

# YEARBOOK LIVES HAPPILY EVER AFTER

## NO

No, yearbooks are not just history books of names, faces, and facts.

Yearbooks are not just scrapbooks full of photos, memorabilia, and autographs.

Yearbooks are not just Facebooks full of friends, connections, and profiles.

## YES

Yes, yearbooks are those things, but yearbooks are so much more than that, deeper than that, more significant than that. You see, yearbooks are storybooks full of drama, action, and emotion.

## MAYBE

Maybe great yearbook journalists excel because they know this:

Great yearbooks are full of great stories which are told with exceptional coverage, exhilarating photography, and excellent design.

Great yearbooks are totally packed, page after page, with detailed, personal, specific, exciting, funny, blood-pumping, heart-tugging stories that capture life frozen in photos, detailed in captions, and brought to life in copy and mods.

Great yearbooks cover everyone.

Yes, everyone—two, three, four times each.

It takes hard work and careful planning, but it's possible—and incredibly important—to reach each one and to include each one as many times as possible.

## LATER

It might be hard to understand now since so much of our world seems captured in space and time on the Internet, but later that will all be gone and replaced by new technology we cannot imagine.

The Internet is not permanent. It's fleeting. It's not secure. It's deleting. It's an ever-changing ethereal burst of electricity that cannot and will not outlast the printed page. That's why you are the real historians.

You capture life that will be passed down from generation to generation. Your future grandchildren will read the words you write and laugh at the pictures you take—the hair, the clothes, the phones, the iPad, and they'll say:

"Grandma, what was an iPad? You mean you had to hold it in your hand?"

Later, it will be different, and people will want to remember how it used to be.

## ALWAYS

That's why we implore you to tell stories rather than just spout facts. You're right—facts are an important part of the story, but facts are not the story. Weave the facts into the story, but don't leave the story out. That's the best part!

Everyone loves a good story, so don't hold back. Tell stories. Snap photos. Design pages.

And the yearbook will live happily ever after you. Always.



**GWEN**

**HERFF JONES YEARBOOKS**

678.907.1891

GJCHILDERS@HERFFJONES.COM