

GOTTA' HAVE ONE!

A YEARBOOK'S VALUE

WHY do students need a yearbook?

In twenty years when they're on social media, they will need to look someone up in their yearbook. Of course there are many more important reasons than just that! There's no other book like the one you're about to produce. It's a task that involves creativity, responsibility and a clear set of goals.

A single edition of a journalistic yearbook serves many important purposes:

MEMORY BOOK

No one else has as many photos of the events at your school during the year. Choose your photos wisely to help everyone remember as much as possible. Don't slight any activity or social groups in favor of others. Work diligently to include everyone—to have coverage that is both deep and wide!

HISTORY BOOK

Most people don't save all their school newspapers. They're often recycled hours after they're released. There's no other place where the events of the year are chronicled so thoroughly.

RECORD BOOK

Here's where research is important. Keep track of the facts, figures, scores, and dates and work to make sure you're accurate. Your yearbook will be a source of information for many years to come.

REFERENCE BOOK

A yearbook is a reference book. When memories fade, these photos become even more important. Make a real effort to include as many people as possible. Whether this means scheduling and including retakes, arranging photos in a logical order, or including an index, do it to increase the quality of your book.

PUBLIC RELATIONS TOOL

A yearbook is a public relations tool. It portrays the school climate to the community and to prospective students. An exciting yearbook showing school spirit and pride characterizes your school in a positive way that boosts the culture both inside your school and out.

In addition to the potential you have of selling copies to businesses in the community with legitimate uses for them (doctors, dentists, and Realtors who love to have them around for patients and clients), many schools use their yearbook to promote the school to outside groups and when applying for grants or awards. That's why it's important to work hard to document all the amazing people, activities, and achievements of your school, and that's why it is essential to always keep in mind impact your yearbook has on people's perceptions of themselves and of your school.

CORE EDUCATION CLASS

Producing a yearbook is an educational experience like no other. Not one other class or club will provide students with the kind of hands-on, real-world, cross-curriculum experience that yearbook does. In addition to experience in design, writing, desktop publishing, and photography, yearbook also develops skills in the areas of cooperation, collaborative working, responsibility, teamwork, dedication, decision making, and attention to deadlines and business matters like few other courses.

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