

SUMMER EXPECTATIONS FOR STAFFERS

Selling ads

1. Using the ads bought in the previous book, get a jump start on ad selling.
2. Divide the ads across your staff. Returning staffers get dibs for the advertisers who bought from them previously. New staffers receive contracts from businesses from those who did not return to staff.
3. Have a meeting before summer starts with your new staff, going over expectations and rules for selling ads.
4. Set a day over the summer to sell ads as a staff, using the time to pursue new leads.

Take pictures

1. Assign your staffers to take pictures of multiple events over the summer.
2. Make sure multiple staffers do not take pictures of the same event.
3. Staffers should take at least two sets of 10 pictures each.
4. Have staffers bring their pictures on the first day of class. This is an easy participation grade.

Write a feature

1. Assign your staffers to write a story on whatever they choose. Staffers should not write about their friends.
2. A feature is a story that is worth standing alone. They can be personal profiles or just well-told stories.
3. The story should be approximately 250–500 words.
4. Your editors might not use all of these summer stories in the book, but it sets the expectation.
5. Staffers should bring in their stories on the first day of class.

Pull magazines

1. Assign each staffer to create a mood board.
2. Students should tear or cut magazine pages they find interesting.
3. The pages could have interesting photography, typography or voice. Just anything that catches their eye.
4. Staffers should have at least 10 different pages to turn in. Another easy participation grade.

Read your critique

1. Staffers should read the most recent critique of the book.
2. This gets students thinking about every component that goes into a yearbook.