



# MAKING OF A MANUAL

A staff manual can make life easier by providing needed information and guidelines to staffers. This booklet is designed to give you suggestions on content and some samples.

## SUGGESTED MANUAL CONTENTS

- Letter from adviser (sample included)
- Letter from editors
- Mission statement (sample included)
- Classroom rules
- Grading information
- Overview of tasks
- Power structure of staff (sample included)
- Job descriptions
- Glossary of basic terms
- Basic yearbook information (necessary parts, description of signatures, ladder)
- Specific information on design, interviewing, writing copy, writing captions, scanning and photo composition
- Ladder
- Deadline calendars (sample included)
- List of coaches for all sports and their phone numbers
- List of advisers for all groups and the regular group meeting times
- Master schedule with all teacher's classes and classrooms
- Master list of all students with grade level

## SUGGESTED FORMAT

What works best for us is to include all the information in a three-ring binder (1/2 inch or inch size) with pockets. That way new information can be added as it becomes available. Revisions also can be handled easily this way. We buy crack-and-peel full size labels to run through the laser writer so we can customize and personalize each notebook.

created by:  
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Former JEA Yearbook Adviser of the Year

## SAMPLE STAFF MANUAL

The following pages contain the yearbook staff manual created and used by Lynn Strause while serving as adviser of the *Ceniad* at East Lansing HS, East Lansing, MI.

**SEE NEXT PAGE**

## STAFF CALENDAR



# November

SUN	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT
	<b>30</b> <b>HALF DAY NO CLASS</b>	<b>31</b>	<b>1</b>  MEET WITH EDITORS BY THURSDAY FINALIZE ANGLE OF SPREAD AND SECONDARY COVERAGE FOR DEADLINE #2 <i>(staffers with no assignment gather quotable quotes)</i>	<b>2</b> <b>HALF DAY</b>	<b>3</b> <b>NO SCHOOL</b> <i>(Or we're happy or what?)</i>	<b>4</b>
<b>5</b>	<b>6</b> all rough copy due to strause  all photo requests due	<b>7</b>	<b>8</b> all rough secondary coverage due  <b>Sherrin's Birthday</b>	<b>9</b> all revised copy due to editors  STRUASE IN NASHVILLE FOR NSPA	<b>10</b>	<b>11</b>
<b>12</b>	<b>13</b> <b>FINAL COPY DUE</b>	<b>14</b> rough captions due to strause	<b>15</b> <b>FINAL SECONDARY COVERAGE DUE</b>	<b>16</b> recheck of captions (optional)	<b>17</b>	<b>18</b>
<b>19</b>	<b>20</b> <b>FINAL CAPTIONS DUE</b>  <b>FINALIZE SPREADS ON COMPUTERS</b>	<b>21</b>	<b>22</b>  <b>DEADLINE NIGHT</b>	<b>23</b>	<b>24</b>	<b>25</b>  <b>Thanksgiving Break</b>
<b>26</b>	<b>27</b> <b>46 PAGES DUE AT PLANT</b>	<b>28</b>	<b>29</b>	<b>30</b>		



HERFF JONES

# Letter from the adviser

Completing the *Ceniad* is a tremendous project which will require extra time, patience and understanding on the part of you and your parents, cooperation among staff members and personal dedication, motivation and a sense of humor. You face an experience unlike any other that you will have in high school. I believe this class provides you with more practical experience than any other you will take during your high school career.

The payoff for all your work is a great sense of accomplishment. Unlike your academic classes, you'll be able to hold the finished printed product in your hands and say, "This is what we did." That product will be around for a very long time. That's one good reason to put your best effort into it. Another good reason is that *Ceniad* is a nationally-recognized publication. Staffs around the country eagerly await their copy of *Ceniad*, and many use it as a model of yearbook excellence.

This can be one of the most extensive training grounds provided for you in high school. You can get hands-on experience in desktop publishing, journalistic writing, photography, design, advertising, sales, budget and time management. Some of my past staffers who never expected to pursue a career in journalism are now professional photographers, editors of magazines and news writers. One used to work for the largest advertising firm in Washington, D.C. and another designed CD covers and publicity materials for Sony Music. East Lansing graduate Andrew Caldwell has his own architectural photography business in California. And our 2002 editor is now the editor of the State News, and the Society for Newspaper Design named him College Designer of the Year for two consecutive years. They all say the same thing: their experience on the yearbook got them through the door. So that could be another benefit.

The yearbook staff is half family and half team. That makes me your mom and your coach. Because of the nature of education, I'm also your boss. Here are a few things I strongly believe that may make me easier to understand, especially around deadline time:

- Anything worth doing is worth doing well.
- Hard work should be rewarded.
- We are preparing a product for the entire school population.
- I ask a lot of you but no more than I am willing to do myself.
- Certain behaviors will get you in trouble. Don't shirk your responsibilities, don't ever lie to me and don't ever, **ever** take advantage of me. Some things I never forget.

We're in this together. I'm here because I love to do yearbooks, and I love working with kids. I hope you'll feel the same along the way. Thank you in advance for your dedication to *Ceniad*. It's going to be a great year!

\* "We're not losers. We're just devoted to our craft." Strause



# Introduction

## mission statement

**“As yearbook staff members,  
our job is to preserve  
this school year  
for the entire student body!!”**



Hi, I'm yearbook nerd, as is apparent from my visage. I will appear throughout this manual with tips for new staffers and reminders for the old. See you on the flip-side!



HERFF JONES

# Hierarchy of Power

## POWER STRUCTURE

Even though the yearbook staff is made up of your peers, it is more like a job than school. Like any other job, some of the people have more power than others. As a staff member, you are responsible for certain tasks that are assigned to you: end of story. Either you get them done or the yearbook suffers. It is our goal to have the best yearbook possible, and we have quite a reputation to uphold. This means everyone needs to get all of his or her work done well and on time. In order to ensure that this happens, there is a hierarchy of power and responsibility in the Ceniad workplace. It follows that those with the most power also have the most responsibilities.



# Yearbook Staff Contract



I, \_\_\_\_\_, understand the following in regard to my Ceniad Workshop responsibilities:

- That I am responsible for reviewing and learning the contents of the staff manual.
- That the classroom rules must be followed and failure to follow them could result in a lower grade and/or being dropped from the class.
- That it is my responsibility to meet and complete all deadlines that I am given. I will make every effort to spend the time required, even extra time, to produce the quality of work required. This will be the major determination of my grade.
- I understand that I will be asked to help with the financial commitment of the yearbook including advertising, book sales and fundraisers, and that I must do my part in order to make the book financially successful.
- That Ms. Strause is available almost any time to answer questions and/or discuss concerns with my work or with the class.
- That the Ceniad staff is a team and a family dedicated to producing the best book possible, and I am willing to do my part for the team, the family and the book.

Signed:\_\_\_\_\_

Date:\_\_\_\_\_

Signed:\_\_\_\_\_

Lynn K. Strause

Class Schedule:	Teacher/Room
1. _____	
2. _____	
3. _____	
4. _____	
5. _____	

Please list regular obligations such as practices, club meetings or work that would affect when you could work:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# Classroom Rules

Because of the structure of this class and the job we need to get done, you will have more freedom than you may have in other classes. The understanding is that you have a job to do and I trust you to get it done. Don't take advantage. Here are some rules to live by:

**NEVER** neglect getting your work done. Do what you need to do outside class on your own time. "I'm going to go get some quotes"? Yeah, right! By the way, don't wait until the last minute—it shows.

**ALWAYS** be in the room when class starts. Otherwise you are tardy.

**NEVER** skip out early or leave during our class time without specifically telling Strause where you are going. Please be sure Strause is paying attention when you tell her where you are going. Don't take advantage of your freedom.

**ALWAYS** be willing to put in extra time. That extra time may be before school, after school, on production nights, in the evenings or on weekends. We expect you to complete quality work on time and be willing to help others.

**NEVER** miss a deadline. Remember that a lot of people depend on you to get your work done on time. If you don't, it holds up everyone. **WITH FEW EXCEPTIONS**, there is not reason to miss a deadline. Your grade and our delivery date depend on it.

**ALWAYS** ask for help when you need it. Don't fake it. We'll have to redo it. That makes us mad!

**NEVER** let "okay" be good enough. Your name is on it!

**ALWAYS** find out the facts and report them accurately. Never guess or substitute information. This goes double for spelling of names. Internet chat rooms are not a good place to conduct interviews because you can't be sure of the source. To maintain our credibility, we must conduct interviews orally rather than by email or as answers written out to questions you give the interviewee. The most frequently heard comment? "I didn't say that!" Be accurate.

**NEVER** let non-Ceniaid people browse through our pictures or other materials. This is for our own protection. Pictures have a way of disappearing when people are free to go through them.

**ALWAYS** remember that the book is for the entire school. Be constantly concerned with including everyone. After all, it's their book!

**NEVER** leave page folders or their contents home. Use good judgment about what leaves the room in terms of conversation with your friends.

**ALWAYS** respect other staffers: their ideas, beliefs and opinions. You don't have to agree with them; you do need to respect them.



## yearbook nerd says...



Don't stress out when deadlines are handed to you. It seems like a lot to take on, but when you don't procrastinate, you'll have it all done.

lauren  
trimble  
'03

### "CAN YOU PUT ME IN CENIAD, 'CAUSE I'M YOUR FRIEND?"

"It's not up to me who goes in the yearbook. My best advice is to get involved in a lot of activities, because the more you do, the more opportunities you have to be in the yearbook."

### "WHY IS THERE ONLY ONE FOOTBALL SPREAD?/WHY DOES MY CLUB ONLY GET A MOD?/ETC..."

There is only so much space in the yearbook. We try to give all sports equal coverage. Clubs that are not as active probably won't get as much coverage because there simply isn't much to cover. If you want to pay \$60,000 for the yearbook, you can decide what goes in it. Otherwise, get over it.

### IS IT OK IF I TURN MY COPY IN TOMORROW, BECAUSE I'M REALLY, REALLY BUSY TONIGHT?

No! The yearbook works on a deadline. Basically, that means that if you don't do your stuff, the rest of your group is screwed, and so are the editors and the rest of the staff. Ceniad is a class, and that means that it takes priority over extracurricular activities. If you're in a sport, club, etc., you should know how to manage your time. Unless you're dying, get your stuff done on time!

# FAQs

### WHAT AM I SUPPOSED TO DO?

If you don't know what you are supposed to do, ask anybody. If your stuff is done, then help someone else. There's always plenty of stuff to do.

### "WHY IS THE YEARBOOK RED/BROWN/NOT BLUE?"

Think about what a boring world it would be if everything was the same color! Do you really want four blue books sitting on your shelf for 50 years? By the way, it was red a few years ago because our yearbook company ordered too much ink for Everett's yearbook, so we got a red cover at a discount price.

### "CAN YOU MAKE SENIOR PICTURES BIGGER/IN COLOR?"

Color is expensive. We don't have that much money. Plus, too much color makes a page look bad, and especially when one person on that page only got black and white pictures. It doesn't match. As for the size thing, there is only so much space in the yearbook. So stop complaining!

### WHY IS MY COPY BLEEDING?

Ceniad can be like a job or an extracurricular activity, but most of all it is a class. Therefore, it involves learning. If there are corrections on your work, it is because you still have some learning to do about yearbook writing. Also, keep in mind that the yearbook is seen by the whole school, plus about 7,000 other people. We want our book to be as perfect as possible. Your extra effort will make it that much better.

# Ceniaad breakdown



We have two major tasks:

## 1 Making money

- selling ads
- selling books
- selling parent patrons
- other

## 2 Planning & completing the book

- organizing the staff & book
- making a ladder
- establishing style guide
- completing page assignments

Doesn't look so bad.

Here's the catch.

Many of these tasks need to be done RIGHT NOW!

It's imperative that we seriously sell ads right now. Hit your businesses now while they have money from their summer customers. It's crucial that we organize, plan the ladder, establish a style guide and complete 48 pages, including all the spot color, by the end of October. That's a lot closer than it sounds. To complicate matters, we produce a totally-digital yearbook so that means a lot more time on the few computers we have.

That's why we need to put in some extra time to get off to a good start and get everyone up to speed.