



# RECRUIT THE PERFECT YEARBOOK STAFF

A practical guide to finding and keeping the best students

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## **BALFOUR RECRUITING GUIDE**

This guide was produced by the Balfour marketing and education team. Vandegrift High School's yearbook staff served as the model for the cover photo.

Special thanks goes to the advisers who contributed their advice and experiences to the guide:

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# RECRUIT THE PERFECT YEARBOOK STAFF.

When it comes down to it, the students who make up the yearbook staff define what the book will be. Finding the right combination of dedication, talent and fun can make all the difference in making deadlines, managing stress and producing a memorable yearbook. We're here to make that process a little easier.

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# STAFFERS WANTED

*Finding talented and engaged students for the yearbook staff takes time and strategy*

## 1 REACH OUT

**Use the middle schools to your advantage.** Expose middle school students to the high school yearbook throughout the year. If you have an online presence, create a flyer about your website or social media sites. Ask eighth grade teachers for recommendations for students who have the time, understand the importance of meeting deadlines, demonstrate responsibility and maintain good school attendance.

**Make a trip to the middle school.** Have editors visit the middle school yearbook staff to encourage eighth graders to sign up. Stop by again when the yearbook comes out to personally share it. Incoming freshmen are looking for their niche and having a place in journalism could guarantee a four-year commitment.

### **Attend the eighth grade parent night.**

Have editors man a booth where they display the yearbook and answer questions parents may have.

**Get your counselors involved.** Let them know the benefits of being on staff. Explain the skills students will learn and the importance of involvement when applying to colleges. Encourage them to recommend an introductory journalism course, if you have one, for younger students looking to join the program.

**Ask faculty members to recommend potential staffers.** Fellow teachers know students you might not have met, those who may provide writing, design or photography skills to the staff.

**Think outside the box.** Visit with the art and graphic design teachers to find students who can create computer graphics, infographics and illustrations. Meet with the marketing teacher and/or DECA adviser to discover the next business manager or social media editor.

**Solicit recommendations from current yearbook staff.** They know who can handle deadlines and who will enjoy being part of the yearbook process.

**Reach out to former students.** Schedules and obligations sometimes conflict with staying involved in journalism. You'd be surprised how many students will return to the program if they know they're wanted.



## SEND IN THE RECRUITS

"Young talent is huge for the longevity of the program. We have an application process, and we require the current staffers to be personally responsible for recruiting new talent, one boy and one girl. Current staffers give out their phone numbers and are required to reach out to the recruits with encouragement and answers to any of their questions. If you just give them a platform to share it, it's amazing what great insight the current staffers have about the program."

-Mica Segal, Bellaire High School

## 2 GET THE WORD OUT

**Make your program and yearbook visible in the school.** Convince your principal the journalism program needs a display case for its awards. Also, showcase the best photos at local, state and national competitions. Enlarge images to poster size to feature around the school.

**Put information in school announcements.** Reach out to parents by placing a message in snail mail announcements, cable TV school announcements, school broadcasts and parent emails. Make applications available with an online link.

**Utilize the student media website and social media accounts to promote involvement in yearbook.** Create an ad, commercial or announcement promoting the program. Feature perks of the program, skills students will acquire and application deadlines.

**Have staffers promote the journalism program on their own personal social media.** Students are the best recruiters. To spread the word, let them be the voice for the program.

**Make a video.** Create a short, promotional video to create interest in the program. Post it on student media and social media sites, including staffers' social media accounts.

**Make presentations to classes.** Speak to AP English and elective classes (*art, web design, graphic design, creative writing, etc*). If you have them, consider relaxing journalism prerequisites to add upperclassmen who add specific skills to the staff.

## 3 MAKE IT PERSONAL

**Send written invitations to candidates.** Let students know they were recommended to join the publication staff. Include an application with the personalized invitation. Have current staffers deliver the invitations in person.

**Be sweet about it.** Up the ante with free yearbook swag (*buttons, pens, T-shirts*). Or add a treat with a message: a fun-size Snickers bar with a note: "It'd be sweet if you joined yearbook!" or mints with a note, "You were *mint* to be on the yearbook staff."

**Go in person.** Nothing is more personal than a current staff member talking face-to-face with a recruit.

**Have an open house.** Invite potential staffers and their parents to an information session with food and sneak peeks of the current yearbook. Have applications and deadline information available and current students there to answer questions.

"After my first couple of years advising, I accepted the reality students will not sign up for journalism based on the content area or my charming personality (not really) alone. Some prodding must take place or what I like to call "helping them recognize their strengths."

Students have a million cool classes to choose from, anything from Jewelry to Teacher Academy. These classes were never around when I was in high school. Journalism teachers must be proactive when getting students in their classrooms and building their publication teams.

Recruitment time is not my favorite time of year, but I've accepted it is necessary to maintain a successful and evolving journalism program and yearbook publication."

-Kari Phillips, Olentangy Orange High School



"Ask other teachers who they think would do well. Then, send a personal message to each of those students: 'A teacher recommended you as a good fit for yearbook...'" -Bethany Holt, Minnetonka Senior High School

# PERKS OF THE JOB

*It's not all about work. There are real advantages to being on yearbook staff. Share the benefits with recruits.*

## BIG PICTURE

Joining the yearbook staff provides an all-encompassing view of school life. Staffers meet new students, witness unique classroom activities, and see behind the scenes activities of clubs, games and events—aspects of school life not every student observes.

## LIFE SKILLS

Deadlines sound stressful, but they have benefits too. Staffers learn valuable life skills like time management, prioritization, problem solving, team building and conflict resolution.

## COMMUNICATION & WRITING SKILLS

Conducting interviews improves interpersonal skills and confidence. Writing and editing stories enhances skills learned in English class. And research shows journalism students have higher grade-point averages and ACT test scores.\*

\*Newspaper Association of America Foundation, 2008

## FUN & FAMILY

In addition to production work, there's a lot of fun along the way. Staffs play music, eat together and host holiday-related events. Yearbook is a place to make new friends and discover your yearbook family.

## CREATIVITY ABOUNDS

Staffers let creative juices flow as they move from the blank page to the finished book. They develop Photoshop skills; understand design principles; brainstorm theme ideas and concept development; learn typography and hierarchy.

## ALL-ACCESS PASS

When standing on the sidelines for the big game or covering assemblies, pep rallies, music or drama performances, photographers have a front row seat to history in the making.

## FOOD

From workdays to holiday parties, yearbook staffers love to eat, especially pizza.

## RESUME BUILDING

Colleges appreciate an applicant with a diverse resume and yearbook shows school and community involvement. Being an editor-in-chief or section editor is even more impressive.

## TRAVEL

Attending summer workshops also has benefits: facilitating staff bonding, experiencing college campuses, and getting a head start on the next year's book.

## AWARDS

Staffers can win kudos for photos, stories and design and be part of a local, state or nationally recognized staff.

## BE PART OF HISTORY

As the only permanent record of the year, staffers have a unique opportunity to preserve history. If it's not covered in the yearbook, will it be remembered? By preserving the memories with words and pictures, staffers have cemented their place in history.



**PRESS  
PASS**

*Standing on the sidelines for football games is only one of the perks of being on the yearbook staff. For a printable flyer showcasing more perks, see page 11.*



*"The best part about being on the yearbook staff is the environment enables students to create strong communication skills as well as establish leadership roles within our school. Yearbook staff consistently impacts our school's culture and creates valuable life skills." -Marty Heise, Eugene Ashley High School*

# WE HAVE AN APP FOR THAT

**An application is a useful recruiting tool when selecting yearbook staff members**

*Because being on the yearbook staff can be like having a job, consider requiring students to submit an application to join, even if you have open enrollment and accept everyone who applies.*

## **YEARBOOK STAFF APPLICATION**

An application shows prospective staff members yearbook is unlike any other class or club, having specific requirements and expectations. Sometimes just having to fill out an application will weed kids out. If they can't take time to answer basic questions about themselves, students won't be a good fit on the staff.

## **YEARBOOK STAFF CONTRACT**

You may also want to add any requirements and important dates to the application. Or, use a staff contract like the one on page 17. This includes expectations like staying after school, advertising/book sales, attending school events to take pictures, committing to summer camp and handling expensive equipment.

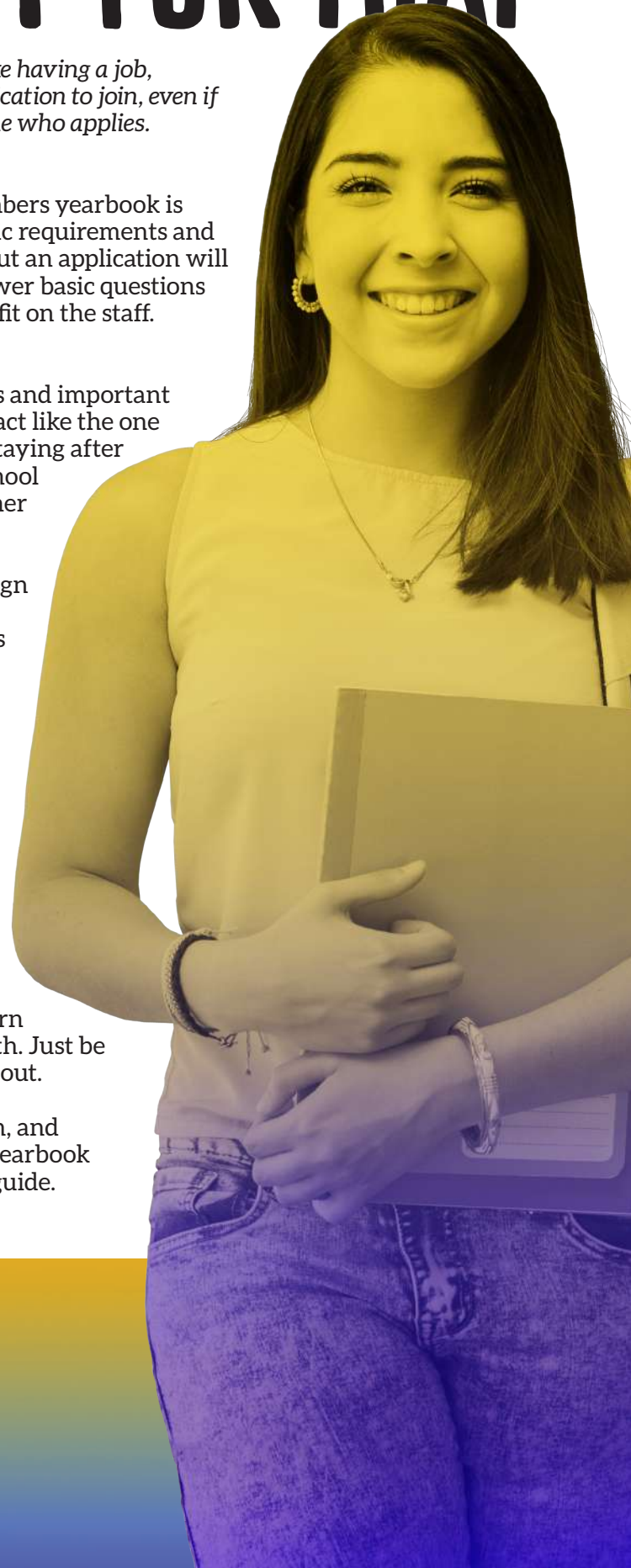
Include a place for parents or guardians to sign the application or staff contract. They need to be aware of the commitment their child is making. This may save you a parent call or conference later on.

Finally, don't be too picky. A student with AP classes may be a good writer, but may not have ample time. On the other hand, an average student who is honest, inquisitive, persistent and communicative would be a great addition. Build a staff that reflects the school population and has members from variety of clubs and sports teams.

## **YEARBOOK APPLICANT EVALUATION**

Having an evaluation form can help you learn more about applicants you're unfamiliar with. Just be sure to give teachers ample time to fill them out.

The sample application, applicant evaluation, and yearbook staff contract are from Balfour's Yearbook Curriculum and included at the end of this guide.



# MORE TO THE STORY

*Make smarter staff choices by getting to know yearbook candidates*

## INTERVIEWS—START THE CONVERSATION

Talking face-to-face with recruits and returning staffers provides valuable information in the decision-making process. Keep interviews short (5-10 minutes) to allow time to meet with all candidates. Consider having editors ask the questions to evaluate the potential staffers. To weed out students who won't give up free time, interview during lunch or after school. If students don't make the effort to be interviewed, they're probably not a good choice for the yearbook staff.

## QUESTIONS FOR NEW RECRUITS

- Why do you want to join the staff?
- What skills do you have that would benefit the yearbook staff?
- Are you willing to work after school to meet deadlines?
  - How will you balance other extracurricular activities?
  - Are you willing to attend games or events so they are covered in the book?
- What's your attitude about completing deadlines on time?

## QUESTIONS FOR RETURNING STAFF

- What did you like best about being on staff? Least?
- What did you learn this year that will help next year?
- What position do you see as your best fit? What additional things do you see yourself doing?
- What strengths do you bring to the yearbook staff?

## STAFF FEEDBACK

Before embarking on finding new recruits, take a moment to evaluate your current publication staff. Bring staffers members together and ask relevant questions:

*What worked well this year?*

*What didn't?*

*What could we do better?*

Have every staffer list three things to continue doing and three things to change.

Then discuss how the suggestions would be implemented. Use the feedback to refine your mission statement, goals and strategies for next year's staff. Post your mission and goals in a visible spot.



# BUILDING YOUR TEAM

**Appoint next year's editors in the spring when the current seniors are still there to coach them.** Have the new editors handle the last deadline and correct the final proofs. If you have a supplement, place them in charge of it. Although they will struggle, the graduating editors will be there to help. Appointing the next editors is vital for success, especially for positions like the business manager and social media editor. Ultimately, the process saves time and frustration, and the staff will be ready to roll in the fall.

**Name a junior editor, or managing editor, to shadow the editor-in-chief.** The second-in-command spends the year modeling the responsibilities of the senior editor. He or she should be involved in all of the editor's activities (*field trips, decision making, conflict resolution*) with the knowledge that it's not "for real" yet. This gives the junior EIC a year to prepare to lead the staff. Underclassmen like the stability of this structure and will anticipate the next book.

**Start a lettering program for journalism or yearbook.** Performing arts groups, like theater, choir and band, recognize members, so journalism should too. Use teachers to help develop criteria for lettering. Consider a point system where staffers can accumulate points for years on staff, leadership positions, work nights, workshop attendance and deadline completion. If funding permits, cover the cost of the letter, as well as the jacket. If not, distribute order forms to those who are eligible. Order jackets and letters, or frame the letters, and present them at an end-of-year celebratory event.

**Provide graduation cords for students who have been significantly involved in the program.** Establish a Quill & Scroll chapter, an international honor society for high school journalists. Q&S offers pins and cords to eligible staffers. The yearbook staff deserves to be recognized for what it has created for the school and community.

**Present end-of-the-year awards.** While awards have their flaws, they motivate students by building their confidence and reassuring them that they've found their niche. Recognize everyone's contributions with fun awards. Considering naming a "Yearbook Staffer of the Year," adding his or her name to a plaque prominently displayed in the classroom or school.

**Make time for fun activities.** Have dinner together on work nights. Take a break for wheelie chair races in the hallway. Have a culinary theme each week for Food Fridays. Let students take turns playing deejay, in charge of music selection. Dress up together for school spirit days. Have a Secret Santa or White Elephant gift exchange at Christmas. Give out cookies with post-deadline awards. Traditions help retain students because they become an entertaining and reliable part of their week, something to look forward to.

**Make sure to have an end-of-the-year celebratory event.** Have a picnic or banquet to celebrate finishing the year. Keep it exclusive or invite parents and friends. It's a time to distribute awards, eat, share photos and recall memorable moments. This event creates a team atmosphere and gets the returning staff excited about next year.

**Getting them in the door isn't enough. You need to be creative in keeping good leaders.**

**"Playing games, decorating and dressing up for themed deadlines, and making sure that we have plenty of favorite snacks and dinner motivates my staff." -Bernadette Cranmer, Granite Bay High School**



# OPPORTUNITY KNOCKS

## 'ROLE' WITH IT

It can be hard to have a hands-off approach when advising. For your own sanity, give editors autonomy and delegate responsibilities. So, what is your job?

• Set clear expectations and firm deadlines.

• Keep the staff motivated and organized.

• Encourage the staff to stay focused and meet deadlines.

• Assume responsibility for all money, incoming and outgoing.

• Review all photos and read all copy.

• Be the last person to handle pages and proofs.

### EDITOR-IN-CHIEF

- Supervises all staffers. Delegates tasks in a fair and equitable manner.
- Works with adviser and section editors to develop a workable schedule to meet deadlines.
- Ensures printer deadlines are met.
- Promotes teamwork and staff morale. Arbitrates disputes between staffers.
- Oversees theme development, ladder planning and production of the book.
- Acts as an idea source for design, writing, fundraising, photography and other creative problem solving.
- Writes yearbook copy and designs spreads as needed.
- Proofreads every page before submission to the publisher.

### SECTION EDITOR

- Reports to the section editors and the editor-in-chief.
- Responsible for the content and design of an entire section.
- Works with the editor-in-chief on design and structure of the section.
- Works with other section editors to ensure continuity.
- Proofreads copy for the section.
- Helps write stories, captions and headlines for the section.
- Instructs and assists designers and writers with their work.
- Checks layouts for completeness and consistency before submitting to the editor-in-chief.

### BUSINESS MANAGER

- Works with the adviser and editor on budgets.
- Manages the yearbook marketing, promotion and sales.
- Handles record keeping for all business-related matters.
- Responsible for money collected.
- Supervises ad pages and the preparation of ads. Designs or modifies ads when necessary.
- Sells advertising.
- Manages list of yearbook buyers.
- Organizes and helps distribute books.

### PHOTO EDITOR

- Reports to the editor-in-chief and adviser.
- Manages all photography and photographers.
- Ultimately responsible for the quality and timeliness of all photographs.
- Oversees photo requests and schedules photographers' shoots.
- Controls photo inventory and informs adviser of any misuse of materials. Ensures equipment remains well-maintained.
- Reviews photographers' work for over or undershooting and quality.
- Personally assumes specific photo assignments as necessary.
- Instructs and advises photographers on techniques and procedures.
- Resolves problems between photographers and other staff members concerning photo needs.



*"I love having copy editors — or as we started calling them this year, writing coaches. While I'll talk story with reporters, it seems to really sink in when a copy editor sits beside them and offers advice." -Julie Fales, Shawnee Mission South High School*

## Knowing the different job responsibilities can help staffers discover the best fit

### COPY EDITOR

- Responsible for all copy (*headlines, stories, captions*).
- Compiles a style book for staff.
- Ensures copy is edited for accuracy, completeness, interest, and for uniformity of capitalization, punctuation and spelling.
- Proofs all final copy before submission to the editor-in-chief.

### SOCIAL MEDIA EDITOR

- Coordinates with the business manager on promotion plans.
- Manages social media accounts, and maintains online presence.
- Works to reach larger audience.
- Promotes sales through stories, sneak peeks and announcements.

### WRITERS

- Writes copy specified by the editor-in-chief or section editors.
- Assists in brainstorming story ideas.
- Gathers facts for all assigned stories and attends relevant events for accurate reporting.
- Schedules and conducts interviews.
- Works with photographers to plan photos for stories.
- Ensures copy fits in allocated spaces.
- Submits final copy for editing.
- Learns stylistic and grammatical rules listed on style sheet (*e.g. titles, abbreviations, capitalizations, etc.*).
- Does not plagiarize.
- Uses fairness in coverage and does not disparage or libel anyone.

### DESIGNERS

- Reports to the editors.
- Draws preliminary sketches of layouts for approval by the section editor.
- Brainstorms coverage ideas with section editors and editor-in-chief.
- Carefully follows layout guidelines set by the editors.
- Produces all work on time.
- Makes final check of assigned pages for errors in design, copy or printer's instructions.

### PHOTOGRAPHERS

- Reports to the editor-in-chief and/or photo editor.
- Responsible for shooting photos as assigned. Finds a replacement photographer if can't attend an event.
- Asks questions about assignments to ensure a good understanding of what is required.
- Downloads images in a timely manner.
- Deletes poor quality images. Edits final images using photo software.
- Writes complete caption/credit information.
- Takes both desirable and undesirable assignments.
- Watches school schedule to ensure photo opportunities are not missed.
- Carries camera to capture spontaneous events.



# MEET ME IN THE MIDDLE

*Recruiting isn't just for high school advisers. Middle school teachers have staffing concerns too.*

## TARGET SIXTH GRADERS.

Reaching out to the youngest students on campus is a smart way to build your numbers. Ask the sixth grade English teachers who their strongest writers are. (You'll need staffers who can write captions and stories.) Have a table at the school's elective fair, choice night or clubs event. Create a presentation board that includes a description of the program, benefits and photographs. Make sure to have samples of the yearbook. Have current staffers there to answer questions and talk about the program.

## SHOW OFF TECHNOLOGY.

One of the incentives of working on a publication is the availability of professional equipment. Show off the computer lab, the video cameras and photography equipment. Bring photo gear to the elective fair. Also, take it to

classrooms when you recruit potential staffers. Let students know they'll have a chance to work with real, expensive and high-quality cameras and computers. That's a cool opportunity they shouldn't pass up.

## RECRUIT THE PARENTS.

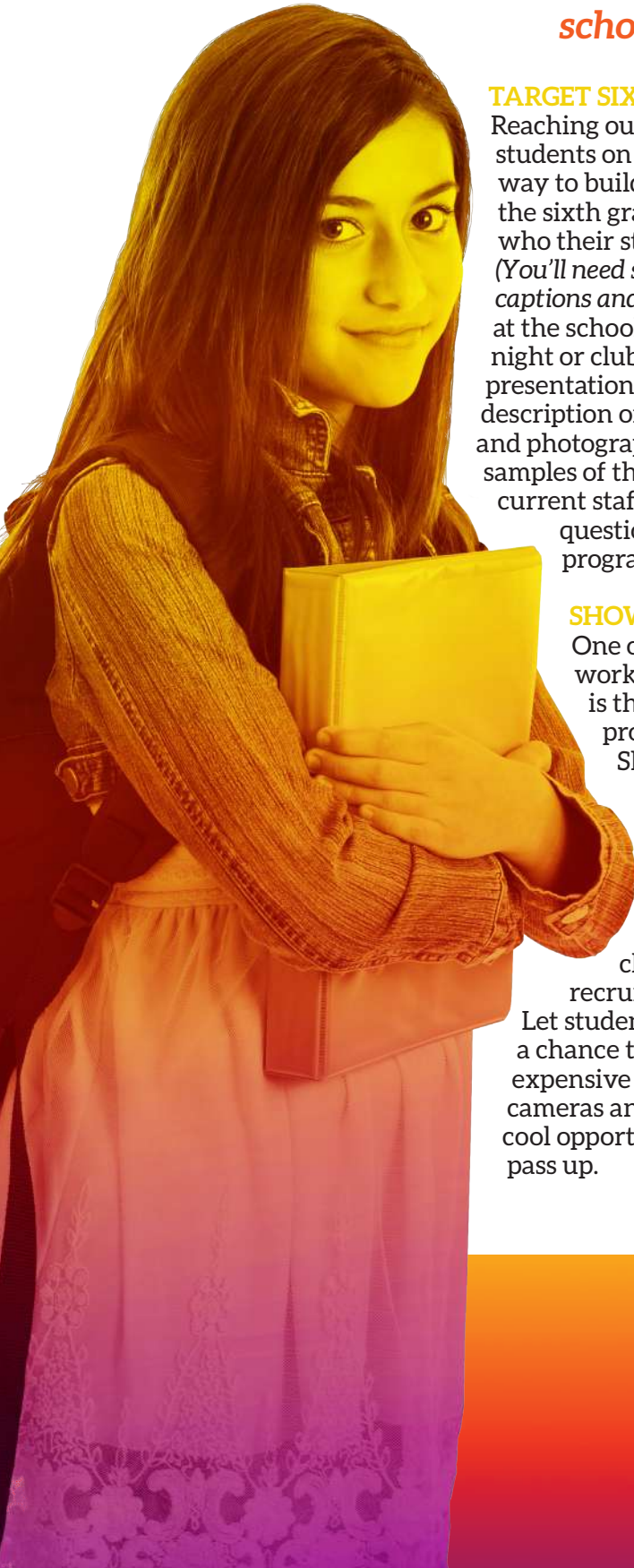
Parents of middle school students have a large influence on their decisions. Market your program to the adults, showing them the advantages of journalism. (See our cheat sheet below and page 4 for talking points). Email parents, letting them know about available spots on the yearbook staff. Create a flyer focusing on the benefits of journalism. Talk to parents at Open House and the spring elective fair.

## TALK TO STUDENTS.

Use the other subjects you teach as an advantage by recruiting students in your English, art or technology classes. You know their strengths and weaknesses. Also, reach out to other classes; ask colleagues for five minutes to promote the yearbook program. Visit one-on-one with recruits your current staff recommends. (Don't forget siblings.)

## JOURNALISM BENEFITS

- Express creativity
- Meet new people
- Learn photography and design
- Develop time management skills
- Improve writing and communication skills
- Create a real product
- Learn to problem solve
- Have a published book with bylines and photo credits



## SOMETIMES LESS REALLY IS MORE

*"When I became an adviser, I inherited a staff of 12. Our school is extremely traditional and people expect those traditions to be honored every year. I've contemplated adding staffers, but I always go back to 12. With nearly 1,800 students it is a challenge to cover everyone, but we stay organized, multi-task, and delegate responsibilities. Every staffer does every job—they are all writers, photographers, designers and sales people. Our editors keep everyone on task and deadline. I would rather have 12 super-staffers than 24 half-hearted ones." -Joy Davis, Oak Grove High School*

## WHAT DO YOU WHEN...

you need to motivate students.

*"Programs have to build momentum, and convince people it's worth it. Momentum will help with motivation. If students feel part of a successful program, they'll come back; they'll be motivated. Winning awards, even modest, small awards, creates momentum and motivates them. Also, build relationships with the students; take interest in their lives. Students work harder for teachers they know care about them. That helps build a foundation with students."*

*-Father Anthony Bigney, Cistercian Preparatory School*

the staff changes every year.

*"Even with a new staff every year, it is important to promote student ownership of the publication. A new staff has no loyalties to the former staff, outgoing editors, past ideas or even rejected themes that came before. They only have the challenge of earning more accolades for their efforts. Promoting summer camp and national conventions has always been beneficial in starting the school year with enthusiasm and energy or bringing a sense of motivation and passion for their publication."*

*-Marsha Kalkowski, Marian High School*

kids say it's too hard or too much work.

*"I say to them, 'You're right; it IS a lot of work. But you will never feel as proud or as accomplished about completing any other course in high school. And how's it going to look on your college resume when you can say you've been a part of a national award-winning staff? Having a book that shows you've dedicated the time to capture history for thousands of students trumps an AP or IB class any day.'"*

*-Stephanie Russo, Suncoast High School*

## BE SUCCESSFUL WITH PROGRAMS AFTER SCHOOL

*"As a Language Arts teacher, I have the benefit of being exposed to students who enjoy writing, designing and photography. Once I encourage them to join, they often reach out to close friends who share their same desire to do well in school and participate in well-rounded activities. It is hard, but my love for what I do transfers to students and imbues them with a real sense of purpose for the year-long project. Plus, I feed them—often!*

*Most importantly, I let staffers be themselves. They are comfortable around me and know they can have a lot of fun. However, I constantly remind them we have a distinct responsibility in the school, unlike any other organization. What we do matters for years to come. I think that inspires them to do their best work for me.*

*Since many of my afterschool personnel are juniors and seniors, they juggle work, sports, family, friends and relationships. Every year we become like a family, and I think this matters a great deal. We fight like a family, care about each other like a family and celebrate our accomplishments like a family. I wouldn't have it any other way, and my staffers know that."*

*-Eric Gershman, Springfield Township High School*

*"I have kids from all social groups and I keep an open door policy. If a student wants to bring a friend to a work session, I usually put them to work. I did that recently and the young man told me he was changing his schedule the next day." -Stacie Wulfert, Fort Zumwalt North High School*



# RESOURCE CENTER

*Whether you need flyers or forms,  
we've got you covered*

## FLYERS & POSTERS

The following pages offer recruiting flyers tailored to the different types of staffers you're looking for: writers, designers, photographers and social media editors. You can print them 8.5x11 or order them in poster size. The poster-sized options are double-sided so we recommend ordering two copies if you want to feature all four versions.

## APPLICATIONS & FORMS

We've also included several organizational handouts, from staff contracts to editor applications. They're also available in the Yearbook Curriculum, both online or in a book.

## NEED HELP WITH SOMETHING ELSE?

We have a wealth of resources to help with your yearbook needs:

### At Studio Balfour

**Presentations & handouts**—Copy, Design, Theme, Coverage, Photography, Ads & Sales, Staff Motivation, Time Management, Grading

**Yearbook Curriculum**—an 11-week curriculum organized by topic, also available in a book.

**Marketing & yearbook supplies**—also available by calling 1-800 order phone number

**Advice & tips**—[The Colophon Blog](#)

### Mailed directly to you:

**Elements Magazine**—November & April

**Yearbook Yearbook**—April

**Planning kit**—April

**Production kit**—August



*These 18 x 24-inch posters are available for ordering online at StudioBalfour. They are double-sided with one recruiting writers and designers, and the other social media and photography.*



*"It's so exciting to see students not just succeed, but really thrive in the yearbook room. I've realized this is what being an adviser is all about." -John Horvath, Hill Country Christian School*

# PERKS OF JOINING JOURNALISM

## TRAVEL

Attend workshops and conventions in Dallas, NYC and other cities.

## LEARN FROM PROFESSIONALS

Work with design, theme and photo experts to hone your skills and create a beautiful book.

## FUN

Holiday parties. Work night bonding. A place to make new friends and discover your yearbook family.

## BE PART OF HISTORY

The yearbook's the only permanent record of the year. Help tell your school's story.

## FOOD

Basically, so much pizza.

## SPECIAL ACCESS

Have up close and personal access to the sidelines of sporting events, pep rallies and other school events.

## RESUME BUILDING

Yearbook looks good on college applications. Being an editor looks even better.

## REAL WORLD EXPERIENCE

Learn valuable skills like time management, conflict resolution and team building. Not to mention interviewing, photo, writing and design skills.

## JOIN THE YEARBOOK STAFF

Gain real-world experience while leaving a mark on our school's yearbook. **Apply today!**

Applications available in room: \_\_\_\_\_ Deadline: \_\_\_\_\_



**TWEET.  
SNAP.  
POST.  
PUT YOUR  
SOCIAL SKILLS  
TO WORK.  
JOIN YEARBOOK.**

**balfour.**

**Apply today!** Gain real-world experience while leaving a mark on our school's yearbook.

Applications available in room: \_\_\_\_\_ Deadline: \_\_\_\_\_



**STORIES  
WORTH  
TELLING.**

**LEAVE A LASTING  
IMPRESSION ON  
OUR SCHOOL.  
JOIN YEARBOOK.**



**balfour.**

**Apply today!** Gain real-world experience while leaving a mark on our school's yearbook.

Applications available in room: \_\_\_\_\_ Deadline: \_\_\_\_\_

**SHOW  
YOUR  
SKILLS.**

**DESIGN PAGES  
READERS  
WILL LOVE.  
JOIN YEARBOOK.**



**balfour**

**Apply today!** Gain real-world experience while leaving a mark on our school's yearbook.

Applications available in room: \_\_\_\_\_ Deadline: \_\_\_\_\_

**FOCUS.  
CLICK.  
NEVER FORGET.  
SHOW OUR  
SCHOOL A  
NEW VIEW.  
JOIN YEARBOOK.**



**balfour.**

**Apply today!** Gain real-world experience while leaving a mark on our school's yearbook.

Applications available in room: \_\_\_\_\_ Deadline: \_\_\_\_\_

Date \_\_\_\_\_

Dear \_\_\_\_\_

We are about to begin taking applications for yearbook staff. We are interested in finding talented and responsible underclassmen who can contribute their skills to the yearbook next year. We value your opinion and would like to know if you could give us recommendations for our staff. Please write students' names and a short reason why you feel they should be considered.

1. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Thanks you for your time and your suggestions.

Please return this form to \_\_\_\_\_ by \_\_\_\_\_.

Sincerely

## YEARBOOK STAFF CONTRACT

Being a member of the yearbook staff requires a commitment. In order to avoid unnecessary conflicts concerning expectations and responsibilities, please read the contract and attached job description carefully before signing below.

### CONTRACT

1. I understand that as a member of the staff I will be responsible for working after school, weekends and during school vacations if necessary to meet my deadline obligations.
2. I realize working on the yearbook requires a professional attitude. I will strive toward fairness, accuracy and good judgment in covering the school year.
3. I understand the yearbook requires teamwork, and I will work hard at performing my role as a team member.
4. I understand that if, at any time, I fail to meet these standards, I will be dropped from the staff.

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Signature

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Date

### PARENT AGREEMENT

We have read the above contract and agree to support the program as detailed.

Our student journalist has our permission to leave campus on yearbook-related errands. We relieve the school of responsibility during such errands.

We also understand that our student journalist may be asked to participate in workshops or conferences away from school. Again, we relieve the school of responsibility and give our permission for attendance. If our child should break school or conference rules while participating, we will assume immediate responsibility and see that our child is returned home at once.

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Signature

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Date

# Yearbook Staff Application

Organization Resources  
handout

Name \_\_\_\_\_

Present Schedule	Teacher

**Class Next Year**

- 6       7       8  
 Freshman  
 Sophomore  
 Junior  
 Senior

**Next Year's Schedule**


Please list your extracurricular activities this year. Circle those in which you intend to participate next year. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

List any other activities outside school you will participate in this year. (Scouting, church activities, job, vocational programs, etc.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please place a check next to the areas in which you feel most qualified or which you would like to do.

<input type="checkbox"/>	<b>Writing</b>	<input type="checkbox"/>	<b>Fundraising</b>	<input type="checkbox"/>	<b>Interviewing</b>
<input type="checkbox"/>	<b>Layout/Design</b>	<input type="checkbox"/>	<b>Computer skills</b>	<input type="checkbox"/>	<b>Photography</b>
<input type="checkbox"/>	<b>Artwork</b>	<input type="checkbox"/>	<b>Proofreading</b>	<input type="checkbox"/>	<b>Sales</b>
<input type="checkbox"/>	<b>Photo editing</b>	<input type="checkbox"/>	<b>Typing</b>	<input type="checkbox"/>	<b>Organization</b>

# Yearbook Applicant Evaluation

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Date \_\_\_\_\_

Dear \_\_\_\_\_

\_\_\_\_\_ has applied for next year's yearbook staff. I would appreciate your help in screening this applicant to ensure a quality yearbook for next year. Please rate this applicant using the scale below:

- 5 — Excellent (Always displays this characteristic).
- 4 — Very Good (Almost always displays this characteristic).
- 3 — Good (Frequently displays this characteristic).
- 2 — Fair (Sometimes displays this characteristic).
- 1 — Poor (Seldom displays this characteristic).

<b>Dependable</b> (Responsible; completes assignments on time)	<b>Cooperative</b> (Completes assignments cheerfully)	<b>Sociable</b> (Works well with others; demonstrates helpfulness)	<b>Creative</b> (Has fresh ideas; can think conceptually)	<b>Organized</b> (Assignments neat and correct; can prioritize)	<b>Total</b>

Please use this space for any additional comments. \_\_\_\_\_

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Thank you for your time! Your participation in this evaluation is sincerely appreciated.

Please return to \_\_\_\_\_ by \_\_\_\_\_.

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