhere that fits your needs?
- **Dates** – Select a workshop convenient for you and most editors and staffers.
- **Types of sessions** – Review different workshops to compare offerings.

Consider ways for your staff to reduce their cost. For example, if a student sells X number of ads, the yearbook will pay for X amount of the student’s registration.

For more information about these spring activities, go to:

- The [Yearbook Suite](#) curriculum
- [My Marketing Plan](#) and Marketing Your Book at walsworthyearbooks.com/marketing

Places to go, people to see

You don't have to know everything, you just have to know who to ask and where to look. Here are two lists, one of people you need to keep in touch with and others who may be able to help you; and a list of Walsworth resources.

You gotta have friends



- **Your yearbook sales representative** – We've said it before – call them when you have questions. That's what they are there for.
- **Customer service representative** – They are your in-plant connection while your book is being produced. Do not hesitate to call them also.
- **Administrator** – Your principal or administrator has expectations of you, the budget and the content of the yearbook. They also can remove barriers for you. Talk with him or her.
- **Faculty** – Your staff is going to be demanding of your peers, interrupting classes, clubs and practices. Make sure they are aware and get their support.
- **Other advisers** – The people who understand your job best are the ones who do it in other schools. Ask your sales rep if there is an adviser in their territory who you could email for advice. Also, check out the Journalism Education Association (JEA) at jea.org. Look under membership for benefits, which includes advice.
- **Parents** – Send a note home to parents, explaining staff expectations and asking for their assistance. Parents can supply goodies, provide transportation and supervise yearbook sales and distribution events.

The places you will go

Walsworth has lots of information to help you, as long as you know where to look for it. Here are some places you will frequent, and some that you need to know about.

walsworthyearbooks.com	Our website is full of information, ideas and assistance, and is the path for reaching Members Only, the Marketing Your Book section, Idea File magazine and our Showcase galleries.
Members Only	Your personalized online home, Members Only is full of resources; including status reports regarding production and Online Sales; access to Online Design, W eCare, the Technology Learning Center and Support Download; and a web ladder.
yearbookhelp.com	Walsworth has made it easy for you to get the answers to any question you have about yearbook, including help with Online Design 2016. Just click on yearbookhelp.com from Members Only or Online Design 2016.
Support Download	Located in Members Only , Support Download contains your needed documentation, including the Using Online Design and Using InDesign manuals along with KlikArt, Total Design templates, Fonts, Express Libraries and more; the Photoshop Manual plus Actions, Droplets, Styles, Formula Colors and more; marketing items; the <i>Yearbook Suite</i> ; and the <i>Yearbook Blueprint</i> .

Sales and Marketing Central	Located in Members Only, you can track sales goals, enter in-school sales, track and market directly to non-buyers, and get detailed financial and distribution reports.
Technology Learning Center	Located in Members Only; Walsworth specialists provide desktop training via webcast or recorded videos in your classroom.
W eCare	Located in Members Only; live, online desktop support from our technicians via screen-sharing with your computer.
Market Your Book	At walsworthyearbooks.com/marketing ; this marketing help section contains Customized Marketing, manuals and many marketing items to help you tell students and parents how to buy a yearbook.
Online Sales	Puts yearbooks and ads sales online for the convenience of your buyers; credit cards and PayPal accepted 24/7 and you can easily access reports.
yearbookforever.com	The place online where you send parents and students to buy a yearbook and ads using Online Sales.
Marketing questions	Send any questions about marketing to marketingyearbooks@walsworth.com
Planning Kit and Starter Kit	Walsworth items sent to your school to help you plan, create, submit and market your yearbook.
Tech DVD and Resource DVD	Walsworth items sent to InDesign schools to help you create and submit your yearbook.
Adviser Timeline	Located in Planning Kit, this item will help you get started on your first visit of the year with your sales rep. With a calendar and deadline planner, it will keep you on track all year.
Yearbook Blueprint	Located in Planning Kit and available online ; contains hot new trends, predesigned covers and endsheets, brainstorming tips, fonts, Formula Colors, and even sketch sheets to start developing a terrific theme.

One last piece of advice: If you like this New Adviser Primer, put it with your Adviser Timeline and keep them together and handy. Good luck, and have a great year!