

Editor Positions and Responsibilities

EDITOR //

- Organizes ladder with editors.
- Takes attendance at meetings
- Works with editors and staff members to incorporate theme throughout book.
- helps supervise staff members.
- Creates a positive atmosphere for staff.
- Works with adviser to make decisions.
- Works with photo editor in photo selection.
- Edits stories, captions, headlines and other elements before sending pages to the plant.
- Determines where to hold the "final deadline" staff party after all deadlines are completed and received in the plant on time!
- Establishes communication with faculty to keep abreast of events and activities concerning academics.
- Attends all workdays and yearbook activities, you are the leader and need to set a standard.
- Keeps records of page submission to plant.
- Presents information at meetings that will assist members with consistent design.
- Tracks the progress of editors and staff members to ensure that deadlines are met with accuracy.
- Checks pages for production accuracy prior to plant submission.
- Maintains an accurate color-coded ladder diagram and confirms pages for deadline submission.
- Transfers ladder information to computer ladder (to Yearbook Avenue™ site).
- Establishes system to track deadline progress.
- Keeps a calendar of student events and activities.
- Maintains a calendar of events and works with the photo editor to make certain reporters and photographers are covering selected activities.
- Works with section editors and editor to ensure coverage of activities and events.
- Maintains an up-to-date calendar of events (using Yearbook Avenue) so photo opportunities are not missed.
- Edits (does NOT design) each Layout thoroughly with each staff member.
- Reports design progress to editors.
- Develops a listing of students already quoted in copy to ensure that a maximum of students get covered.
- Indexes all pages: Keeps track of all students pictured in book to assure fair coverage.

YEARBOOK BUSINESS + MARKETING (2pp)

- Set goals with adviser regarding revenue from yearbook, advertising and personalization sales.
- Work with the adviser and school bookkeeper to establish and maintain a balanced budget.
- Use the selling tools on YBA to create a process to track yearbook and ad sales.
- Manage all yearbook sales and keep orderly, accurate records. Monitor the financial standing of the yearbook at all times and conduct regularly scheduled financial updates for the staff to instill ownership.
- Plan and oversee the yearbook distribution event. (if we do this)
- Determines size offerings and cost options
- Uses the ItPays program to track advertisers
- Uses previous year's ad section to divide sales leads among staffers; assigns additional businesses as sales prospects (do we design ads)
- Collects, organizes and reports all sales data
- Enters information to ItPays
- Create deposits
- Conduct research to uncover the wants and needs to potential buyers for staff planning and production.
- Inspire successful yearbook promotional marketing and sales campaigns
- Ensure complete customer satisfaction with advertising and yearbook sales.
- Researches, understands, and creates sectional design to meet staff requirements
- Establishes ad sales guidelines; works with adviser and yearbook business manager to determine ad sizes and rates
- Works with Staff to confirm publication of all ads
- Design you're in the book posters and locker stuffers
- Maintain instagram account post at least one you're in the book picture a week.
- Create advertisement for the TV's in the cafeteria
- Find creative ways and places to market and sell our product.
- Advertise online image library to parents and students
- Design locker stuffers to notify students when they are in the book
- Student ads options for student's friends
- Promote/advertise signing party (tickets, posters)

PHOTO EDITOR

- Establishes a system for identifying portraits to ensure spelling and year classification accuracy.
- Communicates portrait opportunities with teachers, faculty and students.
- Layout and designs all mugs pages.
- Keeps track of senior portrait submission, Notifies seniors who are missing portraits, contact parent by mailing postcard, sending email or calling
- Knows all photo shoot and delivery dates.
- Coordinates group photos of each team need to schedule a picture day for sports and clubs and establish a method for identifying all members.
- Work with photographers when group shots are taken so the names are written down in the proper order and spelled correctly
- Keeps a calendar of student events and activities.
- Assists the staff with proofing and editing all images in photoshop.
- Manage all cameras and equipment
- Cull and sort all quality images and upload them to yearbook avenue
- Track each groups assigned photo days and review images to ensure quality
- Establish a system for approving images for each page
- Develops and maintains a list of students already pictured in book
- Presents educational information at staff meetings that will assist members with photography.
- Assists in the visual development of the opening, closing, division and/or other theme pages.

DESIGN EDITOR

- Establishes a design style sheet for all sections
- Edits pages with editor before pages are submitted to the plant.
- Understands and develops process for proofing layouts and error-free page submission
- Looks for an innovative approach for design ideas.
- Brainstorm with staff members to create an appropriate theme and look for the book.
- Assists in the visual development of the opening, closing, division and/or other theme pages.
- Maintains consistent designs of folio and all theme pages, including opening, closing and divider pages.
- Organizes and presents new concepts and ideas to help the class design better
- Presents educational information at staff meetings that will assist members with design.
- Assembles and posts an accurate example of each section, opening, divider and closing pages, detailing typography and graphic specifications.
- Work with marketing manager to make sure that the theme and style of book is expressed through our marketing efforts.

COPY EDITOR // FIONA

- Establishes a writing style sheet for all sections
- Edits (does NOT write) each story, caption and headline thoroughly with each staff member.
- Edits pages with editor before pages are submitted to the plant.
- Presents information at meetings that will assist members with consistent writing or editing.
- Reports copy progress to editor and section editors.
- Understands and develops process for spell checking and error-free page submission
- Looks for an innovative approach for story ideas.
- Assigns story and photos when events lend themselves to an accurate and new approach to coverage.
- Works with photo editor to make sure a reporter will be out with a photographer gathering quotes and asking quality questions

COMMITMENT FOR EACH STAFF MEMBER

- Recognize the extra effort and hours it takes to meet deadlines with accuracy.
- Recognize the meaning of **responsibility** to assure adviser and school administration that all material will be checked carefully to avoid **any** possible slander, libel, non-quoted opinions, and/or any copy, which might not represent the best interests of the school.
- Check every word and name in print for spelling accuracy.
- Maintain and update a Jostens Yearbook Planner and Yearbook Avenue Website with deadline dates and assignments.
- Assist other staffers with their tasks when necessary.
- Create a positive atmosphere in the yearbook room.
- Attend every staff meeting & workday.
- Checks www.yearbookavenue.com weekly for staff messages and assignments.

STAFF MEMBERS (Reporters, Photographers and Staff Assistants)

- Assume full responsibility of all assignments taken, including reporting and writing, photography, planning, designing and production tasks; signs staff contract for adviser's file
- Maintain a staffer notebook to record events, quotes, survey results, assignments; notebook should also serve as a journal for on-going recording of actual activities and the compiling of suggestions for future staffers
- Accept advice on assignments from editors and willing to improve where needed.
- Develop an awareness of audience's needs.
- Become familiar with production process.
- Print files before plant submission and make new prints after correcting. Keeps organized system of these pages.
- Run Spell check
- Maintain consistency of theme and color throughout the book
- Meet Deadlines
- Cover each event 2 times- page layout will be due 1 week after event was covered.

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Staff Positions and Responsibilities

ADVISER // KEITH ZAMMIT + HEATHER COX

- Establishes system of evaluating editors and staff members on assignments.
- Determines the final duty lists for staff members and coordinates efforts with the editor. Staffers are reminded that jobs are completed with the assistance of all staff members, not just by the one assigned as the leader of that job list.
- Oversees business side of the yearbook project
- Provides staff with new journalism trends.
- Provides staff with opportunities to learn more about journalism and the graphic arts by informing and/or taking them to workshops, speakers and conventions.
- Serves as a liaison between administration, Jostens' rep, plant consultant and staff.
- Maintains a record of all cost estimates and changes to ensure a balanced budget.
- Assists editors in designing spreads.
- Helps editors choose graphics that will be a reader's service, enhancing deserving content.
- Develops a method of executing design on computer systems.
- Presents educational information at meetings that will help staff with production; understands the meaning and need for multiples/signatures when submitting color pages.
- Assists in staff training of a) computer systems and/or b) production process.
- When deadlines are overdue, communicates with the plant and rep to avoid extra charges, late day accumulation and/or a later ship date.
- If late days accumulate, communicates with the staff, plant and rep to know of any extra charges, and/or a later ship date.