

YEARBOOK POSITIONS

If traditional job descriptions don't fit your staff, consider a system with less structure.

Flow chart:

Adviser
Editorial board
Team leaders / Business team
Staff members: Storytellers

Editorial board

- ▶ Approximately five people with one leader: Get-it-done person, visual person, photo/copy assignment scheduler, rules person and an underclassman (self-perpetuating)
- ▶ What do they do?
 1. Determine the theme.
 2. Decide on typography.
 3. Design all interchangeable modules.
 4. Get staff members to complete index report from the previous three years.
 5. Lead focus groups.
 6. Weekly meetings where all assignments are decided upon and divvied up among the staff members.
 7. Follow up on every single assignment.
 8. Help grading by giving a quality and completion grade.
 9. Maintain the master calendar.
 10. Begin all classes with roundtable discussions during which all staffers are assigned to different beats of coverage. Staffers bring in all of their upcoming dates for their beats, which are added to the calendar. These turn into photo and reporting assignments.
 11. Gather content from the staff members, assign it to pre-designed, interchangeable mods (or decide the content is worthy of feature treatment) and either design it themselves or assign to designers.
 12. Design the perfect spreads with gray picture boxes and type packaging. Break them into modules and save in libraries so other designers will know the look of the book.
 13. Use the index report to assign staffers to go out and find zeros for the week's assignments.
 14. Use gathered quotes for the following: In a story, talking head mods, if particularly colorful quote, it could spawn its own mods.
 15. Help find feature stories.

Team leaders / business team

- ▶ Two or three people
- ▶ What do they do?
 1. Photo and writing leaders
 2. Directly responsible for the staff members.
 3. Mentor the staff.
 4. Monitor deadlines.
 5. They are storytellers also...possibly the best ones.
 6. Run the yearbook social media accounts.
 7. Ensure all ads are completed.

Staff members: Storytellers

- ▶ The rest of the staff are storytellers. Whether they focus on writing or photography, they are responsible for doing all tasks assigned and telling the story of the year.

- ▶ What do they do?
 1. Constantly generate content, though they do NOT have to know where it will go or how it will be used.
 2. Are told to create or take great photographs and tell the full story through their reporting.
 3. Monitor the Zero/Zero list. Go to the 0/0 first. Then the 0/#. Then, and only then, do they reuse someone.
 4. Get quotes on everything. English classes. Homecoming. Everything.
 5. MAYBE team up writers with photographers to create a photojournalist team.
 6. Complete assigned beats.

- ▶ Index Report
 1. Generate coverage reports for the past three years.
 2. Give to staff members.
 3. Get a master name list at the beginning of the year.
 4. Compile the three reports into one Excel document with one column per book.
 5. List number or times each student appears in each book (seniors three columns, juniors two columns and sophomores one column).
 6. Ensure those who were underrepresented in past books are represented this year.