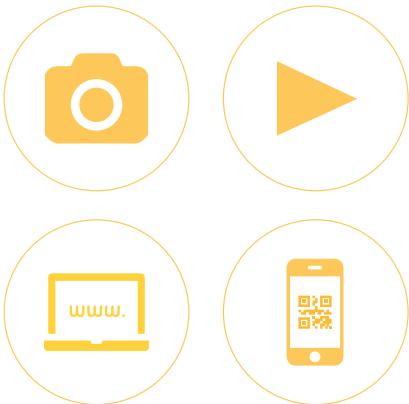# TELL THE WHOLE STORY

AS PART OF THE PRESENTATION RYAN DEMO GAVE AT JEA/NSPA SAN FRANCISCO 2013 AND BOSTON 2013, HERE ARE SOME TIPS TO TIE YOUR YEARBOOK INTO CONVERGENT MEDIA AND BRING ALL OF YOUR EFFORTS FULL CIRCLE. THERE IS A BASIC FOUR-STEP PROCESS: START WITH PHOTO GALLERIES, SET UP AN ONLINE VIDEO CHANNEL, CREATE A NEWS WEBSITE THEN TIE EVERYTHING TOGETHER WITH INTERACTIVE PRINT.

START A PHOTO GALLERY

1. Photographers take hundreds of photos at events, but only a few go on a spread.

2. Have a rating system.

   1 Star - Bad
   2 Stars - Online
   3 Stars - Spread
   4 Stars - Dominant
   5 Stars - One of the best photos you've ever taken

3. Set up an online photo gallery (such as zenfolio.com) your peers can enjoy. Be sure to pay for a premium account ($120/year) so that you will have unlimited storage, the ability to sell photos to raise money for your yearbook then you can easily apply watermarks to the photos so they won't be stolen and used elsewhere without your permission.
   *Note: If you sell your photos at $3/photo, you only have to sell 40 per year to break even.

4. Advertise your photos by posting links or the actual photos to your social media pages, your school's website, on posters or through email.

FOLLOW THE CARILLON

MAKE YOUR BOOK INTERACTIVE

Wish you could fit everything in your yearbook? Bring your book to life through interactive printing methods such as QR codes, digital watermarks and augmented reality. These methods allow you to give your school the entire story when reading their yearbooks by overlaying the print content with a virtual experience.

QR codes can be printed on yearbook spreads and take the reader back to galleries, videos and other online content that corresponds to the spread when the tag is scanned with a smartphone.

Digital watermarks, such as Digimarc, are invisible hyperlinks that are embedded within the spread that don't obstruct the design of the page with a tag or other scanable object. Instead, the artwork that currently exists on the spread acts as the scanable tag. Readers would simply scan the spread with the Digimarc app on their phone to access the online content.

Augmented reality literally brings the printed content on the page to life with virtual content that has been overlaid on top of the spread. The reader would scan the artwork on the spread and watch as video content begins playing over the printed content on the page.

SET UP A VIDEO CHANNEL

1. Chances are you already have a video camera (if you have an iPhone, you do).

2. Panasonic makes good HD camcorders for a moderate price.

3. Invest in a good microphone and tripod, no matter which camera you have.

4. Things to record:

   School Assemblies
   Interview players after games
   Profile an individual
   Voiceover on some stock footage
   Ask multiple people the same question
   Reactions to campus events, play reviews, etc.

5. Hosting:

   Youtube has a 15 minute video limit at first, but you can sign up for the partner program to remove the limit and monetize content.

   Vimeo is $9.95/month for HD, no ads, embedding and no limits; plus it has more of the "creative professional" feel.

6. Like a yearbook, online content needs consistency. Have the same fonts, title layouts and transitions on all videos. Also make sure you have a multimedia editor for quality control.

CENTRALIZE YOUR CONTENT WITH AN ONLINE NEWS SITE

1. Parts of an online news package

   Photography
   Video
   Written article
   Social media

2. Have a Twitter feed and use Twitter at athletic events (hootsuite.com posts to both Twitter and Facebook at once).

3. Embrace multimedia.

4. Integrate galleries, videos, soundslides, audio interviews, etc. If you have a Zenfolio account, be sure to link it to your website.

5. Require a photo with each post.

6. Have interactivity, such as polls, ratings, comments, countdowns, a daily schedule, panoramas, etc.

7. You want daily updates, so assign each journalist to a day of the week. You can also distribute weeks. For example, if there are ten writers, have each person write an article or make a video once every other week.

8. It doesn't have to be more work than you are already doing, so integrate it with yearbook. Reporters already interview people and take pictures for the book. For spread assignments, preface the work for the site as "one more mod." It could be a game brief or player profile or coverage of an interesting class activity that isn't important enough to go in the yearbook.

**VISIT THE CARILLON ONLINE NEWS SITE AT
HTTP://THECARILLON.ORG**