

# Jr. Hornet Yearbook Staff

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# Congratulations!

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2024-2025 Jr. Hornet Yearbook Staff

# Expectations

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- Yearbook Student/Parent Commitment Contract
- All staff members must sell \$500 in Ads.
- Requires out-of-school and after-school work
- We will primarily use Google Apps to include Google Classroom.

# New Staff Packet

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- Yearbook Commitment Contract
- Guide to Selling Ads
- List of Ads
- 2024 AD LIST

# Ads

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- Ad Deadlines
  - August 9th \$500 due
- Ad prices
  - Full Page Ad - \$220
  - 1/2 Page Ad - \$130
  - 1/4 Page Ad - \$80
  - 1/8 Page Ad - \$50
  - Patron/Sponsor Ad - \$25
- List of Requested Ads
  - Turn in to Mrs. Willis by August th.
  - Make sure to list relationship to the company
  - We will take these ideas and assign businesses to each student, so that we can split up the companies among the staff members

# Ads – Tips for Successful Selling

- Go in person or set up an appointment rather than simply calling businesses on the phone. It is more difficult for a company to say NO. Don't get discouraged--it may take 5 attempts before you get an answer from the buyer.
- Dress nicely. Use your manners- "Please, thank you, etc."
- Sell to local businesses rather than corporate businesses like Wal-Mart.
- If you have a yearbook, show off the ad section so that the customer knows what they are buying.
- If a business says, "No," please have them sign the Advertising Rejection List.

# What to Say

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OR

“Hi, Mr. / Mrs. \_\_\_\_, my name is \_\_ and I’m selling ads for Sanford Middle School’s Jr. Hornet Yearbook. I would like to know if you would like to purchase an ad for this year. The price for a full page ad is \$220. Would you like that size?”

- If the person who buys ads is unavailable, ask when you can speak to them. Make an appointment, and return on that day and time. Make a note to yourself so you don’t forget.

# What to Say

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“Hi, my name is \_\_\_ and I’m selling ads for Sanford Middle School’s Jr. Hornet Yearbook. May I please speak to the person who makes the decisions about ad sales?”

Then say:

“Hi, Mr. / Mrs. \_\_\_, my name is \_\_\_ and I’m selling ads for Sanford Middle School’s Jr. Hornet Yearbook. You purchased an ad last year in our yearbook and I would like to know if you would like to purchase one for this year. Here’s the ad you purchased last year.” (Then show the ad in last year’s yearbook.)

# What We Do

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- We document school events with pictures, captions and essays.
  - School Life
  - Sporting events
  - Clubs and Organizations
  - Academic competitions
  - Special events
- We document the culture of the school for the year 2021-2022.

# Staff Positions

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- Editor
- Co-Editor
- Photography Manager/Scheduler
- Marketing Manager
- Business Section - Ads section
- School Life Section
- People section (mugshots) and Grade Pages
- Clubs/ Organization
- Sports Section

# Editor and Co-Editor

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- Final Say!
- Leads and directs other committees to use common theme, colors, type, size, and fonts throughout book
- Checks pages for consistency and typos
- Assure we have photo coverage in all areas
- Design introductory theme pages and divider pages, and plan signing party in May
- Co-Editor - Assists editor in all above duties

# Business Section

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- Design Ads section
- Including recognition ads
- Ensure all purchased ads get in book
- Ensure all ads have correct graphics and texts
- Sell yearbooks via fliers, posters, etc.
- Distribute yearbooks in May
- Plan signing party in May
- Coordinate fundraisers. Input all school yearbook sales

# Photography Manager

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- All will do BUT the manager manages
- Update master calendar with events
- Work with all committees to ensure photo coverage of all school events
- Organize pictures in image library
- Assign staff to cover events (make sure your event gets covered)
- Keep cameras and SD cards ready to use
- Coordinate camera sign up sheet

# People Section

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- Create 'mug shot' section of staff and students
- Make sure all staff and students are in the book!
- Coordinate with HOMEROOM teachers
- Make sure names are SPELLED CORRECTLY and the name listed they go by
- Oversee picture re-take day
- Include surveys and interviews of students, ensure photo coverage of all grades

## People (Mug-Shots)

- Staff
- 8th Grade
- 7th Grade
- 6th Grade
- 5th Grade

# School Life Section

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## School Life (Events)

- Create pages for school life events
- Ensure photo coverage of all events
- Ensure correct spellings of name
- Winter Dance
- Field Trips
- Fundraisers/Parties
- School Competitions/ Surveys
- Who's Who
- D.A.R.E Ceremony
- Interviews/Surveys (various)
- Assemblies
- NJHS Induction Ceremony
- Student Council
- Science Lab Experiments
- Red Ribbon Week
- Student of the Month
- Field Day
- Library
- Lunchroom
- Beauty Pageants

# Clubs and Organizations Section

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- Design clubs and organizations page
- Ensure photo coverage of ALL clubs/orgs
- Ensure all names are spelled correctly
- Include pictures of clubs/organizations in action, events, awards, competitions, ceremonies. Include mission statement (what they do)

## Clubs & Organizations

- Scholar's Bowl
- Student Council
- Broadcast Journalism
- Peer Mediators
- Office Aides
- Library Aides
- YearBook
- Beginning Band
- Intermediate Band
- Marching Band
- Art

# Sports Section

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- Ensure photo coverage of all sports
- Group shots and action shots
- Make sure all names are spelled correctly and include coaches
- Design sports pages
- Include wins-losses scores

## Sports

- Football
- Cheerleaders
- Girls/Boys Basketball
- Volleyball
- Wrestling
- Cross Country
- Track
- Softball
- Baseball
- Wrestling

# It's IMPORTANT!

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- You are creating a product that people are paying a lot of money for!
- They should get what they pay for!
- Twenty years from now, students should open the yearbook you helped create and it should reflect:
  - Current events
  - Trends
  - Culture of the day

# Plus

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- There is a lot of freedom.
- You're the one with the camera.
- You get direct input into what the yearbook will be.
- You get direct input into what the yearbook will contain.
- You get to participate in special events.
- Yearbook staff looks great on your school resume.

# What this class is NOT:

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- A class that you get to goof off in.
  - You will receive a grade.
  - You can be removed from the class.
  - Again, the focus of this class is yearbook.
- This is not an EASY class. Know that up front.
- This is a Job! But a FUN job. :)