

Just for today...

# Consider Chronological

You have probably been organizing your yearbook in a section format forever. It's the traditional way we do things. But as you begin planning your 2009 yearbook, we would like you to take a moment and consider organizing it chronologically. The way it actually happens.

## Why you should consider it

Here are some reasons why we think a chronological, day-by-day approach to yearbook just might work for you. Let's look at some facts to start off.

- ➔ School starts at the end of summer and ends at the end of spring. So often we leave spring out.
- ➔ Traditionally, yearbooks have bunched coverage together by topic. All sports happens in a row, and the reader then jumps back to the beginning of the year in academics, then in student life, then in clubs. This isn't how life works every day.
- ➔ Chronological coverage tells the story in a normal timeline—day-to-day, just like your students live it.
- ➔ It's easier than you think to organize it this way.
- ➔ It makes it easier to meet your deadlines, especially if you are doing an all-color yearbook next year.

## How to go chronological

- ❑ Plan your content by listing all the topics you want to cover. That part is easy.
- ❑ Begin by brainstorming everything that happens at your school, starting with all preparation for this school year (summer workshops, practices, in-service days, etc.).
- ❑ List all sports, activities, academics, performances and club activities.
- ❑ Then organize them by listing their start and ending dates.
- ❑ Start your yearbook with the summer, continue with fall, winter and spring. In each area, cover all the topics you usually cover, just list them in order from the front of the book to the back. When your students read the book, you are taking them on a trip through this school year from start to finish.
- ❑ Plan now to cover the part of spring that comes after your yearbook final deadline. If you produce a yearbook that you distribute prior to school getting out for the year, your final deadline is in March or

April. So much happens at your school after that date. Those activities, sports, performances and other milestones (like graduation) deserve to be covered as well. You can do that by creating a spring supplement that fits easily into your yearbook after it has been distributed.

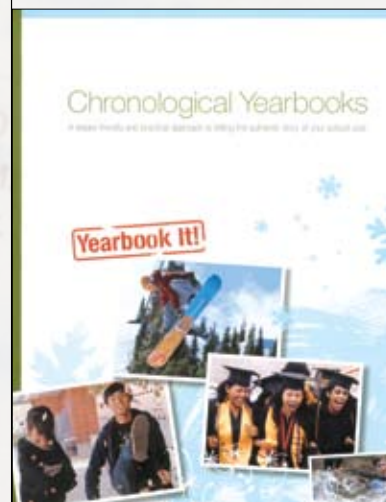
- ❑ Since people are at your school all year round, your portraits and group shots can all go in **one special "People" section**.
- ❑ Yearbooks done chronologically truly need an index so that people can find themselves, their friends and the topics they are looking for. Make sure and use either of Jostens' easy indexing tools to create yours.
- ❑ Plan your deadlines so that you can submit pages in an easy and logical order.

## Tools to use

So if you are ready to give it a try, we have some very helpful tools you can use.

- ❑ See the Fall 2007 Special issue of *Adviser and Staff* magazine for the basics.
- ❑ Jostens ladder diagrams make it easy to plan your yearbook this way.

- ❑ We have a brand-new publication we will send you right away. It's called *Chronological Yearbooks*. If you are interested in



experimenting with this method of book organization, it is the best place to start you on that road. Inside, you will find a Yearbook Builder worksheet that lets you easily see how your current book distributes pages now and helps you move those page allotments into a chronological coverage scenario. Then you find a ladder diagram specifically for chronological yearbooks. How much easier can it get?