

Marketing and Planning Guide

Yearbook Interactive™

By



Marketing & Planning Guide

Digital Supplement
to the Printed Yearbook

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1 ORIENTATION

This guide is designed for use by yearbook faculty advisors, student editors and production staff, and the business/marketing team in making your school's *Yearbook Interactive by Jostens* project a success.

With careful planning and teamwork – and the easy-to-use *Yearbook Builder 2.5* software program – you can reach an unprecedented milestone of creating a dynamic multimedia yearbook on CD-ROM for your school.

Look for these pages in this section of the manual:

1.0 Welcome

1.1 What is *Yearbook Interactive by Jostens*?

1.2 How We Can Help You Succeed

1.3 The Manual at a Glance

1.0 WELCOME

You are about to launch a unique project that will:

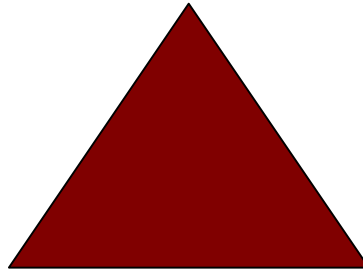
- Put you immediately in the next wave of creative yearbook technologies that are surprisingly cost-effective and easy to use.
- Preserve forever the most memorable highlights of your school year – the lively sounds, the moving images, the colorful happenings, the lasting relationships – all on a high-quality CD that you can pop into your computer any time you want.
- Provide a permanent multimedia supplement to your traditional print yearbook that will bring priceless memories vividly back to life at the click of a button.
- Keep you in touch with the unforgettable key people that made up your school year -- just as they were at the time -- the colleagues, the teachers, the administrators, the friends that surrounded you.

Yearbook Interactive by Jostens is about to accompany you on a creative journey that will be a lasting part of your experience this year – and give you the satisfaction of contributing to the positive life experience of hundreds of your friends.

1.1 THE MANUAL AT A GLANCE

The *Yearbook Interactive by Jostens* Marketing and Planning Guide is organized around a triangle of functions that will make it all happen:

ADVISORY LEADERSHIP



STUDENT CREATIVITY

“THE BUSINESS”

- **ADVISORY LEADERSHIP** – The school interactive yearbook advisor or advisory team is critically important to the success of your *Yearbook Builder* project. The faculty advisor is the team captain and the key to channeling all the resources that are essential for success.
- **STUDENT CREATIVITY** – The production team for your *Yearbook Builder* product will vary somewhat from the traditional yearbook staff. Besides the customary student editors and co-editors, you will also have a technical director (or directors), an art director with a flair for computer graphics, plus a video director to prepare the video clips for the yearbook. Actually, the *Yearbook Builder* software is perfected to the point where even moderate skill in these technical areas will produce a terrific yearbook.
- **“THE BUSINESS”** – This is the marketing team of students and supportive adults who will spread the word and build support for your new multimedia yearbook project. Naturally, a competent student marketing director should be selected to

coordinate the campaign under the direction of the faculty advisor.

Each of these three vital players (teams) will be the subject of a section in the pages that follow.

Keep in mind that this information consists of recommendations and suggestions. Based on your own experience and the unique needs and circumstances of your school environment, you will of course feel free to adapt this material as needed.

2 LEADERSHIP

As with all worthwhile projects, your *Yearbook Builder* multimedia project depends first and foremost on leadership from the faculty advisor or advisory team.

Look for these pages in this section of the manual:

2.0 A word to the yearbook advisor

2.1 Create your vision for the year

2.2 Alliances for success

2.3 Your team

2.4 Getting started

2.5 Training tips

2.6 Motivation

2.7 Master time line

2.8 Measuring progress

2.0 A WORD TO THE YEARBOOK ADVISOR

Welcome to the ***Yearbook Interactive by Jostens™ Marketing and Planning Guide***. We are committed to the task of assisting your school in producing a multimedia product that will apply state-of-the-art interactive CD-ROM technology to the task of assembling a computerized school yearbook. The result will be a disk that combines words, color graphics, sound and action, creating an affordable, long-term system to store and retrieve your school memories.

Thank you for including a multimedia yearbook in your educational program. Multimedia is quickly becoming an integral component in many modern learning systems, and we applaud your school for recognizing its importance and relevance in today's curriculum. Students who become familiar with how to compile and present information using modern computer-graphics tools will be developing invaluable skills for the future.

We look forward to working with you and assure you that we will do everything possible to help you reach your goals.

2.1 CREATE YOUR VISION FOR THE YEAR

Wouldn't you agree that every major objective starts with one's feet firmly planted on the ground? Therefore, we suggest you sit down at the computer and explore for a few minutes the extraordinary capabilities of the *Yearbook Builder* software. Become familiar with the layout and creative options available at the click of a button. Allow yourself to visualize the customized finished product. Experience in your mind the excitement of students and families as they relive the highlights of the school year.

In effect, you will be the "memory master" behind this project – with the power to help students preserve the lasting sights, sounds, images, and words that will forever be a part of their lives.

Because *Yearbook Builder* is a breakthrough technology that will forever change the way you think about the purpose for, and delivery of, the school yearbook, start by putting down a few thoughts concerning your goals and objectives in serving as faculty advisor to this project:

1. What new experience do you hope to provide for your school and your students by virtue of this new technology?

2. How do you believe you can benefit personally and in respect to your career by participating in this new kind of yearbook production?

3. How will this new kind of project help your students grow and advance in their training?

4. How can you use last year's experiences with traditional or interactive yearbook production to improve the quality of this new interactive kind of yearbook? Consider last year's project:

What were its strong points? Its weaknesses?

What did the student body like? Dislike?

What did the faculty and administration like? Dislike?

How can you eliminate previous problems?

Talk to past staff members to get feedback on what problems occurred and how to avoid them.

5. Discuss previous production processes with your yearbook representative. He or she is a good source of information about any problems or concerns that occurred with previous yearbook productions and can give you plenty of insights on things to avoid or things to consider. Put down some of the key suggestions here:

Your vision of the finished product will guide the unfolding of the project from beginning to end. Because of the multimedia dimensions of *Yearbook Builder*, this can be the most extraordinary yearbook endeavor in your school's history – and the foundation for many such audio / video / text chronicles in the future.

2.2 ALLIANCES FOR SUCCESS

No one knows better than you the importance of aligning the talents and experience of many different departments and groups in creating a yearbook.

However, because *Yearbook Interactive by Jostens* is a unique and different kind of creative enterprise, we are providing this added checklist of potential resources to guide you in putting together your definitive team:

Alliances

Yearbook Interactive by Jostens	Toll Free support (877) 433-8046
Photography & Art Department	Media and artwork
Athletic Department	Source for photos and video
Bookstore	Source for Marketing
Student Body Officers & Advisor	Source for Marketing
Historian	Source for photos & resources
School Multimedia Department	Video Editing
Administration	Marketing Opportunities
Parents	Source for photos & video
Clubs & Organizations	Source for photos and video
PTA	Fundraising opportunities
Journalism Department	Literary Resources
Business Department	Source for Marketing
Photography Department	Photo Editing

2.3 YOUR TEAM

2.3.1 Building a Staff

To be effective, a yearbook must be a team project involving many students. There is too much work and imagination required for the yearbook to be the project of one or two students. Just as in a "real" job, everyone plays an important role, so the advisor must "hire," manage, and cope with the "employees."

Once you've "hired" the staff, keep them busy, and make sure they're productive. Put them through a training program. Make sure they learn the principles of design, selling ads, and writing copy. Yearbook compilation offers immediate, tangible, and

creative experiences that few other courses provide, and well-trained staff members will profit most from the experience.

Organize the staff to capitalize on individual talents. Staff members should understand their job descriptions completely and feel that their contributions are critical to the yearbook's success. During the organizing stage with the new staff, include discussions on communication. Keep communication lines open and include short periods for discussion of special items. Make sure the staff meetings are fun. Consider a parent group that will bring in pizza on deadline night or help with a fundraiser when needed.

2.3.2 Suggested Organizational Structure¹

The following are the roles required for the Yearbook Interactive by Jostens project. Depending on the size and composition of your staff, you may want to combine roles or have multiple members share a role.

Senior Editor to oversee the entire project

Grade 11-12

A person of maturity and leadership who is a team-builder with the commitment to complete the job. Must have creativity, communications skills, and the ability to delegate effectively. Should be a well-rounded person who is well-liked and respected by the other members of the team.

Co-Editors (5) -- one for each category of the *Yearbook Interactive by Jostens* model: Sports, Organizations, Student Life, Academics, People

Grade 11-12

Well-organized students who are very interested in the *Yearbook Builder™* program and who have time to commit to its success. Must have experience with computer graphics and computers in general. The job will be easier if the editor is well known by many other students and teachers.

Technical Director (1)

Grade 11-12

This person is a technical computer buff who likes solving problems and has time to commit. He or she will be responsible for making

¹ All positions mentioned here are only suggestions. The grades noted are also suggestions, assuming that the student has had some experience in something similar in the past.

sure all computer-related projects go well. For example: ensuring that music can be recorded onto the computer; checking that photos are scanned in correctly and stored in the proper location.

Art Director (1)

Grade 11-12

This person is someone with creative flair and familiarity with computer graphics. Creates graphics for use in the multimedia yearbook. This individual will oversee all graphics pertaining to the interactive yearbook.

Video Director (1)

Grade 11-12

Oversees the filming and editing of video to be put in the interactive yearbook. Individual must be well organized and be willing to delegate jobs to individual classmates for filming purposes.

Marketing Director (1)

Grade 11-12

Oversees "the business" – the proactive outreach campaign to market the multimedia CD-ROM yearbook to students, parents, faculty, and involved community leaders.

Marketing Assistants (3 to 5)

Grades 10-12

These are the assistants to the Marketing Director who extend the outreach campaign into various constituencies throughout the school environment and even into the community.

Note: You may consider using this project as a tool to help prepare your 11th grade staff members for their 12th grade leadership roles on staff.

2.3.3 Tips for Staff Organization

No matter what kind of schedule you have, staff organization is still a key to success. Advisors at schools with block schedules can modify the traditional staff organization format to stay on top of the yearbook production process.

- Create new positions based on staff needs, e.g. production manager, computer facilitator, etc.

- Assign copy and/or design editors for each category.
- Create work teams for each category or sub-category:
- Each team includes 2 or more team members. Teaming creates better communication and more productivity. With 2 or more people focused on a task, the job is more likely to get done on time.
- Create a daily agenda.
- Post the daily agenda. Designate one day each week as an "After School Work Day." Do this early in the year so staff can set aside specific days ahead of time.

2.4 GETTING STARTED CHECKLIST

2.4.1 First things first

To avoid potential problems, complete the following checklist as soon as possible, and begin to implement the steps for success:

- 1. Go through your *Yearbook Interactive by Jostens™* support materials to become familiar with the recommended strategies.** Adapt these ideas to your own circumstances and school environment.
- 2. Organize your work area.**
 - Establish a filing system for photographs, negatives, layouts, written copy, typed copy, corrected copy, etc.
 - Give yourself plenty of room.
 - Arrange for locked storage space.
 - If possible, arrange for a direct phone line into the yearbook office.
 - If you're teaching more than journalism/yearbook, you may want to establish a separate desk or office for yearbook business.
- 3. Organize your staff.**

- Choose editors, and meet with them to make sure they understand your role as adviser and their roles as student editors.
 - Discuss the transition from the former advisor's methods to yours.
 - Assign areas of responsibility (audio, video, writing, photos and assembly).
 - Participate in team-building activities such as group picnics, parties, etc.
- 4. Incorporate your ideas for change based on last year's book.** (See item 3 under section 2.1 for an outline of questions to ask yourself.)
- 5. Develop a strategy concerning the approach that you want to take.**
- Gather input from students, faculty and administration on what they'd like to see in this year's interactive yearbook.
 - Start to plan the "book's" direction, theme, and page format.
- 6. Set your page deadlines.**
- Establish mini-deadlines ahead of production deadlines.
 - Determine which sections must be done by each deadline.
 - Aim for more sections than needed.
 - Add more time to each deadline to cover last-minute problems.
 - Concentrate on two deadlines at once.
- 7. Implement the marketing program.**
- Read and follow the instructions in the marketing section of the manual ("the Business")
 - Start planning yearbook sales.
 - Remember to target both students and parents.
- 8. Build up the yearbook materials systematically.**
- At the beginning of the year, after all categories and sections have been assigned, use a "spread assignment envelope" system to keep track of all the information regarding that spread. (The "spread" is a page layout.)

The envelopes can include:

- The submission page envelope for the spread
- A layout or printout of the spread design
- Pertinent background information
- Photos filed as they are taken
- Photo labels
- Anything else that will help the staff member succeed.

2.4.2 Note on how to make the system run smoothly

Color-code the folder or envelope according to deadline. Use a different color for each deadline. For example, choose green for the first deadline and blue for the second. Distribute envelopes at the beginning of each deadline. Have staff members fill in their names, the spread idea or topic, and the page numbers on their assignment envelopes. Throughout the year, as staff members collect background information, photos, quotes, etc., they add these to the envelope. That way, as the year progresses and deadlines get closer, staff members have everything they need to stay on track and get the job done.

2.5 TRAINING TIPS

The *Yearbook Interactive by Jostens* program is above all a learning experience for the yearbook team as they acquire new skills and build self-esteem. Here are a few tips to assure that you optimize the learning experience for all of the participants:

- **Share the vision.** Let everyone know where the multimedia project is heading. Take time to have your computer-support experts demonstrate for all participants the options available in the software program. Let everyone know from the beginning that the project will achieve remarkable results – and that they will be the “authors.”
- **Clarify the roles.** Make sure all players have a clear understanding of what they are to accomplish. Prepare clear and simple job descriptions for each role, and take the time to brainstorm the details of implementation with each player.
- **Extract the learning.** In every case, but especially if the yearbook project is being articulated to classroom programs, help participants to assess the development of new information, skills, and competencies as they complete the

yearbook project. Often keeping a journal will help the student focus on insights and “ah hahs” that emerge from the experience.

- **Keep things “horizontal.”** Training and learning seem to develop better where the learning environment is self-directed and team-oriented. The leader’s purpose is to guide the participants to use their skills toward useful ends. Too much “vertical” management can stifle initiative.
- **Make them accountable to each other.** Every successful project depends on performance and follow-through. Use this project as a training ground, for teaching the participants to take responsibility and meet agreed-upon deadlines. Use peer-response and feedback to channel actions in the most productive directions.
- **Celebrate as you go.** One big advantage of the *Yearbook Builder* format is that you can see the results jump out at you at every stage of production. In a traditional yearbook undertaking, the finished product never emerges until the final stages. With an interactive process, you can savor the taste of success at every stage – and have fun doing it. You will be amazed at the energy that comes from these activities. Students will know they have a “winner” right from the start. That makes training a joy.

2.6 KEEPING MOTIVATION HIGH

Part of the motivation needed during the early weeks may be centered more on problem solving than teaching. Staffers will experience frustration, personal problems, social crises, and stress. Patience is required, but an understanding advisor can alleviate many problems by encouraging, counseling, and listening to the staffers.

By choice, motivation comes from within. Advisors must do what they can to help students build both respect and success. If advisors care about staff members as people, the rest will work out. Penn State football coach Joe Paterno once said, “Teach people to be proud of what they do, and limits will disappear.”

Few things are more important in the production of a successful yearbook than maintaining staffers' enthusiasm and motivation over the long haul. In large part, this will result from the development of staffers' self-esteem to the point where they will learn to recognize their own success as it is happening. Help ensure success with detailed, attainable goals. Offer more than one solution to problems so that by choosing, the staffers can share in the outcome.

Generate enthusiasm for production tasks through thoughtful and constructive criticism. Balance the positive and negative commentary to encourage as well as direct team members

Show a genuine interest in their outside activities and achievements. Be approachable and reasonable in helping work through scheduling conflicts between the yearbook and their other responsibilities. Encourage development of a staff support network. Distribute a phone list at the beginning of the year so that staff members can keep in touch with each other about deadline progress and can offer assistance. The phone list also encourages staffers to chat outside of the yearbook room and discuss other aspects of "what makes them tick," getting to know each other apart from their lives as yearbook staffers.

You are very likely already familiar with the following motivational practices. These and similar approaches will serve you well in guiding the interactive yearbook project to a successful conclusion.

2.6.1 Say "Thank you."

Never let a day go by without saying "thank you." Don't pass a staff member without saying a kind word. Compliment staffers' work using upbeat words. Keep things lighthearted. Challenge yourself to think of new ways to express appreciation and reward staff members.

2.6.2 Show off their work

Put stickers on outstanding work to remind students of your praise. Encourage "show and tell" of good work. Facilitate a "photo of the week" contest to showcase photographers. Try to find some way to give every staff member a piece of the spotlight.

2.6.3 Make the progress visible

Post the Organizational Ladders (included among the tools of the guide) in the yearbook room, and highlight the sub-category lines as they are completed. Everyone will see the yearbook being completed day by day.

2.6.4 Give awards

Plan brief awards ceremonies on a regular basis, perhaps every two weeks. Don't limit the awards to strictly yearbook stuff. Give awards for things like "Best T-shirt," "Cleanest Locker," "Newest Braces," "Wildest Haircut," etc. Save the significant awards for the editors and advisor to present. Production awards should recognize such achievements as best story, best headline, best picture, best caption, best quote, and top points. Consider two traveling awards, one for an editor and the other for a staffer, recognizing the persons who have put the most effort into the book during a given time. There might also be permanent awards for the two who have earned the awards most often during a grading period or during the whole year. At year-end, recognize the work of excellent editors by having their names engraved on a permanent plaque for the yearbook room.

2.6.5 Build Self-esteem

A happy staff is a productive staff. Here are some tips for building staff esteem:

- Ensure student success with detailed, accomplishable plans.
- Communicate the value and importance of each and every task. Encourage self-editing and self-evaluation.
- Show a genuine interest in the students' outside activities and achievements.
- Generate an enthusiasm for production tasks through thoughtful, constructive criticism.
- Reward the entire staff and individual staffers with verbal and visual displays of appreciation -- constantly and consistently.

2.7 MASTER TIME LINE

Have a skillful artist or industrial design student develop a large flow chart to make visual the sequence of assignments and deadlines for the yearbook project. Along the horizontal axis list the days/weeks/months you want highlighted. Along the vertical axis list the essential steps and deadlines that need to be tracked. (Not every detail needs to be charted – just the key aspects.) Add the names of the responsible staff members in the appropriate place on the chart. Check off completed items as you go.

Below is a checklist of possible items, arranged in order of likely occurrence. Adapt this list or devise another more in line with your needs and circumstances. Keep in mind that *Yearbook Interactive by Jostens* is able to receive your finished materials beginning April 15 of the calendar year and will ship the finished product back to you within 30 working days of the date of receipt.

Key milestones in the *Yearbook Interactive by Jostens* project:

- Complete a dry run of the *Yearbook Builder* software.
- Review the manual (Instructional Guide) to become familiar with the process.
- Organize a yearbook work area.
- Mount the flow chart in a prominent place in the work area. (Sometimes it is helpful to cover the chart with thick, clear plastic and use fine-pointed grease pencils to write on the plastic. Often a color code will make the results stand out more.)
- Select and train the yearbook staff.
- Finalize a strategy (theme, look, accents, size, etc.)
- Agree on the completion deadlines for the various sections of the yearbook.
- Implement “the business” (marketing strategy), and set the goals and deadlines.
- Mark off the page deadlines on the flow chart, and begin to assemble the materials.
- Mark off the various marketing sub-goals on the flow chart and begin to log in the results.
- Set up all interim meetings and enter them onto the chart.
- Launch!

2.8 A WORD ABOUT MEETINGS

Since your world is already filled with plenty of meetings, here are a few tips about how to manage meetings:

- Don't have them unless absolutely necessary! Some decisions can be made via one-to-one conversations with the staffers. Many of the smaller teams will be self-directed and will not need to have you present.
- If a meeting is indispensable, then make it fun and entertaining. If possible, have a computer nearby to display your work in progress. Nothing generates more enthusiasm than a taste of success.
- Always prepare a meeting agenda ahead of time, or delegate this task to one of the editors.
- Make sure everyone is informed in advance of place, time, and purpose. Give everyone an assignment to report on.
- Have something there to eat!
- Have the team agree to a set of meeting rules (e.g., "Everyone gets a chance to speak and be heard. We will stick to the agenda. If someone gets us off track, we will vote to change the agenda or continue the item until a later time. There will be no sarcasm or negative criticism. Things will be upbeat. We will keep minutes and record the assignments and deadlines agreed upon. We will start on time and end on time. We will laugh and have fun – or else!" Etc.)
- Rotate the task of leading the discussion so that everyone gets experience in team governance.
- Use genuine praise, but remember that this is a learning experience which includes positive encouragement to change and improve.
- Keep the meetings relatively short – and never go over time. Students often lead very busy lives, and so do you!

- Use the flow chart to mark down progress identified in the meetings.

3 CREATIVITY

Without you – the editors, technical directors, art and video directors, and marketing directors – an interactive yearbook project could never happen. You are the creative soul of the enterprise.

The finished product will be a reflection of your inspiration, innovation, eye for detail, technical prowess and enthusiasm. Your school colleagues are counting on you to make a worthy record of key happenings throughout the school year.

What you do today will still be viewed ten, twenty, fifty, or even a hundred years from now! Do it well. Have fun. Leave a legacy for yourselves and for future generations.

In this section you will find the following pages:

- 3.0 A Word to the Creative Production Staff
- 3.1 Overview of the plan
- 3.2 *Yearbook Builder* – Powerful and easy
- 3.3 Managing your production
- 3.4 Storyboards
- 3.5 Time line
- 3.6 Measuring progress

3.0 A WORD TO THE CREATIVE PRODUCTION STAFF

Here is a chance for you to let your creative talents shine. Using *Yearbook Builder* is the next best thing to producing your own Hollywood box-office smash hit. The only difference is that *YOU* are the directors – *and* the producers.

Instead of memorializing your school year with words and static pictures alone, you are going to preserve a record of the sounds, sights, dynamic events, headlines, and ongoing relationships as they happen.

Keep in mind: there will be five main template sections to your CD yearbook:

1. **People** – To make your friends, teachers, coaches, cooks, and administrators even more memorable, each person will have an entry that includes background information and a portrait much larger than those in traditional yearbooks.
2. **Organizations** – Watch the debate team debating, the dance club dancing, the student council “counciling,” the pep club pepping, the chess club staring at chess boards, the yearbook staff burning the midnight oil, etc.
3. **Sports** – If you were a spectator, relive the moments that brought you to your feet. If you were an athlete, remember the crunch of helmets, the roar of the crowd, the bang of the starting gun, the sound of the referees’ whistles.
4. **Academics** – Let’s face it: most of your school experience actually happens in the classroom. This section will highlight your school’s academic programs and achievements, from popular classes to final exams, and from basic book reports to award-winning science projects.
5. **Student Life** – Dances, assemblies, projects, lunch – all the stuff that doesn’t fall under other categories will be collected here. If you show this section to your kids someday, they just might believe that you were “normal” in school!

Here is the challenge: it will be up to *you* to sift through the sights and sounds that define your school year. Then you will assemble

the best footage of audio and video clips, augmented by photos and creative text, to produce a definitive multimedia statement of what the school year was all about. All of this can be enhanced with music to give savor to the real-time experiences you will be chronicling.

This is truly a unique and different kind of creative endeavor – one that you will find most enjoyable and rewarding. Use your imagination. Use your innovative eyes and ears. Join in with your staff to create a work of art that only YOU can generate.

It's a new kind of world out there – one of incredibly powerful and effective digital/virtual tools to enhance communications and elevate your quality of life. Best of luck to you! We stand ready to help you in any way we can.

3.1 OVERVIEW OF THE PLAN

Under the direction of your faculty yearbook advisor, you will be learning an entirely new procedure for creating a yearbook supplement.

The advisor will be working with you to set up a series of milestones for compiling and structuring the different sections of the book. Your work should be completed around the middle of April. *Yearbook Interactive by Jostens* will be ready to receive the completed package anytime after April 15, allowing at least 30 working days to finalize your package and ship back to you the finished product for distribution to your customers.

This project will take effort and planning on your part – but the rewards will be exceptional. And you will be advancing your training using some of the most sophisticated new software designed exactly for this purpose.

3.2 YEARBOOK BUILDER 2.5™ – POWERFUL AND EASY

With the *Yearbook Builder* software program you can create your dynamic multimedia yearbook quickly, using a wide variety of creative options.

The “Wizard” feature included in the software will guide you every step of the way so that you can choose all of the following:

- Font types, styles, sizes, and colors for text, headers, and titles
- Theme fonts and treatments
- Background and menu colors
- Yearbook categories and subcategories (the default array includes Student Life, Organizations, Sports, Academics, and People – but you can alter that any way you please)
- Page layout styles
- Photo treatment
- Audio and video clip treatment
- People arrangements

The *Yearbook Builder* software program follows your artistic commands precisely so that you can use the program to assemble your entire dynamic yearbook – step-by-step – with a minimum of worry and effort.

And you can experience each finished page in all its glory – the minute you are done with it. That’s what makes the process fun.

Going back to improve and revise is simple with the *Yearbook Builder* program. Try out many different types of options until you and your team discover the perfect choice.

The most involved aspect of your entire project will be to assemble a rich inventory of photos, audio clips, and video clips to serve as the treasury from which to make final choices. Even here we have made every effort to save you time and headaches by providing a simple system to archive your collection systematically. More about this later in the section.

3.3 MANAGING YOUR PRODUCTION

Here are some tips on how to maximize your success with the *Yearbook Interactive by Jostens* system:

3.3.1 Keep the vision alive

This is a unique new kind of technology that lets you compile, organize, and preserve the images, sounds, sights, and language of your school year in a digital format that can be replayed for years to come. You are dealing here with the heart and soul of people's lives. You can capture the magic of their school year in a compilation that comes closer to virtual reality than the traditional yearbook ever can. That's a lot of responsibility! But with the *Yearbook Interactive by Jostens* system you can accomplish miracles in record time.

3.3.2 Work closely with your yearbook advisor

That person is the captain of your team. He or she can help you use the Assignment Charts, Organizational Ladders, and Calendar Sheets included with this manual to make sure the project enjoys smooth sailing.

3.3.3 Build up the yearbook materials systematically

Your CD yearbook advisor can help you deploy the special "spread assignment envelope" system for organizing the materials that you will be collecting throughout the year. A "spread" is a specific page layout for the yearbook. After someone has been assigned the responsibility to compile each page, an envelope can be issued to archive the growing array of materials for that page.

The envelopes can include: a layout or printout of the spread design, pertinent background information, photos filed as they are taken, photo labels, and anything else that will help you succeed.

Your CD yearbook advisor can help you manage the envelope system effectively. We suggest that you color code the envelopes according to the deadlines that lie ahead – with a different color for each deadline. Each assigned staff member can write on the envelope his or her name, the spread idea or topic, and the page

numbers. Throughout the year, as staff members collect background information, photos, quotes, etc., they add these to the envelope. That way, as the year progresses and deadlines get closer, staff members have everything they need to stay on track and get the job done.

3.3.4. Use photo labels for accuracy and efficiency

The labels provided with this manual are to assist you in managing your production. By using these labels correctly, you will be able to organize and understand the production process more completely.

The first area on the label is the photo number. The number will let you refer to the storyboards (described below) as you are planning the design of your interactive yearbook. The numbering system we suggest is to start off with the number 001, and then continue with 002, 003, etc. This numbering system is compatible with most operating systems. It is also suggested that you use the number as the file name so that you can see the number on the computer, storyboard, and photo label.

The description is an optional section to reference on the label. This would allow you to put the caption of the picture on both the label and the storyboard. For example:

Far right: Kimberly Johnson desperately runs towards home plate as the Pirates try to take the 5A softball State Championship.

The last section on the label is the file name and a box to check when the photo has been scanned. Again, for the sake of efficiency and consistency, we suggest that you use the photo number as the file name.

3.4 STORYBOARDS

3.4.1 Page Layout Storyboards

When dealing with the design of your pages, you may wish to consider the following aspects:

Starting at the top of the "page," there is a black area that represents the onscreen category toolbar. This tool bar will list the

main events within your interactive yearbook. These categories are:

- Organizations
- Student Life
- Academics
- People
- Sports
- Main
- Exit

These categories will take you to the sections of the yearbook. As you can see, we have tried to keep the titles of these categories similar to, if not the same as, your traditional yearbook categories so that there will be less confusion between the two when assembling your project(s).

Next comes the body of the page, which includes pictures, text, and audio/video icons. This will help you organize your project systematically. It is of course up to you to decide which graphics, sounds, and pictures to use. That's where your creative power comes into play.

Within each area designated for photos, there is a representation of the photo label. Here you can put the information identifying the photo that will go into this picture box. The information on the storyboard should match the information on the photo. (**Note: photo numbers should follow the numbering sequence 001, 002, 003, etc.**) The gray area of the storyboard is designated for the audio and video icons. (The program will also automatically add Continue and/or Previous icons if you decide to have a multiple-page sequence for a given spread.) If the particular page is to be coupled with audio and video segments, then check the appropriate icon(s) on the storyboard and enter the tracking information in the fields along the right side of the sheet. Being careful to enter this information as you go will make it much easier to locate the audio and/or video segments for the final edit.

The next section of the storyboard sheets is the "Page Navigational Toolbar." This toolbar will appear if the program sees that there is more than one part to a section, i.e., a number of sub-sections. This happens automatically.

By using storyboards, you can approach your task with a higher degree of professionalism and control. If you let the storyboard system manage the details of the project, you can leave more time for creativity and innovation.

3.4.2 Video Storyboards

Each segment of video that you add to a given page can be divided into scenes and panels. "BG" stands for the background that you are targeting. The sections below the squares can be used to catalogue the dialogue that goes with each panel, plus the action and special effects ("Efx") that are called for. "Trans" stands for the kind of transition you are planning to use to bridge to the next panel (or scene) – whether hard, fade, etc. By laying out the video flow in an organized, systematic way you will produce a more professional and high-quality publication.

3.5 TIME LINE

If your goal is to distribute CD's before the end of the school year, your yearbook project should be completed during the first part of April. *Yearbook Interactive by Jostens* is able to receive your project anytime after April 15 of a given calendar year. It will take 30 working days following receipt of your materials to complete the final version of your yearbook and ship the finished product to you.

Work with your yearbook advisor to maintain a "big picture" perspective of your work. The Organizational Ladder sheets included with the system can help you to stay in control of your forward motion. If your advisor chooses to use a wall-mounted flow chart, you can follow your time line with great precision from day to day and from meeting to meeting.

Remember that deadlines are tools of creativity.

Above all, keep in view the finished product – a dynamic, informative, entertaining, and inspiring multimedia chronicle of an unforgettable school year. And *you* will help to make this possible.

3.5.1 Due Date Considerations

When scheduling deadlines, there are certain considerations that should be made:

- Keep up on the events as they occur. Try to set event deadlines within 2 – 3 weeks after the event has taken place.
- CD label artwork should be one of the first projects completed. The artwork may need to be proofed before final replication of CD's.
- Class portraits are usually taken before the school year begins. Re-takes are taken within the first month. Consider setting the due date for the class portrait section for late December.
- Fall sports are usually completed by the end of November unless playoffs occur. Try to set the due dates for fall sports as the middle of December.
- Winter sports are usually completed by early March. Consider setting the due dates for the end of March.
- Spring sports usually end by mid May. ***Please note:*** Not all spring sports may have full coverage of their season often due to the final deadline. Take group and action pictures early in the season.
- Clubs and organizations are often together in meetings by at least the third month of school. Gathering the group shots can usually be finished by January. The activities for these clubs are ongoing throughout the school year. Keep gathering pictures and video highlights as these activities take place.

3.5.2 Due Date Check Lists

The following pages contain checklists for various assignments.

**CD Yearbook Planner
Due Dates**

Category	Assigned To	Due Date
CD Label Art	_____	___/___/___
Main Category	_____	___/___/___
Student Life	_____	___/___/___
Organizations & Clubs	_____	___/___/___
Sports	_____	___/___/___
Academics	_____	___/___/___
Class Portraits	_____	___/___/___
Sponsors & Credits	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___

CD Yearbook Planner
Due Dates

STUDENT LIFE

Category	Assigned To	Due Date
Homecoming	_____	___/___/___
Jobs	_____	___/___/___
Hangouts	_____	___/___/___
Traditions	_____	___/___/___
Fashions	_____	___/___/___
Prom	_____	___/___/___
Dances	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___

CD Yearbook Planner
Due Dates

ORGANIZATIONS & CLUBS

Category	Assigned To	Due Date
Band	_____	___/___/___
Concert Choir	_____	___/___/___
Key Club	_____	___/___/___
Drama Club	_____	___/___/___
Stage Crew	_____	___/___/___
School Musical	_____	___/___/___
DECA	_____	___/___/___
Debate	_____	___/___/___
Newspaper	_____	___/___/___
Yearbook	_____	___/___/___
Literary Magazine	_____	___/___/___
Cheer Leaders	_____	___/___/___
Drill Team	_____	___/___/___
Dance Company	_____	___/___/___
Chess Club	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___

CD Yearbook Planner
Due Dates

SPORTS

Category	Assigned To	Due Date
Football	_____	___/___/___
Girls Soccer	_____	___/___/___
Boys Soccer	_____	___/___/___
Cross Country	_____	___/___/___
Golf	_____	___/___/___
Girls Volleyball	_____	___/___/___
Wrestling	_____	___/___/___
Softball	_____	___/___/___
Baseball	_____	___/___/___
Tennis	_____	___/___/___
Track & Field	_____	___/___/___
Boys Basketball	_____	___/___/___
Girls Basketball	_____	___/___/___
Swimming	_____	___/___/___
Water Polo	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___

**CD Yearbook Planner
Due Dates**

ACADEMICS

Category	Assigned To	Due Date
Core Classes	_____	___/___/___
Foreign Languages	_____	___/___/___
Art	_____	___/___/___
Business	_____	___/___/___
Scholarship	_____	___/___/___
AP Classes	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___

**CD Yearbook Planner
Due Dates**

CLASS PORTRAITS

Category	Assigned To	Due Date
Student Body Officers	_____	___/___/___
Senior Class	_____	___/___/___
Junior Class	_____	___/___/___
Sophomore Class	_____	___/___/___
Freshman Class	_____	___/___/___
Faculty / Staff	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___
Other _____	_____	___/___/___

3.6 MEASURING PROGRESS

In summary, there are essentially six ways to measure your progress as you proceed:

- The size of your spread envelopes (i.e., how much quality material you have been able to contribute to each of the envelopes assigned to you)
- The quality and completeness of your storyboard sheets
- The timeliness of your contributions as measured by the Assignment sheets, Organizational Ladder sheets, Calendar sheets, and/or wall chart
- Feedback from the yearbook advisor
- Feedback from your team members
- And – the ultimate test -- the success of the actual finished pages you are assigned to work with. How your “customers” receive the finished product is the highest and best way to measure your progress. One of the exciting aspects of *Yearbook Interactive by Jostens* is that customer feedback can come throughout the process of creating the product. The book is created segment after segment so that you know how each piece turns out in sequence. That is one of the keys to keeping motivation and enthusiasm high.

4 "THE BUSINESS"

Everyone knows it's true: nothing happens in our project-driven world without the marketing people there to spread the word and gather in the customers. That's where *you* come in – the marketing team who will carry out "the business" of your dynamic new interactive yearbook.

The best part of it is that this product virtually sells itself. Who wouldn't want to have a copy of a high-quality customized CD-ROM that features the key images, sights, sounds, panoramic views, people, and memorable events that go to define the school year? This section of the Marketing & Planning Guide will give you recommendations for enlarging quickly and easily the circle of participants in this exciting project.

And keep in mind that the *Yearbook Interactive by Jostens* program can generate additional funds for your school administration to use in acquiring more technology or for other worthwhile purposes.

Look for the following pages in this section of the manual:

4.0 "You are the business people who make things happen."

4.1 The Plan

4.2 The Team

4.3 Taking the Pulse With Surveys

4.4 Marketing Tools

4.5 Time Line

4.6 Measuring results

4.0 “YOU ARE THE BUSINESS PEOPLE WHO MAKE THINGS HAPPEN.”

Every yearbook has a business side – and you’re it! *Yearbook Interactive by Jostens* is no exception. In our media-pervasive, digitally-supported, interactive-technology world, the opportunity to have your own customized, full-color, multimedia CD-ROM yearbook at a modest cost is an idea whose time has come.

Here’s a chance for you to use concepts and skills from your business curriculum:

- Sell the “dream” – the opportunity to relive the key highlights of your school year in audio / video / text formats for years to come, all the sights and sounds just as they happened, all the personalities that made the year memorable.
- Emphasize the value that will be added to the “customer’s” life.
- Use leverage by capitalizing on word-of-mouth networking. Have everyone spread the word and get back to you with referrals and leads.
- Work through student groups to speed up sales and broaden the appeal.
- If fundraising with this product, point out that the school will benefit from additional funds for buying much-needed equipment and supplies. There is space for “sponsors.”
- Don’t forget the community. Many citizens are stakeholders in your educational process – merchants, city fathers, agency heads, professionals, service groups – and many will want to participate in the project.
- Proceed systematically using the tools and suggestions in the pages that follow. Use your ingenuity to come up with additional marketing ideas.
- Work closely with the yearbook advisor in managing the business side of the project and keeping track of the funds.

Without the editorial and production staff, there can be no interactive yearbook prototype. But a great product still needs to be marketed to be successful. You are an indispensable link in the chain.

4.1 THE PLAN

Successful marketing for an interactive yearbook depends on three factors:

1. getting the word out effectively,
2. using the correct timing,
3. and going for volume.

4.1.1. Getting the word out

This calls for ingenuity and coordination. To support your publicity campaign, we have provided a number of aids:

- A survey model
- Full-color posters
- Sample letter to parents (with order form)
- Sample newspaper ads for the school paper
- Sample television broadcast scripts
- Sample intercom scripts

4.1.2. Timing

Timing is critically important if your marketing campaign is to have maximum impact and result in substantial sales. In the pages that follow, we will provide suggestions on how and when to use the marketing aids listed above.

4.1.3. Volume

Volume has a direct bearing on how your school can benefit from the interactive yearbook campaign. If you're fundraising, the more CD's you sell, the more \$\$ you'll earn for the school.

Your success as a marketing team can have considerable impact on the school and its programs. We suggest, therefore, that you set your marketing goals as high as you realistically can. This is a worthwhile enterprise.

Keep in mind: Some students and their parents may be even more willing to buy an interactive yearbook if they know the school will directly benefit. If you decide to raise funds for the school through sales of CD yearbooks, this should be explained at the beginning of the marketing campaign.

Note: The project might fit in well with the curriculum of one of your school's business classes. Consult with the appropriate faculty member(s) to see how this could augment your educational program

4.2 THE TEAM

The marketing team for the interactive yearbook project might consist of the following (adapt this model to your circumstances):

Marketing Director

Oversees "the business" – the proactive outreach campaign to market the multimedia CD-ROM yearbook to students, parents, faculty, and involved community leaders.

Three to five Marketing Assistants

These are the assistants to the Marketing Director who extend the outreach campaign throughout the school and even into the community.

Group Representatives

In addition to the marketing staff, you might well augment the team with representatives from some of the various school groups and organizations that are interested in helping you promote the interactive yearbook as a means to raise funds for their own programs. For example, you could have an arrangement with the football team to allow them to promote the program. Each player would be responsible to sell a certain number of CD's. You could work out an arrangement with the yearbook advisor and the school administration to split the proceeds evenly with the team for the volume they are able to sell. The same arrangement could be made with any other organization that might wish to participate.

Consult with your yearbook advisor to see which organizational model would best serve your interests.

4.3 TAKING THE PULSE

One of the best ways to start spreading the word about the new interactive yearbook is to start your campaign with a survey program. If you poll your colleagues and friends concerning their interest in this unique new kind of yearbook, you will undoubtedly discover widespread interest in such a project. Just asking the right questions will create curiosity and interest.

We have polled students at numerous schools across the country to identify their interest level. The results were overwhelmingly positive. In fact, negative responses to the idea were almost nonexistent. We suggest that you conduct a similar survey with your students. You could quickly introduce the concept over the PA system or through a television news story in the first period. Have each teacher pass out a sheet of paper that allows interested students to sign up. You'll quickly find out how many students will buy the product and specifically who they are.

Here are some sample ways to put the question to your listeners:

"Our school has a chance this year to publish an interactive multimedia CD to supplement our regular yearbook. You know -- customized with video clips, music, and the whole works. How interested would you be in getting a copy?"

"This year the school is sponsoring its own CD with highlights of the school year in audio / video format. It's called an interactive yearbook. How interested would you be in getting your own personal copy?"

"Do you want to be in a CD? The school is planning to produce an interactive yearbook supplement with video, audio, music, and the whole works. I'm taking down the names of those interested in ordering a copy."

"The yearbook staff is creating a CD yearbook supplement with video and audio clips from throughout the year. What type of content would you want to see included in your CD?"

4.4 MARKETING TOOLS

Yearbook Interactive by Jostens is dedicated not only to provide the means for creating a CD-ROM yearbook, but also to help you develop a strategy to market the finished product to students, parents, faculty, and community leaders. Your marketing kit includes all the necessary tools to sell the product effectively. These items can be hung in the halls, passed out at registration, sent in the mail to each student with their registration materials, used in daily announcements, etc. How to utilize these items most effectively is up to you.

Items included in the marketing kit are:

4.4.1 Full-Color Posters

Posters will attract the attention and curiosity of the students and faculty. They will serve as constant reminders that now is the time to get involved with today's new technology. Three 17"x22" full-color posters are included in your kit.

4.4.2 Letters to Parents, including Order Form

The sample letter to parents (see following pages) explains the interactive-yearbook concept and the system requirements for playing the CD-ROM disk on a home computer. It also includes an order form. Note that the price is left blank. You may opt to add a few dollars onto your cost for school fundraising.

4.4.3 Newspaper Articles for the School Paper

Several sample articles for placement in your school paper are found in the following section. Some of the articles are serious, and some are more lighthearted. Regardless, students will receive plenty of exposure to *Yearbook Interactive by Jostens* CD-ROM yearbooks and will know how to get involved.

4.4.4 Intercom Scripts

We have also included copy for 10-second, 30-second, and 60-second announcements to be read over the PA system.

Letter to Parents

Dear Parents:

How well do you remember school? Do you remember Homecoming? Do you remember that last-second three-point shot that took your basketball team to the state tournament? The pep rallies and the assemblies?

We are excited to finally introduce a way to preserve all of your son's or daughter's school memories – ***Yearbook Interactive by Jostens™***. This innovative, new program enables students to capture all of their school experiences on CD-ROM. Current technology allows for so much more to go into a yearbook than simply pictures and text.

Your son or daughter can now listen to music from the band and concert choir, as well as watch video highlights of games, assemblies, dances, and graduation. Include interactive features, such as a review of the year's top news stories, music, and movies, and direct Internet access to their own website, and this product becomes something that all students will want. The possibilities are endless. Remarkably, your son or daughter can enjoy all of the benefits of an interactive as a wonderful complement to their print yearbook.

Yearbook Interactive by Jostens™ has created an easy-to-use software program that educates the yearbook staff on how to utilize and incorporate all of the exciting aspects of multimedia. The interactive yearbooks can then be played on any Windows® computer. (See system requirements below.)

Take advantage of this wonderful opportunity to preserve your son's or daughter's school experiences and invest in their education. Fill out the form below and return it with payment to the appropriate representative at your school.

Sincerely, ***Yearbook Interactive by Jostens™***

ORDER FORM	
Student Name: _____	
Address: _____	
City: _____ State: _____	SAMPLE ONLY Fill in the selling price and return address information below.
Telephone Number: (_____) _____	
<input type="checkbox"/> Yes, I would like to order a copy of my school's interactive yearbook on CD-ROM for only \$14.95	
Please return this order form with payment to: Mr. Baker - Room 507, Valley High School, Valley, OH 55555.	

System requirements for Windows®: 486DX2-66 MHz CPU or faster. Windows® 95, 98, Me, or 2000. DirectX compatible sound and video card. 4X CD-ROM, Mouse, Keyboard, Monitor, Speakers.

Letter to Parents

Dear Parents:

How well do you remember school? Do you remember Homecoming? Do you remember that last-second three-point shot that took your basketball team to the state tournament? The pep rallies and the assemblies?

We are excited to finally introduce a way to preserve all of your son's or daughter's school memories – ***Yearbook Interactive by Jostens™***. This innovative, new program enables students to capture all of their school experiences on CD-ROM. Current technology allows for so much more to go into a yearbook than simply pictures and text.

Your son or daughter can now listen to music from the band and concert choir, as well as watch video highlights of games, assemblies, dances, and graduation. Include interactive features, such as a review of the year's top news stories, music, and movies, and direct Internet access to their own website, and this product becomes something that all students will want to have. The possibilities are endless. Remarkably, your son or daughter can enjoy all of the benefits of an interactive yearbook as a wonderful complement to their print yearbook.

Yearbook Interactive by Jostens™ has created an easy-to-use software program that educates the yearbook staff on how to utilize and incorporate all of the exciting aspects of multimedia. The interactive yearbooks can then be played on any Windows® computer. (See system requirements below.)

Take advantage of this wonderful opportunity to preserve your son's or daughter's school experiences and invest in their education. Fill out the form below and return it with payment to the appropriate representative at your school.

Sincerely, ***Yearbook Interactive by Jostens™***

YEARBOOK INTERACTIVE™ ORDER FORM			
Student Name: _____			
Address: _____			
City: _____	State: _____	Zip: _____	
Telephone Number: (_____) _____			
<input type="checkbox"/> Yes, I would like to order a copy of my school's interactive yearbook on CD-ROM for only.			
Please return this order form with payment to:			

System requirements for Windows®: 486DX2-66 MHz CPU or faster. Windows® 95, 98, Me, or 2000. DirectX compatible sound and video card. 4X CD-ROM, Mouse, Keyboard, Monitor, Speakers.

Sample Morning Announcements

60 second PA announcement:

"Our top story today comes from the yearbook staff. This year our school has teamed up with *Yearbook Interactive by Jostens™* to bring us digital yearbooks on CD-ROM. These disks will include exciting new features that our traditional yearbooks will never have, such as music from the band and videos from the assemblies and sports teams. In a recent interview, _____, the yearbook advisor, told us '*Yearbook Interactive by Jostens™* is helping us enter the technology age by teaching us how to incorporate multimedia into our school.' He/she also pointed out to us the tremendous opportunity for our students to learn how to create, produce, and market a state-of-the art, computer-generated yearbook. As he/she said, 'I don't think I have ever seen a company bring so much to a school. We are excited to be involved in such a cutting-edge program and hope that our students understand how great these CDs will be. Everyone should have one.' We will keep you updated on how this interactive yearbook program is coming along throughout the year. In the meantime, you can reserve your CD yearbook today by taking your money and order form to _____ as soon as possible."

30 second PA announcement:

"And now a word from the Yearbook Department: As you already know, this year our school is producing its first interactive CD-ROM yearbook. We want to inform you that it is coming along well and that we are confident this will be unlike anything our school has ever produced before. We have included video highlight films from the athletic teams and music from the band and concert choir, as well as many other exciting features that you'll just have to wait to see to believe. Reserve your interactive yearbook today by taking your money and order form to _____ as soon as possible. Thanks!"

10 second PA announcement:

"Just a quick reminder from the CD yearbook department: Please get your order forms and money turned in to _____ as soon as possible to reserve your interactive CD-ROM yearbook. You don't want to miss out on this. It's awesome!"

Sample Newspaper Articles

"Multimedia is one of the hottest topics in education today. But what exactly are they talking about when they say "multimedia"? Multimedia refers to the different media that can be used within technology, such as video, audio, imaging, and interactivity. Technology allows us to do incredible things that were not even conceptualized ten or twenty years ago. Our school has decided that now is the time to get involved with this technology and incorporate it into our curriculum. We are fortunate to have the assistance of a multimedia company called *Yearbook Interactive by Jostens™* that has created a software program that will allow us to begin assembling an interactive CD yearbook. This new "yearbook" will utilize all of the exciting benefits of multimedia, including music from the band and concert choir, as well as video highlights from the athletic teams and assemblies. The yearbook department is anxiously looking forward to producing an unprecedented piece of memorabilia that will finally allow us not only to read, but also to *watch* and *listen* to our school experiences."

"Extra! Extra! Yearbook advisor seen using hot, new technology that will finally bring our school out of the dark-ages and into the light. Hold on to your boots, Mr. Spock. It seems that _____ has taken the future of the school into his/her own hands by boldly and aggressively tackling the exciting new realm of multimedia. "It needed to be done", said _____ in a recent interview. We applaud his/her efforts and hope that others will join and give their support in this courageous quest for technological advancement. It seems only right."

"We always need more funds for education and student organizations. What organization, group, or team couldn't use some extra money? The _____ department has been given an unusual opportunity this year to raise extra money for worthwhile programs, while at the same time provide the students of the school with a unique way to store memories unlike any system they have ever had. This year they will be creating multimedia yearbooks on CD-ROM. This means that we will now have video highlights from the assemblies, dances, and athletic teams, as well as audio from the school band, concert choir, and interviews, etc. Add interactive features, such as a virtual tour of the school and direct Internet links, and this product will be one that every student will want to have in his/her collection of memories. Won't it be remarkable to **listen to and watch**, as well

as read about, our school experiences, not only now but throughout our lives? We applaud the _____ department for implementing this new program. We are all looking forward to its completion.”

4.5 TIME LINE

As the marketing team, you will want to map out a flow of strategic actions and deadlines in order to reach your volume goals. Coordinate with the yearbook advisor to identify important marketing milestones along the way – such as the best timing for a survey, when to put up the posters, when to publish the newspaper articles, when to use the video clips, etc. If the yearbook advisor is using a wall flow chart to keep track of progress, enter your important deadlines on this chart and mark off progress as you go. Teamwork is more effective when everyone knows the objectives and when all the participants can watch progress happening before their eyes.

4.5.1 Maximizing Participation

First of all, the overall timing for producing an interactive yearbook for your school could not be better. Interest in multimedia products and technology is very strong. Students are familiar with CD's for accessing everything from music to high-quality video programs to computer games and software. In fact, *Yearbook Interactive by Jostens's* easy-to-use yearbook building software is an adaptation of computer-game technology! *Yearbook Interactive by Jostens* is committed to assisting you in creating a quality yearbook that students will enjoy now and throughout their lives. None the less, not even the greatest product sells itself. With that in mind, the strategies we have developed to help you sell your interactive yearbook are far more effective if they are implemented at the optimum times. Here are some suggestions:

4.5.2 Strategic Timing and Placement – General Considerations

The marketing kit includes all the necessary tools to sell your product. However, timing and placement are critical to maximize their effect. Ideas for timing and placement of each of the tools within the marketing kit are outlined below.

4.5.3 Poster Placement/Timing

You have received 17"x22" color posters. These posters should be strategically placed throughout the school. We recommend that posters be placed in classrooms and in high-traffic areas such as the lunchroom and in the halls, especially above drinking fountains.

Be sure to use the space available at the bottom to note ordering information.

4.5.4 Letter Placement/Timing

The introductory letter to the parents of each student has already been explained. This letter includes a detachable order form with a place for the name of the person who will collect the money and keep track of all orders. He/she could be the interactive-yearbook advisor or someone in the front office. Add the person's name to the letter template before printing copies to send home with each student. Give the letters to all students in first period at the same time as you hand out the brochures.

4.5.5 Newspaper Ads and Scripts

The decision on when and how often to use ads and scripts is up to each school. It makes sense to use these media in conjunction with other marketing tools. For example, on the day you pass out your brochures and letters to parents, introduce the program with a television and/or PA-scripted announcement. You can then continue to use the ads and scripts throughout the year whenever you want to promote the program and maintain awareness among the students.

4.5.6 Group/Organization Fundraiser

Early in your marketing campaign, identify groups and organizations that might wish to help you increase the sales volume.

4.6 MEASURING RESULTS

The more interactive yearbook CD's you are able to sell, the more benefits you will be making available to participating "customers." In addition, if your school decides to use this project to enhance funding for additional equipment and supplies, or for any worthwhile educational purpose, your efforts will translate directly into value for many hundreds of students.

Therefore, we recommend that you apply your time and talents to achieve your marketing goals.

Here are a few tips for keeping score as you go:

- Make sure that you attend yearbook staff meetings. You can do a lot to help maintain a high level of enthusiasm for the success of the enterprise by "keeping the vision alive" and by providing input on how well the project is being received by the "customers."
- Develop a visual means of tracking your sales progress so that everyone stays informed about how things are moving along. Thermometer charts, pie charts, bar graphs, or any similar display can add interest to the ongoing activities. Use your ingenuity to share success.
- Break your overall goal down into smaller goals and deadlines. For example: the first 100 by such-and-such a date, the second 100 by such-and-such a date, etc. Build a time line. Factor in the other groups and organizations that may be working with you. An example might be "100 sales from the football team by November 1," or "100 sales from the student council by December 1," etc.
- Divide your responsibilities among the Marketing Assistants and encourage them to reach their goals in a timely fashion.

Perhaps you will want each of them to assume the load for a given number of sales, e.g., 100. When you meet to update the results, share success stories and approaches that are particularly effective. Brainstorm how to overcome objections. Spread out your coordinating sessions at regular intervals and monitor the totals carefully.

- Remember, in general, your ultimate deadline is around the first part of April. Materials for your interactive yearbook can be submitted to *Yearbook Interactive by Jostens* starting April 15 for final production and duplication. You may want to use a suitable sales deadline to give prospective buyers a sense of urgency. "All orders must be in by _____." There is nothing quite like a deadline to get the procrastinators activated.

We wish you every success. Don't hesitate to call us if we can be of assistance in optimizing your marketing campaign.

Yearbook Interactive by Jostens
Customer Support: 877-433-8046

5 CONCLUSION

The *Yearbook Interactive by Jostens* project you are working on is a look into the future of communications and digital technology. When technology is coupled with achievement, miracles happen. The experiences students have in meeting challenges in school are invaluable. By preserving memories in an interactive CD-ROM format – combined with video and audio highlights – you are helping the student to gain useful perspective on how life unfolds.

The *Yearbook Interactive by Jostens* CD will provide entertainment, inspiration, laughter, nostalgia, and good fun for decades.

Thank you for contributing to a project that will be highly treasured now and in the future.