

Make your yearbook a success with this one idea. Nothing is more important than doing this in your 2008 yearbook.

Oakland yearbook error hurts seniors of 2007

To the editor,

A few days before Oakland High School's graduation, my daughter came to me absolutely sobbing because her senior picture was not in the yearbook. As I investigated the yearbook further, there were several seniors' pictures missing. I contacted the principal immediately and he assured me that he would look into the matter. I then contacted the yearbook publisher about the matter and the end result was that someone did not thoroughly submit the correct pages to the publisher. It does not matter to me who is to blame. What does matter to me is that the situation be resolved properly. To resolve the situation, they reprinted 50 pages to be sent out. There were four pages missing — two pages of 25 seniors and two pages of the superlatives.

ADVERTISEMENT I did receive my pages and a check refunding my money that I voided and sent back to the principal. The whole point in this being — I feel as though every senior who purchased a yearbook should receive their insert pages. I never asked them to reprint the entire book. All I requested was that every senior who received a yearbook to be given these insert pages and from the way my math works that was not done.

This unfortunate situation proves to me even more as to how much greed is in this world. To some this may be no big deal, but to my daughter her heart was broken and she will always remember this as a part of her senior year, and my heart is broken for her and the others who care if their senior picture was not in the yearbook. I feel as though I did not ask for much on behalf of these kids, but apparently I did.

Frances Slover
Corner Road

BACK TO THE BASICS

Everyone in every book—3 times!

Take a few seconds and read the screenshot we grabbed from a small-town American newspaper's website above.

Looking past the obvious emotional issues, this story came my way (from a Google alert) just as I was starting this issue of the newsletter. And it was enough to tell me that it is time to again remind all the yearbookers out there about the most important thing they can do to make their yearbook successful—put everyone in the yearbook!

Sounds too easy?

We fully realize that this sounds totally elementary. Of course you are going to put everyone in your school in your yearbook. But did you do that last year? Were all the students in the yearbook? Were they in more than just their mug shots?

If you did put everyone in your school in your book three times—WAY TO GO! If not, then from the first day of school we want to encourage you and your yearbook staff to make it

The screenshot above was taken from a website of a small-town, American newspaper. To save the yearbook staff any embarrassment, we won't reveal their city or state.

your stated goal to put every single, solitary person in your school in your yearbook at least three times. And let everyone know you are doing it as well. Make a big deal about it. Promise them you'll do it. And then do it.

Never let a letter to the editor like the one above be in your local paper. Always remember that you only have one chance to put everyone in your school in your yearbook and that chance is gone once the yearbook is printed. Printing special inserts doesn't count. By the time you get to that point, the damage is done.

Set that goal today. And then use the system at right (or any other that you design) to make it happen.

If you are using YearTech Online, we have a special new tool that will help you accomplish this. See page six for more about that cool new feature. Then get going on getting everyone in your book three times!

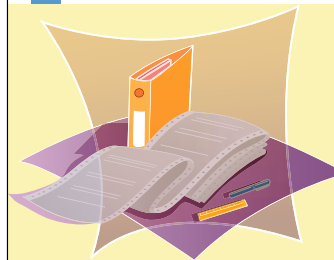
A HOW-TO IDEA

Putting them all in your yearbook three times is easy

You may think that putting every person in your yearbook three times is too big a goal or just impossible to do, but you would be wrong. All you need is a system. And to follow that system. Here's one you can use, or create your own. Just get one and stick with it. That's the key.

Our system

To begin, get a list of every student in your school from your office. Make sure that everyone is on it, and ask the office to provide you updates



of new students on the first of every month.

Then post that list on the wall in your yearbook room. Get three different color highlighter pens. When someone is in the yearbook the first time, highlight his or her first name in pink. When he or she appear the second time, highlight their last name in yellow, and when he or she appears the third time, highlight his or her grade in green. Keep up with it and make sure that by the end of the year everyone is highlighted three times.

That's all there is to it.



THE NUMBER ONE TRUISM OF YEARBOOK

Put everyone in your school in your yearbook at least three times. Make it your goal and get it done. Nothing is more important to the students in your school. Nothing will do more to make your yearbook a success than that. Do it!