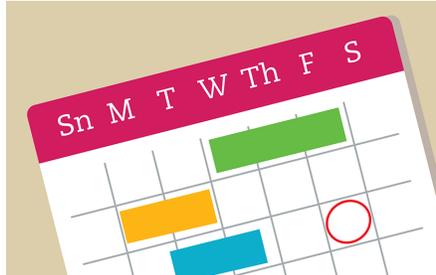


# WE CAN HELP YOU STAY MOTIVATED THRU DEADLINES

## HOW TO MAKE EVERY YEARBOOK DEADLINE

It may sound crazy, but you don't have to lose sleep over deadlines. Yes, they are undeniably, no-two-ways-about-it VERY IMPORTANT to keep in mind in a yearbook program and managing them is a skill that your staff needs to have down to an art as quickly as possible, but with a few simple steps, both you and your staff can stay on track. Managing time and successfully meeting deadlines isn't just a necessary skill in the staff room, but like the many things one learns on staff, it's a skill that will prove to be valuable later on in life, too!



**MARK YOUR DEADLINES ON YOUR PERSONAL CALENDAR** As an adviser, you're the responsible one and truly, the only one that needs to know the actual deadline dates. Compare plant production days and your school's academic calendar. Do any of the dates fall on testing days or holidays? Don't forget, we're here to help elevate some stress.

**SET STAFF COMPLETION DATES TWO WEEKS PRIOR TO THE PLANT SUBMISSION DATE.** By having a two-week window, you will have wiggle room to breathe when a staff (inevitably) doesn't have pages ready on time. This is where staffers' grades are taken into consideration, as well.

**SEND IN PAGES AS SOON AS THEY ARE COMPLETE** Don't wait to send a large batch of 80 pages if only 40 are ready, send 40.

**WHEN DEADLINES ARE SUCCESSFULLY MET, REWARD YOUR STAFF.** Give them a day off from yearbook, throw a party with food or watch a movie. Incentives like these do wonders for motivation. This is where Maureen & I can help. We can bring in food or yearbook themed rewards.

**COMPLETE AS MANY PAGES BEFORE WINTER BREAK AS POSSIBLE** When you get ahead, you and your staff can relax together before the break with holiday celebrations and much needed downtime. Plus, you won't want to face a big deadline right away when your staff returns in January.

Implementing these tips can seriously alleviate deadline stress. Let us know your plan, so we can help.

## STAFF MOTIVATION



Yearbook is a very loaded term and in-depth process, so your entire staff must be on board from the get-go. When the staff cares about the project early on, there will be a genuine passion poured into it all year long.

Here are some examples:

1. ICE BREAKER GAMES
2. CELEBRATE BIRTHDAYS
3. FIRST DEADLINE PARTY
4. ATTENED A FALL CONFERENCE
5. DO AN IN SCHOOL FIELDTRIP WITH YOUR REP
6. NONIMATE A STAFFER OF THE MONTH
7. MAKE EVERY FRIDAY A FUN FRIDAY
8. ASK YOUR REPS FOR YERD GEAR
9. THINK ABOUT IT, THERE IS A JOB FOR EVERYONE, MARKETING, DESIGN, PHOTOGRAPHY, SOCIAL MEDIA, SURVEYS, & MUCH MORE, WHEN THEY FEEL CONNECTED TO STAFF, THEY WILL CARE ABOUT DEADLINES.

## CAPTION BUILDER GAME

Take your captions to the next level, and have fun doing it! Watch the 26 minute **video on caption writing** by Yearbook Adviser Mr. Willauer from Waunakee High School on the copy page of [www.studenttraditions.com](http://www.studenttraditions.com). Have your students be prepared with a pen and paper to participate in the presentation, You can pause the video for them to write at the prompts. When your done, print each letter of the word **CAPTION** on an 8½ x 11½

piece of paper. Ask for eight volunteers and hand each of them a letter in random order. Have the volunteers arrange their letters into a word. When they've formed the word "**caption**," define each of the letters and rules that apply to caption writing. Take photos during the game and then caption those photos, practice asking questions for quotes and digging for background information. Plan two days for this game.

**CAPTION**  
Every picture must have a caption.

**ANSWER**  
Captions should always answer the 5W's. Who? What? Where? When? Why?

**POSED**  
The only posed photos in your yearbooks should be group photos.

**THREE SENTENCES**  
1st: The first line should answer all of the 5W's.  
2nd: This can be a fun fact, quote or background information that provides insight about the event, the photo or the subject that would not be obvious.  
3rd: a quotes

**INTERVIEW**  
To obtain real facts, interview the people in your photos.

**OBVIOUS**  
Don't state the obvious. Tell the reader more than what they can see in the picture.

**NEVER**  
Write joke captions. They are usually not funny, can be distasteful and may cause hurt feelings as well as lawsuits.

**SHUFFLE**  
Begin some captions with who, others with when and others with "ing" verbs.

## + MORE IDEAS

Attached is our Yerd Libs.

## PHOTO CHALLENGE

### TOPICS & RULES

**NOVEMBER CHALLENGE CATEGORIES**  
Contest rules at [#yearbookphotochallenge](https://www.instagram.com/yearbookphotochallenge) or [www.studenttraditions.com](http://www.studenttraditions.com).



FOLLOW OUR HANDLE on instagram: [YRBKTRADITIONS](https://www.instagram.com/YRBKTRADITIONS)

### TRAINING VIDEOS

Let us help you train your staff. We are building a library of yearbook specific videos that will help to expand your training resources and give your students additional points of view. This month we are featuring 2 videos.

1. **Caption Writing**
  2. **Creating a cut out in photoshop**
- You can find these videos at: [www.studenttraditions.com](http://www.studenttraditions.com) on the copy and photoshop pages.